

**Economic & Community Development Council Committee
Meeting Minutes**

**Wednesday, March 24, 2010
2:00 p.m.
Media Briefing Room**

Members Present: Councilmember Mary Alice Cisneros, *Chair, District 1*
Councilmember Ray Lopez, *District 6*
Councilmember John Clamp, *District 10*

Members Absent: Councilmember Elisa Chan, *District 9*

Staff Present: Pat DiGiovanni, *Deputy City Manager*; A.J. Rodriguez, *Deputy City Manager*; T.C. Broadnax, *Assistant City Manager*; Martha Sepeda, *First Assistant City Attorney*; James Henderson, *Military Affairs Director*; Rene Dominguez, *International & Economic Development Assistant Director*; Ed Davis, *International & Economic Development Assistant Director*; Jed Maebius, *Office of the Mayor*; Veronica Zertuche, *Deputy City Attorney*; Katinka Howell, *Assistant City Attorney*; Lesly Haby, *Assistant City Attorney*; Carri Wiggins, *Office of the City Clerk*; Brandon Smith, *Office of the City Clerk*

Also Present: Lila Cockrell, *SA Parks Foundation*; Ray Flores, *Westside Development Corporation*; Janie Barrera, *ACCION Texas*; Kyle Tate, *Lackland AFB*; Jorge Herrera, *STBF*; Les Hobgood; Josh Baugh, *SA Express News*; Marcie Ince; *Friends of the Parks*; Evangelina Flores, *SA Parks Foundation*; Theresa Keck, *SA Parks Foundation*

Call to Order

Chairperson Cisneros called the meeting to order.

1. Citizens to be Heard

Mayor Emeritus Lila Cockrell, San Antonio Parks Foundation, spoke in support of the City's action on the Request for Proposal (RFP) for the Fiesta Event at Market Square. She stated that the San Antonio Parks Foundation was prepared to continue hosting the event should the City not receive an acceptable RFP.

2. Approval of Minutes of the February 25, 2010 Economic and Community Development Council Committee Meeting

Councilmember Clamp moved to approve the Minutes of the February 25, 2010 Economic and Community Development Council Committee Meeting. Councilmember Lopez seconded the motion. Motion carried unanimously.

3. Consideration of applicants to the Fort Sam Houston Community Advisory Board and Airport Advisory Commission

Presented by Leticia M. Vacek, City Clerk

Leticia Vacek reported that there were five (5) vacant slots on the Fort Sam Houston Community Advisory Board and that three applications were received for reappointment: Gregory C. Cunningham, David T. Denton, and Richard Leal. She stated that the number of applicants did not exceed the number of slots and recommended approval to forward said applicants to the City Council. She indicated that an application had been received that morning from Marie Stout and that the applicant could be forwarded with the other applicants.

Councilmember Clamp moved to forward Gregory C. Cunningham, David T. Denton, Richard Leal, and Marie Stout to the full Council for recommendation to the Fort Sam Houston Advisory Commission. Councilmember Lopez seconded the motion. Motion carried unanimously.

Ms. Vacek reported that there were ten (10) vacant slots on the Airport Advisory Commission (AAC). She stated that six applications had been received to fill three (3) slots in the Community Category and that five of the applicants were present to address the Committee. She noted that Eleanor Sprowl had submitted a written statement and that Councilmember Williams submitted a memorandum in support of her appointment.

Donald R. Davie stated that he was seeking reappointment and noted his experience in Planning, Budgeting, and Resource Management. He added that as an AAC Member, he reviewed and provided input on the Draft Land Use Plan and served as AAC Representative on the Transportation Advisory Board.

Barbara L. Loomis stated that she had served for three months on the AAC as a replacement member and was seeking reappointment. She noted that she was a former ATAC Member; recently attended the Municipal Leadership Institute (MLI); and served as an Airport Ambassador. She added that her past experiences working on Air Force Bases had provided insight in aircraft flight operations.

Leslie A. Hobgood stated that the Homeowners' Association President requested that he seek appointment to the AAC. He noted that he had served 29 years in the Air Force, 10 years experience with the SA Airport with two years as Acting Assistant Director.

Maj. Kyle M. Tate, Lackland Air Force Base, highlighted his experience as Senior Terrorism Watch Officer – NORAD. He stated that he worked closely with the Federal Aviation Administration (FAA) and the Transportation Security Administration (TSA) for three years. He spoke of the economic activity opportunities and a focus on economic development through the San Antonio Airport.

Chad Mitchell stated that he had been in the Financial Industry for seven years and spoke of the City's growth and economic potential. He stated that the SA Airport was key and he would like to be a part of the leadership to assist in achieving that potential.

Ms. Vacek read the written statement submitted by Eleanor K. Sprowl. She cited her experience as an Airport Ambassador and Airport Police Volunteer as qualification for appointment. Ms. Vacek also referenced the memorandum from Councilmember Williams in support of Ms. Sprowl's appointment.

Councilmember Cisneros recessed the meeting into Executive Session at 2:45 p.m. She reconvened the meeting at 3:00 p.m. and stated that no action had been taken.

Councilmember Clamp moved to forward the following applicants to the full Council for recommendation for appointment to the Airport Advisory Commission: Gloria C. Arriaga, Kyle A. Gish, Neil H. Stone, Jim Quinn, Michael J. Keyworth, Michael K Wolfe, Marco A. Barros, Barbara L. Loomis, Leslie A. Hobgood, and Kyle M. Tate. Councilmember Lopez seconded the motion. Motion carried unanimously.

4. Briefing and possible action on the Economic Development Foundation Annual Contract

Presented by A.J. Rodriguez, Deputy City Manager, Interim Director, International & Economic Development

A.J. Rodriguez requested the Committee's endorsement of the proposed business points to be included in the Economic Development Foundation (EDF) Professional Services Agreement with the City. He stated that the proposed agreement would expand the scope of the EDF to include retention, recruitment and expansion. He noted that funding for the agreement was budgeted in the Economic Development Incentive Fund in the amount of \$500,000 and would be pro-rated for the first year once the contract has been executed.

Chairperson Cisneros asked of the implementation of the Business Retention and Expansion Program. Mr. Rodriguez replied that informal monthly reports would be provided to Staff and that Staff was requesting formal quarterly written reports on all three scopes. He stated that the Action Plan would define the specific scope of work and that the first funding installment would not be paid until the Action Plan has been negotiated.

Councilmember Clamp expressed concern pursuing the Professional Services Agreement prior to Governance negotiations. Mr. Rodriguez clarified that the agreement would not create a new organization but expanding the services provided by the EDF.

It was the consensus of the Committee to deliberate Governance discussions in a B Session or an Economic and Community Development Council Committee Meeting.

At this time, the Committee addressed Item 6.

6. Briefing and possible action on the Request for Proposals for the Fiesta event at Market Square

Presented by Paula Stallcup, Director, Downtown Operations

Paula Stallcup provided information on the Request for Proposals (RFP) to conduct the Fiesta Event at Market Square beginning in 2011. She reported that the RFP would be issued on April 4, 2010 for 60 days and would include the scope of services, evaluation criteria, and contract provisions. She stated that since 2004, Fiestas Fantasias had been a 10-day event and that organizations responding to the RFP should propose the number of operating days for the event starting in 2011.

Ms. Stallcup reported that the San Antonio Parks Foundation (SAPF) had produced the Fiestas Fantasias Event in Market Square since 2004 and indicated that the City of San Antonio will fund the SAPF operating budget to provide the opportunity to focus solely on their core mission of fundraising for City Parks. Pat DiGiovanni mentioned that the City requested SAPF to produce the event in 2004 and noted that the Foundation is considered to be an extension of the City of San Antonio.

In response to Chairperson Cisneros, Ms. Stallcup clarified that the proposed event is not required to be a 10-day event. She stated that the goal of the RFP was to select an organization to conduct future Fiesta events at Market Square and would be responsible for the following:

- ✓ Planning, production, and day to day management of the event
- ✓ Providing a quality Fiesta experience
- ✓ Entertainment, food and beverage sales, accounting and cash handling, waste management, and site preparation and clean-up
- ✓ All expenses associated with producing the event

Chairperson Cisneros requested that the event be at least a 5-day event, remain admission-free, and include a provision that the City would cover a portion of security costs.

In response to Councilmember Clamp, Mr. DiGiovanni clarified that Fiesta provided a positive economic impact to the City of San Antonio. Councilmember Clamp recommended identifying all City-sponsored events and determine the City's financial commitment during budget discussions.

7. Briefing on the Westside Development Corporation FY2009 Accomplishments and FY2010 Goals
Presented by Ray Flores, Executive Director, WDC

Ray Flores reported that the Westside Development Corporation (WDC) was created by City Council on June 8, 2006 to establish economic development opportunities in the 15-square mile area west of the Downtown Area. He stated that the WDC was housed within the Economic Development Department and will move into new office space on the Westside on April 1, 2010. He provided an overview of the WDC Target Area and indicated that there was a retail gap of \$35,000,000 related to department, clothing, electronics and appliance, furniture, book, and music stores. He noted that WDC builds strategies around bringing those developments to the area. He noted that the WDC was assisting 16 businesses and 4 real estate projects with new investments, expansions, and other growth needs representing \$14,750,000 of projects and 104 new jobs.

Mr. Flores indicated that the WDC had signed a 2-year lease effective April 1, 2010 to move in to the MAUC Building in addition to adding a Development Consultant to its staff to focus full-time on fundraising and a long-term capitalization plan to diversify its funding sources.

Chairperson Cisneros recommended that WDC staff work closely with ACCION Texas and Ms. Janie Barrera. Mr. Flores stated that Ms. Barrera was on the WDC Board of Directors. Chairperson Cisneros also requested a report on "Healthy Kids", "Living Cities", and the Frio Street Charrette. She also requested that WDC staff work with District 1 regarding the vacant lots in District 1.

Councilmember Lopez asked of WDC Board vacancies. Mr. Flores stated that there were several vacancies and that he would be working with the City Clerk regarding said vacancies. Ms. Vacek indicated that said vacancies would be forwarded to the City Council.

Councilmember Clamp asked of a timeline of when the WDC would be financially self-sustaining. Mr. Flores replied that WDC should be financially self-sustained in approximately 2-3 years.

5. Briefing and possible action on the South Texas Business Fund Merger
Presented by Rene Dominguez, Assistant Director, International & Economic Development

Rene Dominguez provided information on the proposed merger of the South Texas Business Fund (STBF) and ACCION Texas and eventually the Community Development Loan Fund (CDLF). He stated that the intent of the merger was to provide increased services to small businesses. He noted that ACCION Texas had agreed to certain conditions that ensure that loan capital and technical assistance would be made available to the San Antonio area. He cited benefits of the merger that included the selection of San Antonio (ACCION/STBF) as a finalist for a national grant application. He indicated that neither ACCION nor STBF would have been eligible at said participation level.

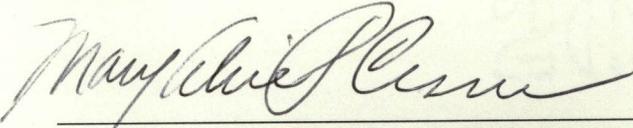
Councilmember Clamp requested to continue said item to the April Economic and Community Development Committee Meeting and forward to the full Council on April 29, 2010.

8. Consideration of items for future meetings:

South Texas Business Fund Merger

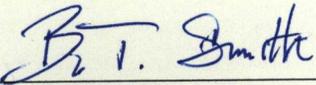
Adjournment

There being no further discussion, the meeting was adjourned at 4:15 p.m.



Mary Alice P. Cisneros, Chairperson

Respectfully Submitted,



Brandon T. Smith
Office of the City Clerk