

CITY OF SAN ANTONIO
ECONOMIC DEVELOPMENT DEPARTMENT
SMALL BUSINESS ECONOMIC DEVELOPMENT ADVOCACY (SBEDA) COMMITTEE
March 26, 2021
10:00 am

Call to Order and Pledge of Allegiance:

The meeting was called to order at 10:00 a.m. The Pledge of Allegiance was recited, roll call was taken, and a quorum was established. Economic Development staff present included, Mr. Michael Sindon, Assistant Director; Ms. Samantha Diaz, EDD Coordinator; Ms. Ann Eaton, EDD Manager; Ms. Olympia Cuellar, EDD Sr. Specialist; and Ms. Shuchi Nagpal, Interim Administrator. Additional City Staff Present include, Mr. Norbert Dziuk, Finance Assistant Director, and Ms. Christina Ramirez, Assistant City Attorney.

Roll Call:

Siew Pang, District 1 Appointee	Absent	Angela Gonzales, District 6 Appointee	Present
Jade McCullough, District 2 Appointee	Absent	Irene Chavez, District 7 Appointee, Vice Chair	Present
District 3 Appointee	Vacant	District 8 Appointee	Vacant
Juanita Sepulveda, District 4 Appointee, Chair	Present	Steven Gonzales, District 9 Appointee	Present
Veronica Morales, District 5 Appointee	Present	Roy Schaufele, District 10 Appointee	Present
Melanie Tawil, Mayor Appointee	Present		

PUBLIC COMMENT: There were no citizens signed up to speak.

1. Meeting Minutes

Discussion and action to approve the minutes from the January 22, 2021 SBAC meeting. One correction was addressed by District 6, correct to be made. Ms. Irene Chavez motioned to approve the minutes seconded by Ms. Melanie Tawil. The entire committee was in favor to approve minutes, motion carried.

2. Individual Items

Update on Specific Diversity Action Plan Initiatives (Annual Procurement Plan and Central Vendor Registry Instructional Video) - Presentation made by Ms. Samantha Diaz, EDD, SBO Coordinator

Ms. Diaz updated the committee on key initiatives that were asked to be completed by the committee in previous meetings. The Procurement Guide was released on Friday, February 26, 2021. Ms. Diaz reviewed the content as well as the benefits the guide provides:

- Provides local small, minority, women, and veteran-owned businesses (S/M/W/VBEs) an advanced notice of planned City solicitations over the course of the City's fiscal year, which spans from October 1, 2020 through September 30, 2021.

- Provides S/M/W/VBEs more time to prepare for upcoming City solicitations beyond the standard advertisement period.
- Prime level S/M/W/VBEs will be able to prepare a more thorough submission to City solicitations.
- Sub level S/M/W/VBEs will have additional networking opportunities with prime level vendors that may result in contract opportunities.

Ms. Diaz reviewed each section of the guide for each industry: construction, architecture & engineering, goods & supplies, professional services, and other services. There is a new section that was added to the FY 2021 guide that explains the procurement process to business owners. The goal of this section was for business owners have a clearer understanding of what communication can look like by both City staff and the vendors during the solicitation process. There is also a section that highlights the procurement preference programs. The Local Preference Program (LPP) provides contracting preferences to eligible local San Antonio businesses to promote their participation on City contracts. The implementation of the LPP emphasizes the importance of investing in the local community by supporting local businesses. The Veteran-Owned Small Business (VOSB) Preference Program provides contracting preferences to eligible veteran-owned small businesses to promote their participation on City contracts. The implementation of the VOSB Preference Program aligns with the City's support of veterans as Military City USA. The Small Business Economic Development Advocacy (SBEDA) Program provides contracting preferences to eligible local small, minority, and women-owned businesses (S/M/WBEs) to promote their participation on City contracts.

Section 3 of the guide gives an overview of the Central Vendor Registry. This section also includes information on the City's Vendor Orientation events. Vendor Orientation events serve to educate businesses on how to do business with the City, while also connecting businesses with City small business programs, resource partners, and much more. In order to do business with the City, businesses must register online in the San Antonio Electronic Procurement System (SAePS), which serves as the City's Central Vendor Registry (CVR). Further in this section, one can learn about the benefits of registering in the CVR and also find how to search for vendors through the CVR. The Small Business Office has notified many business owners of the new FY2020 Annual Procurement Guide and will continue efforts to distribute and promote the guide.

Mr. Roy Schaufele asked if there will be a guide available in other languages? Mr. Sindon stated there is a goal to get there and it is on the docket to be completed. Mr. Schaufele complimented the brochure. Ms. Gonzales commented that the information is very useful but asked about the dissemination of the guide, did it go out to business owners and people interested in doing business with the city? Ms. Diaz stated a very large e-blast was sent out to all businesses registered in the CVR and that the Small Business Office continues to spread the word. Ms. Flores commented that she will add Ms. Gonzales to the subscriber list for future e-blasts. Ms. Chavez suggested a consideration for the procurement team to set up a meeting with EDD to highlight the guide further. COSA is the only entity that does this type of work and we should acknowledge this along with the procurement team to reiterate the reason behind the guide, which is to grow and foster relationships with small businesses. Mr. Sindon stated that the team did have a virtual meeting with many city business stakeholder groups to do a walkthrough on how to interpret the guide and that the team expects those organizations will pass the information along to expand the reach. Ms. Chavez further suggested reaching out to the Chambers to share the guide and help promote to businesses that are not registered to do business with the City. Ms. Diaz stated she will

be sharing social media language and graphic to help SBEDA Committee promote the guide. Mr. Sindon stated that every council office will have access to the guide as well to start promoting it on their end.

Next, Ms. Diaz presented the video that was developed to help citizens and business owners learn how to register as a vendor. This video is the first of a series of videos that will be created as part of the Diversity Action Plan initiatives.

3. Briefing, Discussion and Possible Action on the Establishment of a 2023 Disparity Study Subcommittee - Presentation made by Michael Sindon, EDD Assistant Director

Mr. Sindon reviewed the ongoing Disparity Study and the importance of the study that is done every 5-7 years. The Disparity Subcommittee is very important to rectify any potential discrimination within City contracting. The Subcommittee will monitor the study on a month-to-month basis. The SBEDA committee will remain informed about the ongoing efforts of the study as well. Ms. Sepulveda will be appointing members and a Chair of the subcommittee. Mr. Sindon stated this may be the most important work done by this committee. Ms. Sepulveda stated conversations have been ongoing with the SBEDA committee and that she is ready to assign the new subcommittee members. Ms. Christina Ramirez with the City Attorney's Office stated that the Chair must: 1) establish the committee, 2) state the purpose of the committee, 3) set the duration of time the members will serve, and 4) announce who will be serving as members during the term. Ms. Sepulveda motioned the establishment of the 2023 Disparity Study Subcommittee. Mr. Sindon recited the responsibilities of the subcommittee members, which includes monitoring the progress of the selected consultant to ensure they complete the study in alignment with the scope of work proposed in the request for proposal and negotiated contract. The responsibility is to make sure the study is being conducted in alignment with the appropriate legal practices to document what is needed to evaluate the SBEDA Program and potential continuation or modification of the program. The subcommittee will meet monthly, on a minimum, potentially more. The subcommittee will help engage with local businesses to keep them aware of the process and how to engage with the consultants to provide their feedback. The subcommittee will be in place until City Council adopts and accepts the Disparity Study, which is expected to take place between late 2022 and early 2023.

Ms. Tawil questioned the oversight of the process by the committee given it is an election year. If any of the committee members are removed by a new council person due to the possibility of new council members being elected, what happens to those members that may be serving on the subcommittee. Mr. Sindon answered by stating if things do change in the future, new members would be nominated and voted to serve on the subcommittee and EDD stands ready to pivot if necessary. Any future issues would be brought back to the board for new appointments if required. Ms. Ramirez added that for subcommittees, the Chair is capable of assigning citizen members, in the event a current committee member is removed and wishes to continue serving on the subcommittee. If they were to continue as a citizen member, they would not have voting rights or be counted as quorum. Mr. Schauffele seconded the motion to establish the 2023 Disparity Study Subcommittee, followed by approval of the entire committee. Motion carried. Ms. Sepulveda appointed the following to the subcommittee: Melanie Aranda Tawil, Steve Gonzales, Roy Schauffele and Juanita Sepulveda. The establishment of the Chair will be discussed further during the first subcommittee meeting. Ms. Chavez offered her assistance in any conversation that the Chair deems appropriate because she is aware the Disparity Study sets the tone for SBEDA.

4. Briefing on the FY 2020 SBEDA Annual Report Data - Presentation made by Michael Sindon, EDD Assistant Director

Mr. Sindon reviewed the current FY20 Annual Report draft with the committee. Every year an evaluation is put out per the SBEDA ordinance to make sure the program is hitting all it's marks. The design shown is the same as the previous year due to its popularity and acceptance within the community. All programs are highlighted but the data and figures shown indicate how goals are being met from a SBEDA perspective. Mr. Sindon highlighted that, during FY2020, there was \$219 million dollars paid to over 500 small, minority, women-owned businesses, representing 54% of the city's contractual spending on contracts in which the SBEDA program applied. This level of activity continued during the pandemic which is a testament to the program. He also reviewed the overall utilization of small, minority, women-owned businesses and broke down each type of certification within SBEDA. The overall goal for all minority, women-owned businesses was 41.2%, which was surpassed in FY20 at 46.5%. All categories saw individual increases from FY19 to FY20, except for Asian-owned businesses, which was sort of an anomaly.

Individual industries were reviewed: Construction, Other Services, Goods & Supplies, Professional Services and Architecture & Engineering. Michael highlighted this being the first year that the aspirational goal was exceeding in construction since the program was re-hauled in 2011.

In reviewing Other Services, this is the industry that took the biggest hit in 2020. The Other Services industry was the most impacted by COVID-19 with opportunities such as catering in the Alamodome and the Convention Center coming to a stop due to the pandemic. The contracts in this industry took massive hits and overall, heavily impacted this industry. The positive side of all of this, is that the contracts are all still in place and when the economy improves, so will these figures. Mr. Sindon talked about Asian-owned businesses and their impact. To explain the figures seen with Asian-owned businesses, Mr. Sindon mentioned that the City has a massive project called the Alamo Area Radio System Replacement, which is a multi-million dollar contract that involves total replacement of systems for Fire, EMS, Police. This contract is being led by an Asian-owned local company and caused the anomaly we see with the Asian-owned data. We typically see a lot of success with this project and firm. At the end of FY20, for this project, the prime was paid out less than the firm paid out to the subcontractors. This was due to ongoing work that was still to be completed at the time we collected data for this report. Mr. Sindon stated that the Small Business Office does not expect this type of anomaly to occur at all moving forward.

Goods and Supplies has improved across the board, most goals were met but there is still room for improvement. Numbers have shown increases from 2-3 year ago. The Disparity Study in 2016 and amendments to the SBEDA Ordinance resulted in this change. For Professional Services, aspirational goals were also exceeded. Some work is still needed regarding African American and Asian-owned businesses. Professional services is an industry that typically struggles, but the goal was accomplished. In the Architecture and Engineering industry, Mr. Sindon stated this was a category that was scaled back due to a challenge as the City was consistently meeting its goals. Per legal guidance, prime SBEDA points

were not applied to these types of projects, yet goals are still being met across the board. Mr. Sindon reiterated SBEDA's goal, which, in theory, is that businesses have their own background, experience and qualifications and ability to write their own preposed plan with hopes that they beat out national firms on their own because of their growth over time. A total reflection was highlighted by Mr. Sindon going back to 2011 and the different point increases of the past decade. The revamp of the program has continued to work year over year. Mr. Sindon advised that the version being shared is still in draft mode and the final version should be ready in about one month. Presentations will be offered to the community at that time. Mr. Sindon thanked the committee for overseeing this report. Ms. Sepulveda asked when the final version will be available for distribution. Mr. Sindon stated that prior to release, the report must be taken to Economic and Workforce Development Committee, which is currently scheduled in early May.

5. EDD Staff Updates and Upcoming Events

Financial Friday: QuickBooks On-line Basic Data Entry and Bank Feeds. Hosted by LiftFund: Friday, April 2, 2021 10:00-11:00 a.m. Online Event. Join Rita McDaniel and Women's Business Center for Financial Friday as they review the account types and what they mean.

<https://www.eventbrite.com/e/financial-friday-quickbooks-on-line-basic-data-entry-and-bank-feeds-tickets-144230967707>

Color of Covid, Surviving or Thriving? Hosted by LiftFund Women's Business Center: Tuesday, April 27, 2021 11:30 a.m. -1:00 p.m. Online Event. The pandemic has created unprecedented challenges for all small business owners, yet people of color have been disproportionately affected by COVID, in both health and wealth. Join a panel of diverse group of Dallas-area leaders who will discuss the challenges and economic impact felt by people of color, offering both guidance and inspiration.

<https://www.eventbrite.com/e/color-of-covid-registration-132465948217>

Optimizing Your Online Presence: Selling Online. A webinar series for small businesses during April. Hosted by Centro San Antonio's Main Street Team, in collaboration with Geekdom, Launch SA, Modern Managed IT & the SA Business Calendar. The six-part series is designed to give participants a how-to overview on social media, online sales, etc.

<https://www.bexar.org/Calendar.aspx?EID=4489&month=3&year=2021&day=9&calType=0>

Eastside Business Briefing on the Eastside. Hosted by San Antonio for Growth on the Eastside (SAGE). Wednesday, April 7, 2021, 10:00-11:30 a.m. Zoom Webinar. The State of the Eastside will feature Mayor Ron Nirenberg and Councilwoman Jada Andrews-Sullivan providing updates on the Eastside.

<https://www.sagesa.org/event-details/eastside-business-briefing-state-of-the-eastside-2>

Staff updates & Board Member Comments

1. Disparity Study and Potential SBEDA Amendments Update and Timeline

Mr. Sindon reminded the committee, the RFP for the disparity study has concluded. Next steps include evaluation of responders and taking the contract for Council approval in June or August. After that process amendments will be considered such as significant business presence or other things of

that nature.

2. Small Business Advisory Commission

Mr. Sindon thanked the committee for their time and effort and advised that a commission was established by City Council along with renaming the Small Business Advocacy Committee (SBAC) to the SBEDA Committee to help prevent any confusion. Applications for the newly established Small Business Advisory Commission are to be released soon and all are welcome to apply if eligible.

Adjournment

The SBEDA Chair entertained a motion to adjourn. Mr. Schauffele moved, seconded by Ms. Gonzales, and motion carried by all members. The meeting was adjourned at 11:15 a.m.