

**ECONOMIC AND COMMUNITY DEVELOPMENT  
COUNCIL COMMITTEE MEETING MINUTES  
TUESDAY, MARCH 3, 2015 - 2:00 PM  
MEDIA BRIEFING ROOM, CITY HALL**

**Members Present:** Councilmember Ray Lopez, *Chair, District 6*  
Councilmember Rebecca Viagran, *District 3*  
Councilmember Ron Nirenberg, *District 8*  
Councilmember Joe Krier, *District 9*

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**Members Absent:** Councilmember Rey A. Saldaña, *District 4*

**Staff Present:** Carlos Contreras, *Assistant City Manager*; Gloria Hurtado, *Assistant City Manager*; Veronica Zertuche, *Deputy City Attorney*; Kristine Duff, *Assistant City Attorney*; Ray Rodriguez, *Assistant City Attorney*; Kay Hindes, *City Archeologist*; Rene Dominguez, *Director, Economic Development Department*; Mike Frisbie, *Director, Transportation and Capital Improvements*; Lori Houston, *Director, Center City Development & Operations Department*; Melody Woosley, *Director, Department of Human Services*; Richard Keith, *Assistant Director, Department of Human Services*; Alex Lopez, *Assistant Director, Economic Development Department*; Colleen Swain, *Assistant Director, Center City Development & Operations Department*; Denice F. Trevino, *Office of the City Clerk*

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**Also Present:** Mario Hernandez, *President, Economic Development Foundation*; Andres Andujar, *Chief Executive Officer, HPARC*; Omar Gonzalez, *Real Estate Developer, HPARC*; Debra Macias, *San Antonio Independent School District Head Start Parent*

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**Call to Order**

Chairman Lopez called the meeting to order.

**1. Approval of the Minutes from the February 17, 2015 Special Meeting**

Councilmember Krier moved to approve the minutes of the February 17, 2015 Economic and Community Development Council Committee Special Meeting. Councilmember Viagran seconded the motion. Motion carried unanimously by those present.

Item 4 was addressed at this time.

## **Briefing and Possible Action on:**

### **4. The San Antonio Economic Development Foundation (SAEDF) Action Plans (2011-2014)–Year Review Report [Rene Dominguez, Director, Economic Development Department; Carlos Contreras, Assistant City Manager]**

Mario Hernandez stated that in the fourth quarter of 2010, the San Antonio Economic Development Foundation (SAEDF) and the City of San Antonio (CoSA) established a Public Private Partnership (P3) that expanded the role of the SAEDF in Marketing/Imaging as well as Business Retention and Expansion (BRE). He noted that the administration of the P3 and the evolution of Economic Development responsibilities were accomplished through Annual Action Plans (Plans). He reported that between FY 2011 and FY 2014, this collaboration had delivered positive growth in Key Horizon Sectors (Aerospace, Healthcare and Biosciences, Information Technology/Security, and the new Energy Economy) and fortified Small Business Growth. He reviewed the CoSA/SAEDF Partnership Milestones for FY 2011 through FY 2013. He noted that for the first time in 2011 and for the two succeeding years, Annual Output reached or surpassed \$1 billion. He reported that a Study performed by the Brookings Institute revealed the following: 1) 50% decline in plant expansion and location of 50+ Jobs or over a \$1 million dollar investment from 2000 to 2012; 2) 1.9% of Job creation from Relocations; 3) 41.8% Job creation from Expansions; and 4) 56.3% Job creation from Startups (includes recruited Companies). He noted that the number of Jobs recruited was utilized as a Key Measurement to evaluate Economic Development. He reviewed how Economic Development had evolved in the last four years. He outlined: 1) Foreign Direct Investment Locations and Expansions announced; 2) Areas of Foreign Investment Growth; 3) Data for the SA2020 Horizon Sectors from FY 2012 through FY 2014; 4) Business Retention and Expansion (BRE) for FY 2011 through FY 2014; 5) Impact of BRE on Jobs; 6) Building Awareness (Marketing and Public Relations; and 7) Major and other Key Goals for FY 2015. Rene Dominguez stated that staff of the Economic Development Department (EDD) recommended endorsement and forwarding of the FY 2015 Action Plan to the full City Council for consideration.

Chairman Lopez asked how the Marketing Plan was tailored to the City. Mr. Hernandez replied that said Marketing Plan addressed Image misperceptions, and the results of Studies performed were utilized to focus resources.

Councilmember Krier asked how the distinction was made between Local Expansion and Startups as they related to BRE. Mr. Hernandez replied that only Primary Employers were considered in determining Recruitment and BRE. He stated that Primary Employers were defined as those Companies which exported Goods and/or Services to areas outside of San Antonio.

Councilmember Nirenberg asked of the status of the Deloitte Study. Mr. Hernandez stated that a Progress Report on the Deloitte Study would be made available.

No action was required for Item 4.



Item 3 was addressed at this time.

**3. Public Private Partnership (P3) Development in the Northwest Quadrant of Hemisfair.** [Lori Houston, Director, Center City Development & Operations]

Lori Houston stated that the Hemisfair Park Area Redevelopment Corporation (HPARC) was established in 2009 to manage and oversee the redevelopment and management of Hemisfair Park. She noted that a Hemisfair Public Private Partnership (P3) Request for Qualifications (RFQ) and one or more Request for Proposals (RFP) would be issued for the development of five acres in the Northwest quadrant held by the Hemisfair Park Public Facilities Corporation (HP PFC). She added that the site of said P3 was located at the corner of South Alamo and Market Streets.

Omar Gonzalez stated that the five acres located in the Northwest Quadrant of Hemisfair Park was situated in the current Convention Center Area. He reviewed the P3 Timeline noting that an RFQ and one or more RFPs would be issued following approval of the P3 by the Economic and Community Development Council Committee. He noted that following completion of the Convention Center Expansion, the current Convention Center would be demolished. He stated that said area was 217,000 square feet in size and vertical development would increase the square footage to 500,000-750,000. He reported that the Northwest Quadrant included two sites on which Multifamily Residential Housing Units, Offices, Hotels, Ground-Floor Amenities such as Restaurants and Local Shops, and Public Parking would be developed. He noted that the P3 would be located adjacent to the newly designed Civic Park and revenues generated by Private Development on the P3 Site would be utilized to maintain said Civic Park.

Mr. Gonzalez reviewed the following P3 Desired Outcomes:

Identification of a Vertical Mixed Developer with Urban Experience

- Ability, Integrity, and Cultural Fit
- National Quality Developers with experience in:
  - Planning and Design
  - Finance
  - Construction
  - Demonstrated success in P3s
- Management of high quality Mixed-Use Developments
- Ground Floor activation to include Retail and Civic Tenants
- Public Parking for Parks and general users (800+)
- \$150 million to \$250 million Project Value

Mr. Gonzalez stated that the P3 Selection Committee Voting Members included:

- City Architect
- City Manager's Office Representative
- City Finance Department Representative
- HPARC Board Members
- HPARC Staff Members

He noted that Applications submitted would be scored on the following factors:

- Alignment of Mission/Vision/Philosophy
- Relevant experience
  - ❖ Public/Private Partnerships
  - ❖ Urban, Multi-Story, Mixed-Use, Structured Parking
  - ❖ Environmentally Sustainable
  - ❖ Mixed-Income Residential
- Financial Capacity and Capability

Mr. Gonzalez reviewed the P3 Development Selection Process and the anticipated Selection Schedule. He stated that the selected Proposal would be brought before HPARC and the Committee in their respective Executive Sessions for approval to enter the Negotiation Phase of the P3.

No action was required for Item 3.

Item 2 was addressed at this time.

**2. Head Start Briefing Items** [Gloria Hurtado, Assistant City Manager; Melody Woosley, Director, Department of Human Services]

Melody Woosley stated that the Head Start Program provided comprehensive, high quality Early Childhood Education in the San Antonio and Edgewood Independent School Districts. She noted that the Head Start Act required the release of an Annual Report to the Public, approved by the Head Start Policy Council (Policy Council) and the Economic and Community Development Council Committee for the prior Program Year. She stated that staff recommended approval of the 2013-2014 Head Start Annual Report and the 2014-2015 Eligibility, Recruitment, Selection, Enrollment, Attendance (ERSEA) Selection Criteria Point System Matrix (Matrix). She added that the Policy Council approved the 2013-2014 Annual Report and the 2014-2015 ERSEA Selection Criteria Point System Matrix at its February 24, 2015 Meeting.

Councilmember Nirenberg asked of the changes to the Matrix. Ms. Woosley stated that eligibility was based on those at 125% of the Poverty Level with a focus on those at 100% of the Poverty Level.

Debra Macias, Head Start Parent, stated that she has been a Head Start Parent for four consecutive years. She reviewed the Home Visit Process and expressed her gratitude for the Head Start Program.

Councilmember Nirenberg moved to approve the 2013-2014 Head Start Annual Report and the 2014-2015 Eligibility, Recruitment, Selection, Enrollment, Attendance (ERSEA) Selection Criteria Point System Matrix. Councilmember Krier seconded the motion. Motion approved unanimously by those present.


### **Adjourn**

There being no further discussion, the meeting was adjourned at 3:35 p.m.

*Respectfully Submitted,*



**Denice F. Trevino**  
**Office of the City Clerk**



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**Ray Lopez, Chairman**