

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

TUESDAY, MAY 6, 2014

10:00 AM

MEDIA BRIEFING ROOM, CITY HALL

Members Present:	Councilmember Ray Lopez, <i>Chair, District 6</i> Councilmember Diego Bernal, <i>District 1</i> Councilmember Ivy R. Taylor, <i>District 2</i>
Members Absent:	Councilmember Rey A. Saldaña, <i>District 4</i> Councilmember Joe Krier, <i>District 9</i>
Staff Present:	Carlos Contreras, <i>Assistant City Manager</i> ; Leslie Haby, <i>Assistant City Attorney</i> ; Ray Rodriguez, <i>Assistant City Attorney</i> ; Leticia Vacek, <i>City Clerk</i> ; Jed Maebius, <i>Mayor's Office</i> ; Jeff Coyle, <i>Director, Intergovernmental Relations Department</i> ; Rene Dominguez, <i>Director, Economic Development Department</i> ; John Dugan, <i>Director, Planning and Community Development Department</i> ; James Henderson, <i>Assistant Director, Economic Development Department</i> ; Lori Houston, <i>Director, Center City Development Office</i> ; Frank Miller, <i>Director, Aviation Department</i> ; Felix Padrón, <i>Director, Cultural and Creative Development Department</i> ; Colleen Swain, <i>Assistant Director, Center City Development Office</i> ; Brandon Smith, <i>Office of the City Clerk</i> ; Denice Trevino, <i>Office of the City Clerk</i>
Also Present:	Jose E. Martinez, <i>President and Chief Executive Officer, Free Trade Agreement SA</i> ; Juan Paldo Alcantar, <i>President, AEM</i> ; Rogelio Garcia, <i>Executive Vice President, Free Trade Agreement SA</i> ; Jordana Decamps, <i>Deputy Director, Bexar County Economic Development Department</i> ; Shahir Salyani, <i>President, Juice Central</i>

Call to Order

Chairman Lopez called the meeting to order.

Shahir Salyani briefed Committee Members on his new business, Juice Central, which was located on Commerce Street. He provided samples of juice to Committee Members.

1. Approval of Minutes of the April 1, 2014 Economic and Community Development Council Committee Meeting

Councilmember Taylor moved to approve the minutes of the April 1, 2014 Economic and Community Development Council Committee Meeting. Councilmember Bernal seconded the motion. Motion carried unanimously by those present.

2. Consideration of Appointment of Applicants to the San Antonio Economic Development Corporation (3 slots) [Leticia M. Vacek, City Clerk]

Leticia Vacek stated that there were three open slots available for the San Antonio Economic Development Corporation (SAEDC). She noted that Michael Dwyer, Juan Landa, and Marianne Watson were current members of said Board and were applying for reappointment. She noted that Taylor Dickerson and Ryan Sheehan were new Applicants applying to serve on the Board.

Councilmember Taylor asked of the charge of the SAEDC. Ed Davis replied that the SAEDC was charged to promote Economic Development. He stated that the SAEDC was created in May 2010 and was comprised of the Mayor, City Manager, three City Councilmembers, and three individuals appointed At-Large. He noted that members served for a Two-Year Term.

Mrs. Vacek stated that applicant Taylor Dickerson was present. She noted that the statements submitted by Michael Dwyer, Juan Landa, and Marianne Watson were provided to the Committee Members.

Taylor Dickerson stated that he would contribute new ideas to the SAEDC to attract Young Professionals to the City.

Executive Session

Chairman Lopez recessed the meeting into Executive Session at 10:20 a.m. to discuss Personnel Matters. He reconvened the meeting at 10:30 a.m. and announced that no action was taken in Executive Session.

Councilmember Taylor moved to forward and recommend the following applicants for the SAEDC to the full City Council for consideration: 1) Michael Dwyer; 2) Juan Landa; and 3) Marianne Watson. Councilmember Bernal seconded the motion. Motion carried unanimously by those present.

3. Briefing on the Mission Drive-In Theater Site Public-Private Partnership (P3) [Lori Houston, Director, Center City Development & Operations]

Lori Houston stated that the the Mission Drive-In Site (Site) was acquired by the City in 2007. She noted that the Site was acquired primarily for the development of the Mission Drive-In Library. She stated that in 2008, Kell-Munoz Architects was selected to design the Site. She mentioned that the first and second drafts of the Concept Master Plan were presented to the community in January 2009 and May 2009, respectively. She stated that the Final Draft of the Master Plan Framework was presented to the community in December 2010 and adopted in May 2012. She stated that the Master Plan Framework: 1) Recognized neighboring projects; 2) Identified Current Site Projects; 3) Provided the Development Framework; and 4) Set forth the Implementation Steps. She stated that the City of San Antonio (COSA) would initiate the Public-Private Partnership (P3) Process for the site's redevelopment which would address the remaining Implementation Steps. She reported that on September 5, 2013, City Council authorized the acquisition of a .25-Acre parcel of land owned by the Veterans of Foreign Wars

(VFW) Post 9186 adjacent to said site. She noted that the re-plat of the property would be initiated upon approval of the Master Developer's Proposed Plan for the Site. She stated that proposed Deed Restrictions were included in the P3 Solicitation and would dictate the Design Standards. They would also require the creation of a Property Management Association. She stated that implementation of the Master Plan Framework would include:

- Site/Infrastructure/Improvements
- Build Out
- Vacating San Jose Drive
- Area Redevelopment

She spoke of the Public and Community Meetings that were held. She stated that a Request for Qualifications was released on October 18, 2013 and a Request for Proposals was released on January 28, 2014. She noted that respondents were interviewed on March 5, 2014. She stated that 210 Developers, Inc. submitted a proposal for \$23.7 million which included development of:

- Approximately 300 Market-Rate Units with a Clubhouse and Pool
- YMCA/Recreation Facility
- Commercial and Retail Development
- Greenspace and Viewshed Considerations
- Community Programming Enhancements

She noted that the proposal allowed for future expansion of the Mission Library.

She listed the proposed Developer Incentives:

- Chapter 380 Grant of up to \$1,499,538
- Chapter 380 Grant of \$100,000 for improvements to the Theater House
- City Fee Waivers of approximately \$68,386
- 50-Year Land Lease with one 10-Year Extension and annual payments of \$50,000 to the City

She noted that the City would retain 5% of the Net Operating Income of the Project which was estimated to be \$100,000 per year. She stated that this required the City to partner with another entity. She mentioned that the Mission Drive-In Advisory Committee was created in May 2012 and charged with facilitating Public Input during the Implementation Process. She noted that Staff would identify an appropriate City-Created Partnership Entity to execute and monitor the land lease. She stated that the proposed P3 would be brought before the Planning Commission for review and approval of the long-term land lease. She noted that Staff anticipates presentation of the Project Terms to the full City Council in June 2014. She added that Staff would brief the Mission Drive-In TIRZ Board once established and schedule any meetings necessary.

Chairman Lopez asked of discussions held to connect the Site with Mission San Jose. Ms. Houston stated that plans to ensure connectivity of the P3 with Mission San Jose and Mission County Park were discussed. She noted that the National Park Service was very supportive of the P3.

Councilmember Taylor asked who would operate the Theater. Ms. Houston replied that the Department of Cultural and Creative Development (CCD) was currently responsible for the programming. She stated that a Program Agreement could be made with an outside company or the CCD to provide Programming Services.

Councilmember Bernal asked of the type of sound delivery to be utilized for the Theater. Aurora Perkins stated that the Center City Development and Operations (CCDO) Department and the CCD were researching the use of Wi-Fi and Cable.

No action was required for Item 3.

4. Briefing on the Economic Development Department's International Initiatives
[Rene Dominguez, Director, Economic Development]

Rene Dominguez stated that the City of San Antonio (COSA) developed the San Antonio Global Trade and Investment Strategy (Investment Strategy) based on: 1) Data; 2) Partnerships with existing Internationally-Oriented Organizations; and 3) Development and implementation of initiatives focused on Export Growth and Foreign Direct Investment (FDI). He noted that in 2012, an Asset Inventory of all partner organizations was completed. He reported that the City of San Antonio applied for and was selected for the Brookings Institute Metropolitan Export Exchange as part of the Global Cities Initiatives to develop a Market Strategy to increase exports from San Antonio. He noted that the Investment Strategy identified San Antonio's Top Exports and Markets. He stated that the community was engaged to identify countries that made FDI, that COSA exports to, and that have an existing relationship with COSA. He reported that 12 countries were identified who met said requirements and would be the focus of COSA's Investment Strategy.

Mr. Dominguez stated that COSA's International Framework established a virtuous cycle for Economic Growth through exports and FDI and included: 1) Strategy Development; 2) Strategic Initiatives; 3) Output/Outcomes; and 4) Initiative Assessment. He noted that the Strategy Initiatives were: 1) Export Growth and FDI Attraction; 2) Policy; and 3) Promotion. He reported that the EDD developed short-term and long-term objectives to assist local companies to grow their business through exporting and to attract Foreign-Owned Companies to invest in the region. He stated that the objectives focused on: 1) Trade and Investment Missions to support the SA2020 Industries; 2) Greater integration of the CASA San Antonio Trade Promotion Offices Program into Economic Development Initiatives; 3) Greater promotion of San Antonio as a major business center; and 4) Policy improvements to make COSA more competitive for exports and to attract FDI. He stated that this would be accomplished by: 1) Partnering with the FTA to execute the Export Plan; 2) Creating the Business Retention and Expansion Program through the Economic Development Foundation (EDF); 3) Creating a Business Retention and Expansion Program through the EDF with an Export Component; 4) Promoting Best Practices Sharing; and 5) Facilitating Exports through Trade Missions. He stated that EDD would continue to work with its local partners to develop and complete a Global Trade and Investment Strategy. He noted that EDD would continue to work with community partners to increase promotion of San Antonio through: 1) the CASA Program in Mexico; 2) InSA Brand Campaign; and 3) Other

strategic partners. He added that EDD would encourage more companies to begin exporting as a way to expand and diversify their sales and would work with community partners to attract Foreign Investment Projects that would generate long-term jobs and investment.

No action was required for Item 4.

Adjourn

There being no further discussion, the meeting was adjourned at 11:53 a.m.



Ray Lopez, Chairman

Respectfully Submitted,



*Denice F. Trevino
Office of the City Clerk*