

CITY OF SAN ANTONIO  
ECONOMIC DEVELOPMENT DEPARTMENT  
SMALL BUSINESS ECONOMIC DEVELOPMENT ADVOCACY (SBEDA) COMMITTEE  
June 25, 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 quorum was established. Economic Development staff present included, Ms. Ana Bradshaw, Assistant Director, Mr. Michael Sindon, Administrator, Ms. Samantha Diaz, Coordinator, Ms. Ann Eaton, Manager, Ms. Olympia Cuellar, Sr. Specialist, Ms. Caitlin Cowart, Marketing and Public Relations Manager, Ms. Monica Flores, Small Business Liaison. 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	Absent
Jade McCullough, District 2 Appointee	Present	Irene Chavez, District 7 Appointee, Vice Chair	Present
District 3 Appointee	Vacant	Anwar Tahir, District 8 Appointee	Present
Juanita Sepulveda, District 4 Appointee, Chair	Present	Steven Gonzales, District 9 Appointee	Present
Veronica Morales, District 5 Appointee	Present	Roy Schauffele, District 10 Appointee	Present
Melanie Tawil, Mayor Appointee	Absent		

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

**Approval of Minutes:**

- 1. Discussion and action to approve the meeting minutes from the March 26, 2021, SBEDA Committee Meeting:** Mr. Schauffele moved to approve, seconded by Ms. Morales. The Committee approved the minutes.
- 2. Discussion and action to approve the minutes from the May 21, 2021, SBEDA meeting:** Mr. Schauffele moved to approve, seconded by Ms. Chavez. The Committee approved the minutes.

**Individual Items:**

- 3. Discussion on the implementation of the Diversity Action Plan (DAP) by Ms. Irene Chavez & EDD Staff.** Presentation was available prior to the meeting.

Ms. Chavez acknowledged the DAP members and their work moving the subcommittee forward. She also extended an open invitation to anyone that would like to give feedback on DAP. Ms. Chavez reviewed the current spreadsheet strategies. The committee last met in March.

- **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, etc.
- **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.
  - Video productions of how-to's.
- **Strategy C: Collaboration with Governmental Agencies**
  - Includes: Continued communication with local government agencies and requesting their vendor listings.
- **Strategy D: Report of City Programs that Help S/M/WBEs**
  - Includes: Publishing of the SBO Annual Report yearly.
- **Strategy E: Other Objectives to Help S/M/WBEs**
  - Includes: Other objectives to help S/M/WBEs.
    - Loan Buy-Down Program.
    - Facilitating a consortium of banks and financial institutions is still an objective that needs to be met and has been a challenge.

Mr. Sindon stated that the team is looking for how each committee member, as a business owner, can help in sharing this information, move and progress forward. Mr. Sindon invited the SBEDA Committee to attend a DAP meeting, send an email or communicate however is best suited for everyone in order to provide feedback. Ms. Chavez added that another possible discussion pending is in regard to 2<sup>nd</sup> stage companies and how the city can research this more and incorporate into the city's programmatic investments. Mr. Sindon stated that the team is continuing to explore and monitor this potential initiative and is seeking to find ways to help fit it in by seeing what the community is already doing or willing to do. Ms. Sepulveda thanked the subcommittee and stated that reevaluating over and over is great and should never be taken off the table. Ms. Sepulveda suggested the small business interns review the DAP spreadsheet and give input from an outsider's point of view. She tasked each committee member to actively reach out to their inner circles within their district, to direct and educate them on SBEDA, and redirect them back to the small business office if they have any questions that need further staff assistance.

Ms. Veronica Morales touched on how the Mentor Protégé Program helped her grow her business and stopped it from having to close. Ms. Morales is now a mentor in the program and loves the program working actively with new businesses.

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

Ms. Samantha Diaz reviewed the presentation at a high level with the committee to conduct a guided discussion with the committee. The main audiences that the EDD team targets are the following:

- Small Businesses
  - Registered in CVR, SCTRCA businesses, InfoUSA contacts, COVID-19 Recovery contacts
- Partners
  - Centro, Launch SA, Maestro, Prosper West, SAGE, Southside First
- Chambers of Commerce
- Professional and Trade Organizations
- SBEDA Committee

Many different outreach tools are used by the small business team as well to include:

- Multiple E-Blasts, social media, Postcard mailers, electronic flyers, Mayor's Daily Briefings, Text Messages, etc.

Ms. Diaz touched on challenges the team faces when trying to reach businesses. Some questions raised were in regard to reaching businesses that:

- Do not do business with the City of San Antonio
- Have no relationship with local chambers
- Have no digital access

Brainstorm discussion:

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

Ms. Sepulveda made a call to action to the committee to go back to their respective districts and gather information and make connections. Mr. Schaufele commented that people are not aware of the SBEDA program as much as we may think. Most small businesses are too busy to go online and read about this information. Attempts to reach out to more directly to the businesses were discussed with Mr. Sindon. Together a decision was made to reach out to the Northeast Neighborhood Alliance and came to an agreement to present SBEDA at their next meeting and also include more SBEDA information in EDD newsletters. Mr. Schaufele stated that he believes the key is to put "feet on the street", getting out to these districts if they have local meetings and see how they can include our presentations. For those districts falling short on participation, target them by tackling them first. Ms. Sepulveda stated that when the committee first started presentations, pre COVID-19, they were being done in each district and hopefully, they will continue when it is safe again. Ms. Sepulveda specified that if anyone from the committee was not comfortable speaking during the meeting that they need to reach out to the EDD team individually and be open with their communication.

Ms. Diaz responded by announcing that upcoming vendor orientations are being looked at to see if they can be conducted in person. Districts being targeted first are D2 and D5. EDD staff would encourage feedback throughout the month of July and the team can work on opportunities that are brought up, as there may be quick opportunities that the team can tackle.

## Upcoming Events:

1. TechTalk Tuesdays, Presented by District 1 Program Quality Team, Tuesday, June 29, @ 2:00 p.m. Each week they cover online technology and best practices to help people master the art of conducting online meetings. <https://district1toastmasters.org/district-calendar/>
2. Southside First Economic Development Council, ¡Echale Gas! Small Business Workshops seek to provide south side small business owners and entrepreneurs with the opportunity to learn both fundamentals and latest trends for effective business development and management. Recommend reaching for partnering opportunities. <https://southsidefirst.org/workshops/>
3. Building and Maintaining a Business Network- Webinar via WebEx. Wednesday, July 7, 2021. This webinar will cover, designing, building, engaging, and contacting your networks, and the tools you need to do that. <https://utsa.ecenterdirect.com/events/32692>
4. Time to Get Back to Work! By Blackbook Directory and Yearbook. Saturday, July 10, 2021, Antioch Sports Complex & Community Center, 314 Ecross Street, SA, TX 78202. An afternoon of networking, business showcases and speakers. Opportunity for vendors to have a food truck space. <https://www.eventbrite.com/e/the-mixx-business-culture-tickets-157444742463?aff=ebdssbdestsearch>

#### **Staff Updates:**

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 scored all responses on May 21, 2021. EDD is planning take the item to City Council B and A Session in August 2021.

Ms. Sepulveda took a point of privilege and asked Mr. Schauffele to update the committee on the communication between the Committee and City Council. Mr. Schauffele stated that there was a disconnect with the way the Committee was communicating with the district offices. Mr. Schauffele and Mr. Sindon met to discuss these concerns and came up with a solution by posting the utilization dashboard on the monthly newsletters and making sure council offices receive this communication. The dashboard highlights the monthly utilization rates compared to previous years which in turn can open much needed feedback. Mr. Schauffele suggested each Committee member be involved with their district office and communicate this information to better publicize SBEDA.

#### **D. Adjournment**

The SBEDA Chair entertained a motion to adjourn. Mr. Schauffele moved, seconded by Ms. Chavez. The meeting was adjourned at 11:03 a.m.