ECONOMIC AND WORKFORCE DEVELOPMENT COUNCIL COMMITTEE MEETING MINUTES
TUESDAY, DECEMBER 4, 2018
1:30 PM
MUNICIPAL PLAZA BUILDING, B ROOM

Members Present:	Councilmember Rebecca Viagran, *Chair,District 3* Councilmember Shirley Gonzales, *District 5* Councilmember Manny Pelaez, *District 8* Councilmember John Courage, *District 9* Councilmember Clayton Perry, *District 10*
Members Absent:	None
Staff Present:	Carlos Contreras, *Assistant City Manager;* Rene Dominguez, *Director, Economic Development Department;* Michael Sindon, *Assistant Director, Economic Development Department;* Adrian Perez, *Policy Administrator, Economic Development Department;* Denice F. Trevino, *Office of the City Clerk*
Others Present:	Ryan Salts, *Director, Launch SA;* Celina Peña, *Chief Advancement Officer, Lift Fund*

Call to Order

Chairperson Viagran called the meeting to order.

1. **Approval of the Minutes from the Meeting on November 6, 2018.**

Councilmember Courage moved to approve the Minutes of the November 6, 2018 Economic and Workforce Development Council Committee Meeting. Councilmember Perry seconded the motion. The motion carried unanimously.

Briefing and Possible Action on:

2. **Briefing on Launch SA's FY 2018 Annual Report**

Rene Dominguez stated that in 2012, a taskforce of business owners and advocacy organizations convened to brainstorm methods and strategies for promoting small and new business growth in San Antonio. He noted that the value of existing resources was highlighted during the taskforce discussions, as well as the need for increased marketing of these resources. He stated that an agreement with Launch SA (formerly Café Commerce) was executed in 2013. He noted that Launch SA included a virtual and physical location (Central Library) where entrepreneurs gather, collaborate, and learn more about entrepreneurship and small business resources. He stated that in 2014, a partnership was established with Lift Fund and during the last budget session; a five-year partnership was made with Lift Fund.

Ryan Salts noted the importance of small business:

- 97% of all San Antonio Employers
- 64% of new jobs
- 43% of private payroll

Mr. Salts stated that small business needs included: 1) Access to capital; 2) Assets; 3) Information; and 4) Proper management. He noted that monetary and operational support for Launch SA was provided by the City of San Antonio and Lift Fund. He reviewed onsite partners and resource providers. He provided the following demographics for audiences of Launch SA:

- American Indian and Alaska Native-2%
- Asian-2%
- Black or African American-16%
- Hispanic-53%
- Native Hawaiian or Pacific Islander-0.5%
- White-47%
- Male-43%
- Female-57%
- Military-19%

Mr. Salts provided some examples of small businesses assisted by Launch SA and reviewed the following data for Fiscal Year (FY) 2018:

- 4,371 unique walk-ins
- 23,292 web searches
- 14,826 website visitors
- 550 hosted events and trainings
- 600+ workspace users
- 92 entrepreneurs presented
- 132 resource partners
- 4,140 phone and email assistance
- 1,537 consulting hours

Mr. Salts stated that due to high demand for culinary business help; Break Fast and Launch was created in 2015. He noted that there were 39 participants in 2018 with 78% of businesses still operating and $2.1 million was raised by participant companies since 2016. He stated that in 2016, Venture Challenge was launched due to a high desire for Seed Funding. He noted that there were 93 participants in 2018 with four of those receiving Seed Funding for a cumulative total of $40,000. He stated that $108,000 had been invested into 13 Challenge Companies since 2016. He noted that 1 Million Cups was created in 2014 and developed by the Kaufman Foundation and Pitch Tab was created in 2015. He stated that both programs addressed the need for feedback and there were 1,691 attendees for both in FY 2018. He noted that 137 startups and businesses presented and added that these were the only consistent pitch events in San Antonio. He stated that in 2016, Launch SA held the first San Antonio Entrepreneurship Week. He noted that since 2016 there were 373 speakers, 197 sessions, and 1,592 registrants at these events. He stated that San Antonio Entrepreneurship Week included six full days of programming and was

the largest showcase of entrepreneurs in San Antonio. He noted the following impacts of Launch SA:

- $1.1 million received in loan funding by members of Launch SA
- 873 jobs created by Launch SA Members
- $40.2 million in income and benefits from jobs

Mr. Salts reviewed personal feedback from Launch SA Members and presented a video on Launch SA.

Chairperson Viagran asked if the recipients of the Venture Challenge were still in business. Mr. Salts replied that they were.

Councilmember Gonzales asked of the initial funding for Launch SA. Mr. Dominguez stated that dedicated funding for Launch SA was obtained through the Economic Development Incentive Fund (EDIF) for $12.75 million. Councilmember Gonzales expressed concern for the lack of investment in current businesses and requested a presentation on resources for small businesses.

Chairperson Viagran requested a list of participants of Launch SA categorized by industry.

Councilmember Perry requested metrics and stated that he would like to meet with Mr. Dominguez and Mr. Salts regarding same.

Councilmember Courage also requested metrics for Launch SA.

Councilmember Pelaez expressed interest in short and long-term results and reporting of past and future trends.

No action was required for Item 2.

Adjourn

There being no further discussion, the meeting was adjourned at 2:19 p.m.

Rebecca Viagran, Chairperson

Respectfully Submitted,

Denice F. Trevino