

**ECONOMIC AND COMMUNITY DEVELOPMENT  
COUNCIL COMMITTEE MEETING MINUTES**

**TUESDAY, MAY 1, 2012**

**11:00 AM**

**MEDIA BRIEFING ROOM, CITY HALL**

**Members Present:** Councilmember Elisa Chan, *Chair, District 9*  
Councilmember Ray Lopez, *District 6*  
Councilmember Cris Medina, *District 7*

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**Members Absent:** Councilmember Diego Bernal, *District 1*

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**Staff Present:** Pat DiGiovanni, *Deputy City Manager*; Rene Dominguez, *Economic Development Director*; Leticia Vacek, *City Clerk*; Mark Brodeur, *Center City Development Director*; Troy Elliott, *Finance Director*; Ed Davis, *Economic Development Assistant Director*; Alejandra Lopez, *Economic Development Assistant Director*; James Henderson, *Economic Development Manager*; Adrian Perez, *Economic Development Manager*; Barbara Ankamah, *Planning & Community Development*; Leslie Haby, *Assistant City Attorney*; Ray Rodriguez, *Assistant City Attorney*; Brandon Smith, *Office of the City Clerk*

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**Also Present:** Jackie Gorman, SAGE; Steve Nivin, SABER; Bob McKinley, UTSA; Ramon Flores, WDC

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At this time, the Committee addressed Item 4c.

**4. Presentation Items:**

**c. Center City update on partner organizations**

Mark Brodeur, Center City Development Office Director

**i. Westside Development Corporation**

Ramon Flores, Executive Director

Ramon Flores provided an overview of the Westside Development Corporation (WDC) Annual Goals, Projects, and Budget. He reported that the WDC Goals for FY 2011-2012 include: 1) "Grow West" Business Expansion and Attraction Program; 2) "Look West" Marketing Strategy; 3) Fundraising; 4) Build Organizational Capacity; 5) Community Connection; and 6) Policy. He highlighted WDC Small Business Projects to include: a) Ortiz Pharmacy \$4 million business expansion; and b) Buena Vista Gardens \$300,000 redevelopment project of blighted building. He reported revenues of \$488,000 and expenses of \$404,000 with regard to the WDC FY 2011-2012 Budget.

In response to Chairperson Chan, Mr. Flores responded that the WDC was incorporated in 2007 and created by ordinance in 2006.

Mr. Flores spoke to key projects and initiatives, noting a WDC partnership with the San Antonio Business Journal and concluded with the St. Mary's Revitalization Project Secession Plan in September, 2012.

Councilmember Lopez asked of the impact of Land Bank Initiatives to the WDC's outreach to the community. Mr. Flores responded that there will be a great impact within the WDC. He stated that construction on 12 new homes will begin this summer in the Edgewood Area. He noted that those efforts would yield renewed interest in the area and draw more potential customers. He added that he hoped Land Banking would continue to provide more infill housing.

Councilmember C. Medina spoke of WDC's synergistic products in queue and asked how continuity could be ensured throughout the WDC Area. Mr. Flores responded that WDC Staff has been in communication with Dr. Steve Nivin and Ramiro Cavazos to determine the scope of the project. Additionally, he stated that a strategic session was held with project stakeholders to identify the return on investments since the project had been started. In response to Councilmember C. Medina, Mr. Flores stated that WDC Board had provided a half-mile boundary to leverage outside of the area. Pat DiGiovanni indicated that WDC boundaries were set and could only be changed by the City Council.

Chairperson Chan asked of WDC's relationship with the City's Economic Development Department, San Antonio Economic Development Foundation (SAEDF), and various Chambers throughout the city. Mr. Flores indicated that WDC's relationship with the City is very extensive. He stated that the WDC worked with the Economic Development Department regarding traditional economic development products and with the Center City Development Office on the non-traditional economic development products. He noted that the WDC often works collaboratively with various Chambers to service their members. He added that the WDC works closely with the SAEDF to ensure that they are aware of what the Westside has to offer prospective companies.

### **Call to Order**

Chairperson Chan called the meeting to order.

#### **1. Citizens to be Heard**

There were no items addressed by Citizens.

#### **2. Approval of Minutes of the April 3, 2012 Economic and Community Development Council Committee Meeting**

Councilmember Lopez moved to approve the Minutes of the April 3, 2012 Economic and Community Development Council Committee Meeting. Councilmember Lopez seconded the motion. Motion carried unanimously.

#### **3. Action Items:**

##### **a. Consideration of Reappointment of Applicants to the Economic Development Corporation (3 slots)**

Leticia M. Vacek, City Clerk, TRMC/MMC

Leticia Vacek reported that three applications were received from Mike T. Dwyer, Juan A. Landa, and Marianne C. Watson for reappointment to the Economic Development Corporation. She stated that the Office of the City Clerk recommended the Committee's approval to forward

applicants Mike T. Dwyer, Juan A. Landa, and Marianne C. Watson to the full Council for recommendation for reappointment.

Councilmember C. Medina moved to recommend Mike T. Dwyer, Juan A. Landa, and Marianne C. Watson for reappointment to the Economic Development Corporation. Councilmember Lopez seconded the motion. Motion carried unanimously.

**b. Consideration of proposed update to the Economic Development Incentive Fund (EDIF)**

Rene Dominguez, Economic Development Director

Said Item was not addressed.

**4. Presentation Items:**

**c. Center City update on partner organizations**

Mark Brodeur, Center City Development Office Director

**ii. San Antonio Growth for the Eastside (SAGE)**

Jackie Gorman, Executive Director

Jackie Gorman reported that San Antonio Growth for the Eastside (SAGE) was a non-profit organization that serves as a growth engine for San Antonio's Eastside and governed by an 11-member board of directors. She stated that SAGE identifies the needs and provides assistance to businesses that already have a foothold in the Eastside commercial corridor and serves as an economic development resource for current business owners and potential new businesses moving into the community. She provided an overview of Small Business Assistance Projects and Financial Assistance Programs. She highlighted SAGE's program foci for 2012 and key initiatives. She concluded with the Eastside is a wonderful place to live, work, invest, and visit.

Chairperson Chan spoke of District 2 designated as SAGE's geographic focus and asked if the geographic focus would change after redistricting. Ms. Gorman responded that the geographic focus was a board determination and was not mandated by Charter. She stated that boundary discussions had not yet taken place.

**4. Presentation Items:**

**a. Economic Development Policy Priorities**

Rene Dominguez, Economic Development Director

**i. Small Business Study Findings**

Dr. Steve Nivin, Chief Economist SABER Research Institute

Dr. Steve Nivin reported that the purpose of the Small Business Study was to discuss the importance of small business employees in Texas as well as in the San Antonio Metropolitan Statistical Area (MSA). He stated that research showed that small businesses play a vital role in innovation, regional economic development, and the pursuit of new markets. He provided an overview of MSA Small Business impacts, challenges, and opportunities. He highlighted the following findings regarding small businesses:

✦ Major source of economic growth in the San Antonio Area

- ✚ Key part of a spectrum of industries lead by hospitality, retail, and health care and biosciences
- ✚ Face challenges to their creation and growth

Rene Dominguez stated that copies of the full Small Business Study would be forwarded to the Committee electronically.

**ii. Focus Group Briefing**

Alejandra Lopez, Economic Development Assistant Director

Alejandra Lopez reported that Economic Development Staff held five small focus groups between March 21 and April 3, 2012. She thanked the Committee Members and their staff for assisting in identifying venues and ensuring a good representation at the focus groups. She provided a summary of the following participant responses regarding, "What can the City do to support small businesses":

- ✚ Improve the City's procurement practices
- ✚ Improve marketing of existing small business resources
- ✚ Increase communication and outreach with small business owners
- ✚ Increase access to capital
- ✚ Assist with workforce development

Chairperson Chan asked of the complaint regarding procurement practices. Ms. Lopez responded that many of the participants were not familiar with the Small Business Economic Development Advocacy (SBEDA) Program. She stated that participant responses referenced previous programs, indicating that staff ensure that the SBEDA Program is marketed better. Mr. Dominguez stated that the program was marketed through outreach to trade organizations and various chambers throughout the city and that funds had also been allocated for printing.

**b. Briefing on Mayor's Small Business Task Force**

Bob McKinley, Associate Vice President at UTSA's Institute for Economic Development

Bob McKinley reported that the Mayor's Small Business Task Force convened to brainstorm new methods and strategies for promoting small and new business growth in San Antonio. He stated that the taskforce included representatives from business advocacy organizations and business owners from various industries. He provided an overview of the following recommendations:

- ✚ Develop mentoring and apprenticeship model by which new business owners collaborate and learn from more established business owners
- ✚ Promote entrepreneurship among niches of youth, innovation sector, growth-stage existing businesses, diversity of ownership and locations across the City
- ✚ Deliver through joint public/private investment partnership to promote sustainability
- ✚ Collaborate with and complement existing business service providers

Due to time constraints, Chairperson Chan tabled the remaining items.

**5. Discussion Items**

**a. Texas South – International Alliance**

**b. ECDC Policy Issues, Goals and Strategies Action Plan**  
Mark Brodeur, Center City Development Office Director

**i. ECDC Program Summary and Status Report**

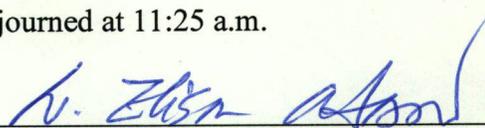
**ii. 2012 Economic Development Policy Priorities**

**6. Consideration of items for future meetings**

**7. Executive Session**

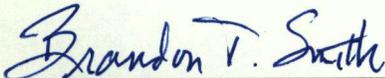
**8. Adjournment**

There being no further discussion, the meeting was adjourned at 11:25 a.m.



**Elisa Chan, Chairperson**

*Respectfully Submitted,*



**Brandon T. Smith**  
**Office of the City Clerk**