

**ECONOMIC AND WORKFORCE DEVELOPMENT
COUNCIL COMMITTEE MEETING MINUTES
TUESDAY, NOVEMBER 3, 2020 2:00 PM
VIDEOCONFERENCE**

Members Present:	Councilmember Rebecca Viagran, <i>Chair, District 3</i> Councilmember Adriana Rocha Garcia, <i>District 4</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Melissa Cabello Havrda, <i>District 6</i> Councilmember Manny Pelaez, <i>District 8</i>
Staff Present:	Carlos J. Contreras, III, <i>Assistant City Manager</i> ; Katinka Howell, <i>Assistant City Attorney</i> ; Christina Ramirez, <i>Assistant City Attorney</i> ; Tina J. Flores, <i>City Clerk</i> ; Melinda Uriegas, <i>Assistant City Clerk</i> ; Alejandra Lopez, <i>Director, Economic Development Department</i> ; Michael Sindon, <i>Assistant Director, Economic Development Department</i> ; Justina Tate, <i>Budget Director, Economic Development Department</i> ; Nancy Cano, <i>Office of the City Clerk</i>
Others Present:	Jenna Saucedo, <i>President & CEO, San Antonio Economic Development Foundation</i> ; Tuesdae Knight, <i>President & CEO, San Antonio for Growth on the Eastside</i>

Call to Order

Chairwoman Viagran called the meeting to order.

1. Consideration of Applicants to the San Antonio Economic Development Corporation Board (3 seats) [Tina J. Flores, City Clerk]

Alejandra Lopez reported that the San Antonio Economic Development Corporation (SAEDC) was a nonprofit corporation established in 2010 that assisted the City in promoting economic development, invested over \$14 million in 7 economic development projects, had equity in 20 startup companies, and created the San Antonio Military Medical Innovation (SAMMI) Fund that supported innovation and entrepreneurship in the military/medical community.

Ms. Lopez reported that the SAEDC Board of Directors was comprised of seven members, with the Mayor serving as President, the City Manager serving as Secretary, and five Board Members made up of two Councilmembers and three Citizens At-Large seats appointed by City Council for a two-year term. She stated that the six eligible applicants would be interviewed for the three available Citizen At-Large seats.

Chairwoman Viagran announced a two-minute opening statement for each of the following candidates, with questions from the Committee:

1. Kenneth Wayne Briggs, III
2. Dr. Christine L. Burke
3. Sylvia Lopez Gaona
4. Carlos D. Gonzalez

5. Margie Johnson
6. Christopher Rosas

EXECUTIVE SESSION

Chairwoman Viagran recessed the meeting into Executive Session at 2:51 pm to discuss the following:

Deliberate the appointment, evaluation, and duties of public officers and discuss legal issues pursuant to Texas Government Code Section 551.074 (personnel matters) and Texas Government Code Section 551.071 (consultation with attorney).

RECONVENED

Chairwoman Viagran reconvened the meeting at 3:11 pm and announced that no action was taken in Executive Session.

Councilmember Rocha Garcia moved to re-appoint Sylvia Lopez Gaona and Christopher Rosas, and to appoint Dr. Christine L. Burke to the SAEDC Board of Directors, Community-At-Large. Councilmember Cabello Havrda seconded the motion. The motion carried unanimously.

7. **Briefing and possible action on the San Antonio Economic Development Foundation Business Plan for July through December 2020.** [Carlos J. Contreras, III; Assistant City Manager; Alejandra Lopez, Director, Economic Development]

Jenna Saucedo reported that the purpose of SAEDF was to grow and diversify the local economy by producing, retaining, and growing jobs within the San Antonio economy through global branding, marketing, and project management that was focused on corporate recruitment, business retention and expansion, and workforce development.

Ms. Saucedo provided SAEDF performance metrics for FY2017-FY2020: Executed 101 marketing trips, 303 prospect visits, and won 68 projects worth \$1.9 billion in capital investments that created 15,859 jobs representing \$32 billion of annual economic impact. She highlighted that 60% of the total local job growth in 2019 were jobs directly impacted by SAEDF. She compared FY2017-FY2020 goals to actual year-to-date metrics and noted that the COVID-19 Pandemic had a negative impact on overall job counts which did not double as expected.

Ms. Saucedo reported that as of Q3-Q4, SAEDF currently had 55 projects with several large projects expected to close by the end of the year which represented a significant number of jobs, although it would be difficult to attain the 2020 goal of 5,000 jobs. She stated that due to COVID-19, SAEDF had to scale up workforce development and business retention and expansion (BRE) programs accordingly. She indicated that targeted high-wage job attraction efforts were activated in Cyber, Bioscience, and Manufacturing Industries. She added that SAEDF was working extensively with four top research institutions in conjunction with a partnership on precision therapies. She noted that 22% of SAEDF's projects were on the international front and that staff

frequently engaged with global consultants digitally, as international travel was not expected to be available next year.

Ms. Saucedo reported that during Q3, SAEDF developed a new website that allowed for the digital expansion and promotion of local BRE programs. She noted that SAEDF successfully completed the upsell of the Pabst Brewery Headquarters for their relocation of all operational assets to San Antonio. She stated that during Q4, SAEDF engaged in recruitment outreach promoting Class A office space in the more densely populated metros of San Francisco, Washington, D.C., Virginia Beach, Los Angeles, Chicago, and New York City through virtual and in-person company and site visits. She added that they scaled up business retention and expansion efforts and increased the BRE number of visits to include small and micro-businesses, partnered with community organizations to extend reach to non-targeted small businesses, captured and tracked workforce needs, and connected companies to SAWorks for workforce development and training opportunities.

Ms. Saucedo reported that during Q3-Q4, SAEDF would continue to focus on workforce development and connecting different organizations to on-the-job (OTJ) training opportunities, long-term talent solutions, promoting work-based learning programs in targeted industries. She highlighted the development of SAEDF's community dashboard to be launched in January 2021 to track benchmark competitive performance, college/career/military readiness, and provide a breakdown of job counts while showcasing the true health of the local economy. She noted that the dashboard would be interactive and flexible so as to pivot with community needs.

Chairwoman Viagran asked of recent updates to the SAEDF Board and Executive Committee. Ms. Saucedo replied that the SAEDF Executive Committee just announced a diverse slate of new candidates that included a 21% increase of Black executives and a 37% increase of Hispanic executives. She noted that women representation was at 33% and further progress was underway.

Councilmember Cabello Havrda asked why a mega-regional geography strategy was necessary. Ms. Saucedo replied that they were not deploying the mega-regional strategy for FY 2021 but were planning on more formally representing the Master Service Agreement (MSA) in place and delivering on their mission to grow new jobs within San Antonio.

Councilmember Rocha Garcia requested further information on the Cyber Campus campaign and asked of SAEDF's innovative strategies. Ms. Saucedo stated that prior to COVID-19, they prioritized outreach based off risk and opportunity, and now they targeted succession planning and supported companies that had a greater opportunity to scale their businesses in San Antonio.

Councilmember Pelaez noted that the Food and Beverage Industry contributed \$8 billion to the local economy and asked what the region-wide strategy was to assist that local industry. Ms. Saucedo replied that SAEDF would collaborate with the Economic Development Department to confer on detailed future projections and pivoting strategies with the San Antonio Restaurant Association.

Chairwoman Viagran noted that SAEDF's Work-Based Learning Opportunity goal of 8,503 surpassed its original goal by nearly 1,000 and asked how that was accomplished. Ms. Saucedo replied that going virtual was key at a time when many organizations cancelled their internship

and job shadowing programs. She noted that SAEDF and their partner organizations continued to facilitate work-based learning opportunities virtually which was the contributing factor to their success during the pandemic.

Adjournment

There being no further discussion, the meeting was adjourned at 3:55 pm.

Rebecca Viagran, Chairwoman

Respectfully Submitted,

Nancy Cano, Office of the City Clerk