

**ECONOMIC AND WORKFORCE DEVELOPMENT
COUNCIL COMMITTEE MEETING MINUTES
TUESDAY, MARCH 5, 2019
1:30 PM
MUNICIPAL PLAZA BUILDING, B ROOM**

Members Present:	Councilmember Rebecca Viagran, <i>Chair, District 3</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Manny Pelaez, <i>District 8</i> Councilmember John Courage, <i>District 9</i> Councilmember Clayton Perry, <i>District 10</i>
Members Absent:	None
Staff Present:	Carlos Contreras, <i>Assistant City Manager</i> ; Rene Dominguez, <i>Director, Economic Development Department</i> ; Alex Lopez, <i>Deputy Director, Economic Development Department</i> ; Adrian Perez, <i>Policy Administrator, Economic Development Department</i> ; Denice F. Trevino, <i>Office of the City Clerk</i>
Others Present:	Jenna Saucedo-Herrera, <i>President and CEO, SAEDF</i> ; David McGee, <i>Chairman, SAEDF</i> ; Shari Biediger, <i>Reporter, Rivard Report</i> ; Richard Kissel, <i>Vice President of Education, DoSeum</i> ; Sara Pfeifer, <i>DoSeum</i>

Call to Order

Chairperson Viagran called the meeting to order.

**1. Approval of the Minutes from the Economic and Workforce Development
Committee Meeting on February 12, 2019**

Councilmember Perry moved to approve the Minutes of the February 12, 2019 Economic and Workforce Development Council Committee Meeting. Councilmember Courage seconded the motion. The motion carried unanimously.

Briefing and Possible Action on:

**2. A Briefing on the 2019 Scope of Services for the San Antonio Economic
Development Foundation, the 2019 Forefront San Antonio Business Plan.** [Carlos Contreras, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Rene Dominguez stated that the partnership between the Economic Development Department (EDD) and the San Antonio Economic Development Foundation (SAEDF) was based on recommendations of the 2009 Mayor's Corporate Retention and Recruitment Committee, which called for collaboration, private sector leadership, and maximization of resources. He noted that the formal partnership of the City with SAEDF began in 2011 with the adoption of a five-year contract and an Annual Action Plan. He stated that in 2019, the SAEDF Business Plan would:

- Include key performance indicators such as:
 - Capital Expenditure (CAPEX)
 - Foreign Direct Investment (FDI)
 - Jobs
 - Number of Business, Recruitment, and Expansion (BRE) assists
- Focus on international strategy by finalizing the Global Cities Initiative (GCI) market prioritization exercise to determine top markets for collaboration
- Develop a San Antonio Tool Kit to include industry asset mapping and city profile

Mr. Dominguez noted that the framework included Business Attraction, Business Retention and Expansion (BRE), Entrepreneurial Development, and International with Workforce Development as a running theme throughout all sections. He stated that the jobs and economic competitiveness section of the SA Tomorrow Comprehensive Plan guided economic development policy focused on geography, targeted industry recruitment, retention/expansion, entrepreneurial development and workforce development. He noted that the Forefront SA Strategic Framework (Strategic Framework) was developed in 2015 and outlined the overall economic development system. He stated that the Strategic Framework was renewed every five years and developed in congruence with SA Tomorrow. He noted that the City Council adopts an annual Business Plan with SAEDF toward fulfillment of the Forefront SA Plan.

David McGee stated that the partnership between the City and SAEDF focused on enhancing the local economic development delivery system which included:

- Promotion of economic and industrial development in the City and in the immediate region
- Diversification and growth of our regional economy through target industry development
- Creation of jobs through global and domestic business recruitment, retention, and expansion

Mr. McGee noted that San Antonio was experiencing a transformational growth period. He stated that over the last two years, SAEDF has completed 40 projects and brought 13,000 jobs to San Antonio.

Jenna Saucedo-Herrera stated that the SAEDF was founded over 40 years ago to perform as San Antonio's lead economic development entity charged with continued development and diversification of the San Antonio Regional Economy. She noted that the mission of the SAEDF was to lead the development and diversification of the San Antonio Regional Economy through the location and expansion of quality employers and job producing investments. She provided a timeline of the evolution of SAEDF and stated that SAEDF would focus on continued diversity and inclusiveness. She reviewed the strategic framework for Forefront SA and the following guiding principles for operationalizing Forefront SA:

- Coordination and collaboration

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

Mrs. Saucedo-Herrera reviewed recent successes from 2017-2019 year-to-date noting the jobs breakdown as follows:

- Jobs by target industry
- Projects by international/domestic
- Jobs by recruitment/expansion
- Projects by source

She stated that supporting activities include:

- Proactive outreach
- Target industry and high-wage focus
- International Economic Development
- Relocation Process Improvement Initiative (“Customer Perspective Project”)

Mrs. Saucedo-Herrera noted that in 2019, Team SA would continue with the following priorities:

- Continuous improvement
- International Business Development
- Regional Economic Development

She reviewed the key performance indicators for 2018-2019 year-to-date and noted that by 2020; SAEDF will have made a \$45 billion impact to the local economy. She stated that activities would be focused in the following areas in 2019:

- Global business attraction
- Business retention and expansion
- Workforce development
- Administrative and investor relations

Mrs. Saucedo-Herrera reviewed the following next steps:

- Execute 2019 planned activities
- Secure target industry jobs and address skills gap
- Report quarterly performance progress to EDD
- Engage Economic Workforce and Development Committee Members and provide routine updates

Chairperson Viagran requested data on the average number of jobs and the average salary by target industry. Mrs. Saucedo-Herrera stated that the SA Works Jobs Report would contain said

data and would be provided to the Committee. Mr. Dominguez noted that a comprehensive report would be presented to the Committee at the next meeting on the economy and make-up of jobs, target industries, and their associated wages.

Councilmember Pelaez entered the meeting at this time.

Councilmember Courage asked of the annual budget for SAEDF. Mrs. Saucedo-Herrera replied that the annual budget for SAEDF was \$4 million. Councilmember Courage asked how much of that was provided by the City. Mr. Dominguez replied that \$870,000 of the SAEDF Annual Budget was provided by the City. Councilmember Courage asked of the number of staff at SAEDF. Mrs. Saucedo-Herrera replied that there were 19 staff members at SAEDF. Councilmember Courage asked of the top target industries. Mrs. Saucedo-Herrera replied that the top three target industries were Cybersecurity, Life Sciences, and Manufacturing.

Councilmember Pelaez asked of Foreign Direct Investment (FDI) by Mexico for 2017-2019. Mrs. Saucedo-Herrera replied that there was no FDI by Mexico in 2017-2019. Councilmember Pelaez encouraged investment efforts in countries besides Mexico.

Councilmember Perry requested information on the progress toward the goal of a \$45 billion impact for 2020. He stated that he would like to participate in visits for BRE. He requested that data on job losses be included in reports.

No action was required for Item 2.

3. A Briefing on the DoSeum Special Exhibits by Dr. Richard Kissel, Vice President of Education. [Carlos Contreras, Assistant City Manager; Rene Dominguez, Director, Economic Development]

Dr. Richard Kissel stated that through joyful learning and discovery, the DoSeum grows minds, connects families, and transforms communities. He noted that the DoSeum focused its programs on the Arts, Literacy, and Science, Technology, Engineering, and Math (STEM). He stated that sparking early STEM career interest was important because studies have revealed that:

- The US workforce needs 1 million more STEM Professionals than it can produce.
- Children who visit museums during Kindergarten have higher achievement in reading, math, and science than those who do not.
- A majority of newly graduated PhD Scientists reported their earliest interest in science began before middle school.

Dr. Kissel reviewed some of the programs provided by the DoSeum such as camps, field trips, and programs for educators. He noted that the current exhibit 'How People Make Things' would run through May 12, 2019. He stated that said exhibit focused on manufacturing and partnered with local businesses such as San Antonio Shoemakers, and Bolner's Fiesta Products, Inc. He noted that a second exhibit, 'Going Places' would take place in the summer.

Chairperson Viagran asked of the cost for general admission and reduced admission for Electronic Benefits Transfer (EBT) Cardholders. Dr. Kissel replied that the cost of general admission was \$14.00 and the reduced admission for EBT Cardholders was \$3.00.

Councilmember Gonzales asked of the current financial relationship with the City. Sara Pfeifer replied that the City would provide \$600,000 over the next three years for operating expenses. Councilmember Gonzales suggested that parents be provided with more places to sit in the DoSeum.

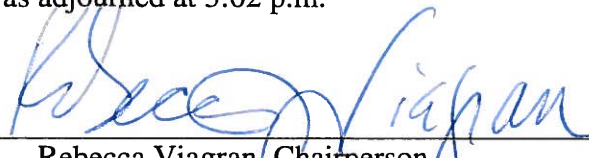
Councilmember Pelaez advocated for enhancing the 'Going Places' Exhibit with a sidewalk component.

Councilmember Courage asked of financial support for the DoSeum. Dr. Kissel stated that the DoSeum received financial support from admissions and the membership program. Ms. Pfeifer added that the Annual Budget for the DoSeum was \$7 million. Mr. Dominguez stated that he would provide additional financial information on the DoSeum to Committee Members.

No action was required for Item 3.

Adjourn

There being no further discussion, the meeting was adjourned at 3:02 p.m.


Rebecca Viagran, Chairperson

Respectfully Submitted,


Denice F. Trevino

