

**ECONOMIC AND WORKFORCE DEVELOPMENT  
COUNCIL COMMITTEE MEETING MINUTES**

**TUESDAY, DECEMBER 5, 2017**

**1:30 PM**

**MEDIA BRIEFING ROOM**

|                         |                                                                                                                                                                                                                                                                                                                                                                          |
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| <b>Members Present:</b> | Councilmember Rebecca Viagran, <i>Chair, District 3</i><br>Councilmember Shirley Gonzales, <i>District 5</i><br>Councilmember John Courage, <i>District 9</i><br>Councilmember Clayton Perry, <i>District 10</i>                                                                                                                                                         |
| <b>Members Absent:</b>  | Councilmember Manny Pelaez, <i>District 8</i>                                                                                                                                                                                                                                                                                                                            |
| <b>Staff Present:</b>   | Rod Sanchez, <i>Assistant City Manager</i> ; Ray Rodriguez, <i>Deputy City Attorney</i> ; Rene Dominguez, <i>Director, Economic Development Department</i> ; Alejandra Lopez, <i>Assistant Director, Economic Development Department</i> ; Adrian Perez, <i>Assistant Director, Economic Development Department</i> ; Denice F. Trevino, <i>Office of the City Clerk</i> |
| <b>Others Present:</b>  | Jenna Saucedo-Herrera, <i>Executive Director, San Antonio Economic Development Foundation</i> ; Romanita Barrera, <i>Executive Director, SA Works</i> ; Carmen Lara, <i>CAO, SAEDF</i> ; Ed Davis, <i>Executive Director, SAEDC</i> ; Colin Sherman, <i>Director, SAEDF</i>                                                                                              |

**Call to Order**

Chairperson Viagran called the meeting to order.

- 1. Approval of the Minutes from the November 7, 2017 Economic and Workforce Development Committee Meeting.**

Councilmember Courage moved to approve the Minutes of the November 7, 2017 Economic and Workforce Development Council Committee Meeting. Councilmember Perry seconded the motion. The motion carried unanimously by those present.

**Briefing and Possible Action on:**

- 2. Briefing on the Economic Development Department FY 2018 International Business Plan.** [Roderick Sanchez, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Rene Dominguez stated that an international comprehensive focus on international business development, and involvement in the Brookings Institute has allowed strategies that were: 1) Data driven; 2) Coordinated with international business partners; and 3) Focused on strategies.

Alex Lopez stated that the San Antonio trade and investment strategy was to establish the city as a leading location for developing and attracting globally competitive businesses through targeted trade and investment strategies. She reviewed San Antonio's trade and investment execution lifecycle. She stated that diplomatic engagement, cultural and civic engagement, educational outreach, technical exchange and humanitarian assistance were aligned with economic development strategies. She noted that San Antonio's globally competitive economy would be shaped by its ability to specialize and gain recognition as a leader in its key industries. She reviewed the trade missions to Japan, Israel, and Germany and highlighted future trade missions. She stated that promotion was attained by establishing San Antonio as a leading location for developing and attracting globally competitive business in its industry specializations. She reviewed key meetings held to promote economic development. She noted that the Brookings Global Cities Initiative (GCI) and its market prioritization framework provided:

- Robust quantitative and qualitative methodology to prioritize foreign markets which offer the strongest opportunities in order to target our resources and capacity for the greatest likely return
- Model for effective metro-to-metro economic collaborations, including selection criteria, structures, activities, and outcomes

Chairperson Viagran asked if Belgium was included in the strategy. Ms. Lopez replied that it was.

Councilmember Courage asked why economic development efforts were mainly focused on the northern hemisphere. Mr. Dominguez stated that said efforts were based on data.

Councilmember Gonzales asked if San Antonio was promoted as a leader in Cybersecurity. Mr. Dominguez replied that it was.

Councilmember Perry suggested that attractiveness be emphasized instead of competitiveness.

No action was required for Item 2.

**3. A Briefing on the Fiscal Year 2018 Economic Development Foundation Economic Development Services Agreement in the amount of \$590,000. [Roderick Sanchez, Assistant City Manager; Rene Dominguez, Director, Economic Development]**

Jenna Saucedo-Herrera stated that in 2009, a Corporate Recruiting and Retention Committee provided recommendations to address long-term strategic planning for the San Antonio Region. She noted that in Fiscal Years (FY) 2011-2015, A Public/Private Partnership (P3) between the City and the San Antonio Economic Development Foundation (SAEDF) was created with the annual adoption of an Action Plan which presented the following implementation metrics:

- Recruitment-Focus on core industries, targeted areas, and emerging business sectors
- Retention –Implementation of a Business Retention and Expansion Program (BRE)
- Marketing-Creation of a collaborative and enhanced marketing plan
- Strategic Plan-Development of a comprehensive strategic plan

Ms. Saucedo-Herrera stated that on January 5, 2016, the partnership was assessed and the following potential opportunities for enhancement were identified:

- Agreed-upon job creation goals met and Strategic Plan complete
- Strategic and tactical alignment needing improvement
- Need additional private sector leadership and enhanced resource utilization

She noted that in FY 2017, SAEDF has enhanced:

- SAEDF aligned to targeted industries and functional areas of recruitment, retention/expansion, entrepreneurial, and workforce development
- Convening of economic development stakeholder and developing and executing tactics in collaboration with industry through the integration of work groups

She stated that in FY 2018, SAEDF would continue to:

- Provide economic development services with associated metrics
- Implement the San Antonio Trade and Investment Strategy
- Administer the agreement with the city's Texas/Japan Office

Ms. Saucedo-Herrera noted that the jobs and economic competitiveness section of the SA Tomorrow Comprehensive Plan guided economic development policy focused on: 1) Geography and targeted industry recruitment; 2) Retention/expansion, 3) Entrepreneurial development; and 4) Workforce development. She stated that the Forefront SA Strategic Framework was developed in 2015 and outlined the overall Economic Development System. She noted that said framework was renewed every five years and developed in congruence with the SA Tomorrow Plan. She stated that City Council annually adopts a \$500,000 Economic Development Services Agreement with SAEDF toward annual fulfillment of the Forefront SA Plan. She reviewed the history, vision, and mission of the SAEDF. She noted that the Forefront SA strategic network included:

- Business attraction
- Business retention and expansion
- Entrepreneurial development
- International economic development

She stated that operationalizing Forefront SA included:

- Coordination and Collaboration
- Private sector leadership
- Maximization of resources
- Agile economic development
- Data driven

Ms. Saucedo-Herrera reviewed the strategic objectives and activities and noted that the 2018 priorities were: 1) Continuous improvement; 2) Regional collaboration; and 3) International economic development. She reviewed the next steps.

Chairperson Viagran requested that the Committee be presented with feedback in order to remove any barriers to the work of the SAEDF.

Councilmember Perry suggested that companies which chose not to come to San Antonio were asked why they did not. Ms. Saucedo-Herrera stated that this information had been collected.

Councilmember Courage spoke of the role of education in economic development.

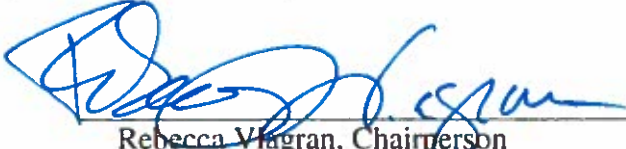
Chairperson Viagran asked if Independent School Districts partnered with SA Works. Romanita Barrera replied that SA Works partnered with Independent School Districts.

Chairperson Viagran announced that the next Committee meeting would be held on January 9, 2017.

No action was required for Item 3.

### Adjourn

There being no further discussion, the meeting was adjourned at 3:06 p.m.

  
Rebecca Viagran, Chairperson

Respectfully Submitted,

  
Denice F. Trevino