ECONOMIC AND WORKFORCE DEVELOPMENT COUNCIL COMMITTEE MEETING MINUTES

TUESDAY, SEPTEMBER 3, 2019
10:00 AM
MUNICIPAL PLAZA BUILDING

Members Present:	Councilmember Rebecca Viagran, *Chair, District 3* Councilmember Shirley Gonzales, *District 5* Councilmember Melissa Cabello Havrda, *District 6* Councilmember Manny Peláez, *District 8* Councilmember John Courage, *District 9*
Members Absent:	None
Staff Present:	Carlos Contreras, *Assistant City Manager;* Alejandra Lopez, *Interim Director, Economic Development Department;* Michael Sindon, *Assistant Director, Economic Development Department;* Adrian Perez, *Economic Development Department;* Ana Acevedo, *Economic Development Department;* Denice F. Trevino, *Office of the City Clerk*
Others Present:	Lily Casura, *Director of Equity, YWCA;* Jenna Saucedo-Herrera, *President and CEO, SAEDF*

Call to Order

Chairperson Viagran called the meeting to order.

1. **Approval of the Minutes from the Economic and Workforce Development Committee Meeting on August 6, 2019**

Councilmember Courage moved to approve the Minutes of the August 6, 2019 Economic and Workforce Development Council Committee Meeting. Councilmember Cabello Havrda seconded the motion. The motion carried unanimously.

Briefing and Possible Action on:

2. **A Briefing on Economic Development Programs that Address Various Dimensions in the Status of Women Report Commissioned by the City of San Antonio.** [Carlos Contreras, Assistant City Manager; Alejandra Lopez, Interim Director, Economic Development]

Alex Lopez stated that in November 2018, the City of San Antonio (CoSA) unanimously approved a Resolution on Women's Equity, reaffirming the commitment of the City to improve the status of women, specifically by: 1) Eliminating all forms of violence against women; 2) Promoting the health and safety of women; 3) Promoting substantive economic and business opportunities for women; and 4) Promoting political participation and leadership by women. She noted that in May 2019, CoSA finalized a Report on the Status of Women which was prepared by Dr. Rogelio Saenz, and Lily Casura from UTSA and utilized a variety of data sources to

provide a detailed account of the standing of women with respect to the dimensions of health, education, work, housing, and civic engagement. She stated that the Economic Development Department has implemented programs and initiatives which address these dimensions. She noted that women represent 47% of the San Antonio workforce and earn $.81 for every $1.00 earned by men. She stated that women were less likely than men to be employed (63% vs. 88%) and more likely than men to live in poverty (16% vs. 10%). She added that there were significant disparities by race/ethnicity.

Ms. Lopez reviewed the seven delegate agencies which focus on career preparedness. She stated that support services were offered to women that include case management, transportation, child care, and utility assistance. She noted that Project Quest assisted women to increase educational attainment by earning Bachelor's Degrees and certifications which were mostly in Science, Technology, Engineering, and Math (STEM) fields. She stated that 300 clients earned degrees and certifications of which 216 (72%) were women. She noted that women owned: 1) 30% of businesses; 2) Employed 22% of workers; and 3) Made up 16% of the community payroll. She stated that the department provided women-owned business assistance through contract opportunities, access to capital, technical assistance, and outreach and community engagement. She noted that access to city contracts was provided by the Small Business Economic Development Advocacy (SBEDA) Program. She reviewed the payments to Women-Owned Businesses (WBEs) on City contracts in Fiscal Year (FY) 2018. She stated that access to capital was provided by the Loan Interest Buy Down Program and the Small Business Development Fee Waiver Program. She noted that technical assistance was provided by the Mentor Protégé Program and Launch SA. She stated that outreach and community engagement were provided through marketing and advisory boards/committees. She reviewed the representation of women on the following City appointed advisory boards and committees in FY 2019:

- Small Business Advocacy Committee (37%)
- Diversity Action Plan Subcommittee (67%)
- Launch SA Advisory Board (33%)

Ms. Lopez noted that direct outreach was made to 70 Chambers of Commerce, trade organizations, advocacy organizations, and partnering government agencies.

Chairwoman Viagran asked of the membership of the Launch SA Advisory Board. Michael Sindon stated that staff were in the process of identifying new members. He noted that there were five members and applicants would be brought before the Committee before the end of the year.

Councilmember Cabello Havrda asked if baseline averages were identified for the dimensions. Ms. Lopez replied that baseline averages were identified. Councilmember Cabello Havrda asked if staff were partnering with the Mayor's Commission on the Status of Women. Ms. Lopez replied that they had not; but would in the future.

Councilmember Gonzales asked if any of the workforce delegate agencies provided child care. Ms. Lopez replied that Project Quest connected clients to the resources available for child care.

Councilmember Gonzales requested data on the number of clients requiring child care and services provided for child care.

Councilmember Courage asked of the number of women-owned businesses in CoSA and in Bexar County. Ms. Lopez stated that the American Community Survey indicated that 30% of businesses in the City and Bexar County were women-owned. Councilmember Courage suggested that direct contact be made with WBEs.

3. **Update and Briefing on the San Antonio Economic Development Foundation (SAEDF) 2019 Business Plan and the Process and Preliminary Findings of the 2020 Regional Economic Development Strategic Plan.** [Jenna Saucedo-Herrera, SAEDF President and CEO]

Jenna Saucedo-Herrera stated that the mission of the San Antonio Economic Development Foundation (SAEDF) was to produce jobs in the San Antonio Region. She noted that the SAEDF exists to be the marketing organization for business investment. She reviewed the evolution of the SAEDF and stated that the current strategic framework included:

- Business attraction
- Business retention and expansion
- Trade development
- Entrepreneurial development

Ms. Saucedo-Herrera noted that the SAEDF Budget was $4.3 million and she reviewed the funding diversification and governance of the SAEDF. She stated that the SAEDF priorities of continuous improvement, international business development, and regional economic development would continue. She reviewed an economic snapshot and target industry development. She provided the following data on SAEDF results for 2017-2019 year to date:

- 54 projects
- 14,117 work-based learning opportunities
- 15,062 jobs
- $1.2 billion in capital investment
- $22 billion toward 2020 goals

Ms. Saucedo-Herrera noted that through targeted industry focus, the location and expansion efforts provided job producing investments which ultimately impact all industries. She presented SAEDF performance data and a year-over-year comparison by percentages of jobs/industries, BRE/Recruitment, and International/Domestic for 2017-2019 year to date. She stated that SAEDF was engaged in an update to the Forefront San Antonio Strategic Plan which was adopted in 2015 and would be active until 2020. She noted that SAEDF has contracted Market St., an economic development consultancy, to develop a new regional economic development strategic plan. She stated that the five-phase planning process began in May 2019 and would extend through December 2019. She reviewed the Market St. planning process and an overview of resources utilized. She noted that next steps included:

- Continued strategic planning efforts
- Continued SAEDF 2020 business planning
- Quarterly performance reporting
- Routine updates to the Economic Workforce and Development Committee

Councilmember Cabello Havrda asked which target industries made up the majority of prospects. Ms. Saucedo-Herrera replied that advanced manufacturing made up the majority of prospects.

Councilmember Gonzales asked why hospitality was not a targeted industry. Ms. Saucedo-Herrera replied that hospitality was not a targeted industry for recruitment but would be impacted indirectly by the targeted industries.

Councilmember Peláez asked why Latin America was not targeted for international recruitment. Ms. Saucedo-Herrera replied that international recruitment was prioritized by current prospects. Ms. Lopez stated that the Committee would be updated on the international strategy in November 2019.

Councilmember Courage spoke of the need to increase the City's role in educational achievement.

Chairwoman Viagran asked if focus groups included businesses or individuals who live outside of the City. Ms. Saucedo-Herrera replied that she would review the focus group participants.

Adjourn

There being no further discussion, the meeting was adjourned at 11:50 am.

Rebecca Viagran, Chairperson

Respectfully Submitted,

Denice F. Trevino