

**ECONOMIC AND WORKFORCE DEVELOPMENT
COUNCIL COMMITTEE MEETING MINUTES
TUESDAY, NOVEMBER 5, 2019
2:00 PM
MUNICIPAL PLAZA BUILDING**

Members Present:	Councilmember Rebecca Viagran, <i>Chair, District 3</i> Councilmember Shirley Gonzales, <i>District 5</i> Councilmember Melissa Cabello Havrda, <i>District 6</i> Councilmember Manny Peláez, <i>District 8</i> Councilmember John Courage, <i>District 9</i>
Members Absent:	None
Staff Present:	Alejandra Lopez, <i>Interim Director, Economic Development Department</i> Shahrzad Dowlatshahi, <i>Chief Diplomacy and Protocol Officer, International Relations Office</i> Amy Contreras, <i>Economic and Workforce Development</i> Denice F. Trevino, <i>Office of the City Clerk</i>
Others Present:	Sara Sanchez, <i>Executive Vice President of Global Development, San Antonio Economic Development Foundation</i>

Call to Order

Chairwoman Viagran called the meeting to order.

1. Approval of the Minutes from the Economic and Workforce Development Council Committee Meeting on October 1, 2019.

Councilmember Courage moved to approve the Minutes of the October 1, 2019 Economic and Workforce Development Council Committee Meeting. Councilmember Gonzales seconded the motion. The motion carried unanimously.

2. A Briefing and Possible Action on the “Metro Priority Plan”, the Proposed International Economic Development Strategy for the City. [Carlos J. Contreras III, Assistant City Manager; Alejandra Lopez, Interim Director, Economic Development]

Alex Lopez noted San Antonio’s history of merging cultures built the foundation we enjoy today. She reviewed the City’s International Relationships, Sister Cities, Formal City Relationships, UNESCO Designations, and the San Antonio Trade Offices. She noted the Metro Priority Plan (Plan) as follows:

- Focus efforts on key global markets
- Increase San Antonio's access to the outside world through diplomacy, business, culture, and education
- Elevate San Antonio's reputation as a global leader

Ms. Lopez noted that the Plan builds on a foundation of data-driven studies; informs the San Antonio Economic Development Foundation's (SAEDF) updated Strategic Plan; and provides tools to maintain flexibility. She added that the Metro Prioritization Exercise was utilized for the following:

- Identify markets with industry linkages
- Assess foreign markets
- Compile data by target industry
- Solicit industry and community feedback

Ms. Lopez stated that the process was repeated for each of the target industries and the following cities were identified to focus international economic development efforts: 1) Tokyo; 2) Seoul; 3) Toronto; 4) Frankfurt; and 5) Mexico City.

Ms. Lopez presented the Data Weighting Factors with Industry Priorities and Macroeconomic Factors each weighted at 40%. She noted that the data was shared with industry stakeholders and validated by same. She added that the priority cities ranked highly in multiple target industries:

- Tokyo and Frankfurt ranked highly for Advanced Manufacturing, Aerospace, Biomedical/Life Sciences, Cybersecurity, and New Energy;
- Seoul ranked highly for Advanced Manufacturing, Biomedical/Life Sciences, and New Energy; and
- Toronto ranked highly for Biomedical/Life Sciences, and Cybersecurity.

Ms. Lopez noted that the City concentrated on trade to Mexico City and not necessarily Foreign Direct Investment, and efforts were focused on collaboration with Israel, Spain, China, Namibia, and Taiwan. She added that other markets were not pursued due to limited City resources, and lack of Income Tax Treaties and Free Trade Agreements. She noted additional determining factors for identifying priority metros for collaboration were the analysis of shares of Foreign Direct Investment Outflows of countries by region for 2015, 2016, and 2017. She reported the next steps for collaborating with priority metros were developed by implementing three key strategies:

- Expand our global network and expand our reputation
- Exchange best practices
- Increase trade and Foreign Direct Investment (FDI)

Ms. Lopez noted that priority metros were divided into different stages of the three key strategy categories to identify the stages of business relationships; and to identify the status of the collaborative relationships.

Ms. Lopez described tactics that were employed: 1) to increase our global network based on the stages of the relationships we have with priority metros; and 2) to elevate San Antonio's global reputation based on the status of the relationships we have with priority metros.

Ms. Lopez highlighted San Antonio's recent Cultural and Trade Missions to Japan and Korea which were productive in promoting the expansion of Share New Energy, and target industries.

Ms. Lopez added that certain outputs would be measured to gauge collaborative successes with priority metros through outbound missions leading to materialized outcomes.

Councilmember Cabello Havrda asked what were the indicators for moving from one stage to the next. Ms. Lopez reported the stages for each priority metro vary and were based on specific characteristics starting to be developed.

Councilmember Courage requested diligence in follow-up and continued communication through means such as: thank you cards and extending invitations to priority metro industry leaders to visit San Antonio to develop relationships.

Councilmember Courage requested Council Colleagues continue to be aware and informed when priority metro industry leaders visit San Antonio. He added that he would provide an opportunity to meet with them and assist in fostering relationships. He asked if staff members were present from the Economic and Workforce Development Department. Ms. Lopez replied that Sarah Sanchez, Executive Vice President of Global Development, SAEDF, was present.

Councilmember Courage asked if there was collaboration between the San Antonio Economic Development Foundation (SAEDF) and the Economic Development Department. Ms. Lopez replied that both were in constant collaboration. Ms. Sanchez added that FDI and trade strategies would be incorporated into the Economic Workforce Development Committee's current Strategic Plan.

Councilmember Pelaez questioned to what extent individually were the Economic Workforce Development Committee and the Economic Development Department to be credited for trade with Mexico, apart from their collaborative efforts. Ms. Lopez stated she was excited to see small and mid-sized businesses in San Antonio targeting Mexico as a market. She added that the priorities and particular projects of the Economic Development Department were accomplished through the City of San Antonio's Casa San Antonio Trade Promotion Office and the number of individual businesses assisted were tracked, with close proximity to Mexico.

Councilmember Pelaez questioned how many friendship agreements the City of San Antonio signed with Mexico City. Ms. Lopez stated she would provide the data.

Councilmember Pelaez questioned Sherry Dowlatshahi part of developing priority metro relationships was based on visiting target Country Embassies. Ms. Dowlatshahi reported different pillars of relationships were built through the U.S. State Department outreach, U.S. Consular Corps, Embassies maintained abroad, Foreign Consular Corps, and Embassies based

in the United States. She added a priority in public diplomacy would be the participation of San Antonio during SA to DC, with a focus on working with foreign diplomatic corps and with target countries which San Antonio has historically or recently built relationships.

Chairwoman Viagran questioned if small businesses center could enter networking relationships with target priority metros. Ms. Contreras reported that local small businesses looking to do export business can receive focus strategy assistance through 1) UTSA Small Business Development Center; 2) San Antonio Economic Development Foundation; and 3) The Small Business Administration.

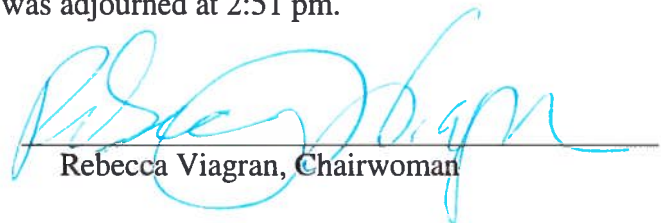
Chairwoman Viagran noted that San Antonio should develop import/export exchange opportunities with San Antonio business owners. She added the International Business Advisory Committee could leverage established priority metros relationships to further foster opportunities for San Antonio business owners. She noted community colleges in competitive priority metros could play a role in building relationships with local community colleges.

Councilmember Courage questioned pending international relationships over the next few weeks. Ms. Dowlathahi reported San Antonio hosted weekly international delegations during the past month, adding delegates from Wuxi, China were in San Antonio for the dedication of their Art Piece, "Scholars Rock" which was gifted to the San Antonio Museum. She added the International Business Forum expects 15-20 representative countries to visit San Antonio next week.

Ms. Contreras noted the City of San Antonio would host the USA/Japan Disaster Preparedness and Recovery Summit with four major Japanese companies in attendance.

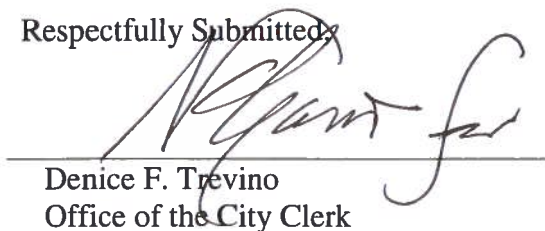
Adjourn

There being no further discussion, the meeting was adjourned at 2:51 pm.



Rebecca Viagran, Chairwoman

Respectfully Submitted,



Denice F. Trevino
Office of the City Clerk