

CITY OF SAN ANTONIO  
ECONOMIC DEVELOPMENT DEPARTMENT  
SMALL BUSINESS ECONOMIC DEVELOPMENT ADVOCACY (SBEDA) COMMITTEE  
May 21, 2021  
10:00 am

**Meeting called to order at 10:00 a.m. and quorum was not met. Meeting adjourned at 11:22 a.m., after a presentation from Economic Development Department staff on the Diversity Action Plan and marketing initiatives as described below. Note these items will be readdressed to the SBEDA Committee during the June 2021 meeting to gather the committee feedback, ideas, and questions.**

**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. A quorum was **not** established. Economic Development staff present included, Ms. Ana Bradshaw, EDD Assistant Director, Mr. Michael Sindon, EDD Administrator, Ms. Samantha Diaz, EDD Coordinator, Ms. Ann Eaton, EDD Manager, Ms. Olympia Cuellar, EDD Sr. Specialist, Ms. Caitlin Cowart, EDD Marketing and Public Relations Manager. Additional City Staff Present include, Mr. Norbert Dziuk, Finance Assistant Director, and Ms. Christina Ramirez, Assistant City Attorney.

**Roll Call:**

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

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

**1. Meeting Minutes**

Discussion and action to approve the minutes from the March 26, 2021, SBEDA meeting. Due to not having quorum, meeting minutes were not able to be approved.

**2. Individual Items**

**Diversity Action Plan (DAP) Update, Presentation made by Michael Sindon, EDD Administrator**

Mr. Sindon reviewed the current Diversity Action Plan and provided the history of DAP to the new member, Mr. Tahir. It is important to understand the initiative and how it supplements the work being done through the SBEDA Ordinance. The DAP is a standalone ordinance separate from the SBEDA

Ordinance. The ordinance was adopted in 2013 by Mayor and City Council and revised in 2018. The initiatives include different strategies and tactics.

- **Strategy A: Outreach to S/M/WBEs**

- Includes: Marketing budget, advertising programs and initiatives, newsletter e-blasts to small business community, trade organizations, chambers, anticipated solicitations newsletter, outreach events, creation of digital media to make programs and systems more accessible, etc.
  - The Small Business team is excited to move past COVID restrictions and get back out to the community for more face-to-face meetings.

- **Strategy B: Central Vendor Registry (CVR)**

- Includes: Ensuring S/M/WBEs certified with SCTRCA who are also interested in working with the city are automatically uploaded into the CVR. In addition, includes working with the SCTRCA to improve certification system functionality.

- **Strategy C: Collaboration with Governmental Agencies**

- Includes: Continued communication with local government agencies to better partner and serve the S/M/WBE community, as well as requesting their vendor listings for outreach purposes.

- **Strategy D: Report of City Programs that Help S/M/WBEs**

- Includes: Publishing of various reports to highlight various outcomes to help the S/M/WBE community, such as the SBO Annual Report yearly that includes SBEDA metrics.

- **Strategy E: Other Objectives to Help S/M/WBEs**

- Includes: Other objectives to help S/M/WBEs such as expanding access to capital opportunities.

Mr. Schaufele asked if there will be any PSA's through radio stations? Mr. Sindon stated it is in strategy A under non-traditional marketing efforts which does include objectives like radio and TV advertisements, and many have been conducted this year. Ms. Sepulveda suggested the committee review and explore topics that Michael has presented on. Ms. Sepulveda questioned how the committee can communicate ideas or questions back to staff post the meeting? Mr. Sindon replied that they can either submit any thoughts or recommendations via email or they can also call the office to speak directly.

### **3. SBEDA Committee Marketing Feedback Session - Presentation made by Samantha Diaz, EDD Coordinator**

Ms. Sam Diaz reviewed current marketing strategies being done to date, including details such as who is being targeted. Ms. Diaz discussed some of the challenges that have come up when executing departmental marketing efforts with hopes of obtaining helpful feedback from the committee to strengthen ongoing efforts. The main audiences contacted through ongoing campaigns include:

- Small businesses- registered in the CVR, SCTRCA businesses, InfoUSA contacts, COVID19 recovery grants.
- Partners- Centro, Launch SA, Maestro, Prosper West, SAGE, Southside First
- Chambers of commerce
- Professional & trade organizations
- SBEDA Committee

Outreach tools as part of the overall strategies used to communicate resources:

- Mailchimp- used for e-blast
- Outreach to partners with content tool kits
- Social media platforms, Facebook, Twitter, Instagram
- Postcard mailers (English & Spanish)
- Electronic flyers
- Mayor's daily briefings
- Text message program for small businesses (NEW)
- Earned media
- Paid advertising
- City council office & newsletters
- COSA channels (TVSA, PIO offices, social media, etc.)
- Stakeholder & community presentations

Staff highlighted a recent marketing campaign for the Hospitality Grants Program through a partnership with LiftFund. The campaign ran from March 9<sup>th</sup> through April 2<sup>nd</sup> and was a very robust campaign using 12 various outreach strategies, as well as new ideas. Some challenges faced when reaching businesses include reaching those businesses not registered to do business with the City of San Antonio or those that do not have a relationship with their local chambers of commerce, trade organization, or advocacy organization. Additionally, there may be groups of businesses that do not have digital media access, which creates various complications.

The small business office is looking to brainstorm with the SBEDA committee to help with marketing strategies and hear what the members may be hearing from the business community. Some points of discussion include:

- What do you hear from the business community?
- What type of information resonates with you?
- What strategies are we missing?
- Other feedback/ suggestions?

Ms. Sepulveda addressed the committee reminding them that due to not meeting quorum, no discussion or feedback would be noted at this time but that all are welcome to reply with any information via email or a phone call. Ms. Sepulveda reminded the committee that resources are being sent via email by the City's Small Business Office and that all should take advantage of the material being distributed. Mr. Schauffele commended Ms. Diaz on her presentation. Ms. Morales stated she enjoyed the presentation and commended the team for their outreach efforts. Ms. Morales commented that possibly reaching out to churches to disseminate information. Mr. Schauffele asked if the office has any relationships with the American Institute of Architects on the construction/architectural industry, the National Association of Women in the construction industry, or the Construction Specification Institute (CIS). Mr. Sindon replied that we do have contact with architectural, engineering groups, and others but there are some we may not have in our database, and we will research the suggestions by Mr. Schauffele.

Ms. Sepulveda placed a call to action to Ms. Angela Gonzales as she is in the real estate industry, to communicate with the City's Small Business Office on better ways to distribute information into that sector, particularly women in real estate. Ms. Gonzales stated she will be instrumental in disseminating information to the various groups she identifies with. Ms. Jade McCullough praised Ms. Diaz on her presentation. **Ms. Sepulveda tasked**

**the committee with sending the Small Business Office feedback after the presentation. Ms. Diaz will provide a list of further questions and the recording of this meeting to the committee.**

#### **4. EDD Staff Updates and Upcoming Events**

1. Women Owned Wednesday. Hosted by LiftFund. Wednesday, **May 26, 2021, 12:00 p.m.** Online Event. Grab your lunch while you learn from women business owners how they became successful entrepreneurs. <https://www.liftfund.com/event/woman-owned-wednesday-her-journey-to-success-4/>
2. 1 Million Cups, Hosted by Launch SA. Wednesday, May 26, 2021, 9:00 – 10:15 a.m. 1 Million Cups is a Launch SA program where entrepreneurs pitch their business ideas to get feedback from our community. <https://launchsa.org/events/>
3. Financing Your Small Business in 2021. Hosted by LiftFund. Wednesday, June 2, 2021, 12:00- 1:00 p.m. This session will help you, 1. Prepare a project budget for your business 2. Assess your past financial performance. 3. Prepare to begin applying for capital with a trusted resource. <https://www.liftfund.com/event/financing-your-small-business-in-2021-2/>

#### **Staff Updates and Board Member Comments**

1. New SBEDA Committee Member – Anwar Tahir was appointed by City Council to the SBEDA Committee as the District 8 representative.
2. New Economic Development Department Assistant Director – Ana Bradshaw was selected as the new Economic Development Department Assistant Director overseeing the Small Business Division.
3. SBEDA Utilization Dashboard – EDD staff will resume posting the monthly SBEDA Utilization Dashboard online and sending to the SBEDA Committee for review and questions.
4. Disparity Study Update – The evaluation panel made up of City staff and the SBEDA Committee Chair will score responses on May 21, 2021. Interviews may be schedule with the responders post the evaluation meeting. Award to a selected vendor scheduled for City Council B and A Session in August/September 2021.

Ms. Sepulveda advised committee members if they have any suggestions for any future SBEDA Committee meeting to not hesitate to reach out to the small business office. Ms. Sepulveda made a call to action to the committee members to help support the Small Business Office by educating other small business owners with the continued information offered by the department. Mr. Schaufele suggested the creation of a brief update or newsletter that can be in everyone's hands, including City Council, as an additional form of communication on the SBEDA Program. Mr. Sindon stated that as part of the annual report, a memo is created and sent to Mayor and Council along with the report for them to review. Mr. Schaufele stated he would like communication sent monthly as an update to them on the SBEDA Program. Ms. Christina Ramirez reminded the committee that a final recommendation could not be made during this meeting due to not having quorum. The final decision will be taken up at a later meeting. Ms. Ana Bradshaw stated she understands the need to

for this type of communication, but she would like to get more detailed information. Ms. Morales asked for an updated SBEDA Committee contact sheet as well as a Small Business Office contact sheet.

### **Adjournment**

The meeting was adjourned at 11:22 a.m. by the SBEDA Committee Chair, Ms. Sepulveda.