

ECONOMIC AND COMMUNITY DEVELOPMENT COUNCIL COMMITTEE MEETING MINUTES

TUESDAY, MARCH 5, 2013
9:00 AM
MEDIA BRIEFING ROOM, CITY HALL

Members Present: Councilmember Elisa Chan, *Chair, District 9*
Councilmember Diego Bernal, *District 1*
Councilmember Chris Medina, *District 7*

Members Absent: Councilmember Ray Lopez, *District 6*

Staff Present: Leslie Haby, *Assistant City Attorney*; Ray Rodriguez, *Assistant City Attorney*; Rene Dominguez, *Director, Economic Development Department*; Alex Lopez, *Assistant Director, Economic Development Department*; Denice Trevino, *Office of the City Clerk*

Also Present: Tanya Fowler, *Frost & Sullivan*; Mario Hernandez, *President, San Antonio Economic Development Foundation*; Eva Esquivel, *Communications Manager, Workforce Solutions Alam*

Call to Order

Chairperson Chan called the meeting to order.

1. Citizens to be Heard

There were no items addressed by Citizens.

Item 3 was addressed at this time.

3. Briefing Items:

a. EDF Update on Marketing & Strategic Plan Initiatives

i. The San Antonio Image Study Report Commissioned by EDF [Mario Hernandez, President, San Antonio Economic Development Foundation]

Mario Hernandez introduced Tanya Fowler of Frost & Sullivan. Ms. Fowler briefed the Committee on the San Antonio Image Study Report. She stated that the purpose of the study was to identify images that would best motivate businesses to come to San Antonio. She noted that the survey sought to identify the most important attributes and the value that they represent from Corporate America and Site Consultants. She added that the survey was used to perform a key driver analysis to compare San Antonio's Image relevant to its competitors, and to identify how to best message the City to Corporate America and Site Planners. She noted that San Antonio's attributes include having a committed and communicating government. She added that site needs were surveyed and grouped into nine themes: 1) Family and Values; 2) Culture: Safe and Fun, 3) Culture: Hispanic; 4) Blue Collar; 5) Economic Value; 6) Growth; 7) Pro-Business; 8) Location; and 9) Infrastructure. She further stated that these concepts should be addressed in the

city's message. She indicated that the existing key drivers that enable San Antonio to compete as a site selection are Pro-Business, Governance, and Growth.

Chairwoman Chan inquired of the major competitors of San Antonio. Mr. Hernandez replied that San Antonio competes very well with Austin, Phoenix and Charlotte. He noted that San Antonio does not compete well with Charlotte with regard to having existing data centers.

Ms. Fowler stated that a concept analysis was presented in the survey. She listed the five concepts as follows: 1) San Antonio is a stable market with dynamic business opportunities; 2) San Antonio is the center of a growing Americas Marketplace, 3) San Antonio is a great find; 4) San Antonio has the culture for business; and 5) San Antonio is rapidly growing and well educated, diverse workforce. She stated that a Culture for Business was identified by site planners as the concept that best represents San Antonio. She added that the eleven site consultants surveyed identified San Antonio's weaknesses as a lack of Education Infrastructure and its Airport. She discussed that fact that San Antonio does have an Education Infrastructure and a plan will be developed to emphasize this. She stated that due to this, San Antonio should emphasize Education Infrastructure and not the Airport in its future messaging.

Councilmember C. Medina asked for details on the HUB Airlines (HUB) Message. Ms. Fowler replied that the City's HUB Message is that travel to other cities is readily accessible from San Antonio.

Chairwoman Chan suggested that the city emphasize the availability of ample parking, a shorter check-in time, and easy transfer to other HUBs from the Airport.

Mr. Hernandez stated that the message will be adjusted as a result of information gained from the study. He noted that the study results will be presented at the San Antonio Economic Development Foundation Meeting in March 2013. He added that Corporate San Antonio will be invited to the meeting.

ii. San Antonio Economic Development Plan-Update [Mario Hernandez, President, San Antonio Economic Development Foundation]

Mario Hernandez stated that the Strategic Plan for Economic Development would be completed in 2013. He noted that the aim of the Strategic Plan is to maintain the City's economic success in a global environment. He indicated that the ongoing five step process will cumulate in six weeks. He confirmed that the cluster oriented Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis and portions of the industry analysis continue. He stated that during the third week in March, the Work Team will provide an update of the results comparing San Antonio with other communities. He added that this is the first half of the Strategic Plan process. He further stated that the second half of the Strategic Plan Process focuses on what is required for San Antonio's success in the future. He cited industries in San Antonio which are non-competitive, aspirational, and competitive.

Chairwoman Chan asked of the weaknesses. Mr. Hernandez replied that the weaknesses are represented by industries where the City is non-competitive. He noted that a final report on the Strategic Plan would be presented in June. He stated that the Strategic Plan would assign strategies to different groups.

Councilmember Bernal stated that the existing businesses in San Antonio can be expected to convey their experience to potential businesses moving to San Antonio. He added that it is very important that San Antonio deliver what has been promised to businesses that have relocated here.

b. Center for Enterprise & Entrepreneurship-Update [Rene Dominguez, Director, Economic Development]

Rene Dominguez reported that the Center for Enterprise and Entrepreneurship (Center) consists of two primary programs: the Ice House Entrepreneurship Program and the Source Link System. He stated that 10,000 square feet on the first floor of the Central Library has been identified as the primary location for the Center. He noted that an additional 8,000 square feet inside the Central Library has been identified for housing offices, a lounge area for Information Technology (IT), and shared office space. He added that a briefing would be provided at the City Council B Session on April 4, 2013.

Chairwoman Chan expressed the need for addressing the needs of the Library System during this process. Mr. Dominguez noted that approval would be sought from the Library Facilities Committee and the Library Foundation which are focused on the needs of the Library System.

He added that the RFP would be released following the City Council B Session, which would be in May or June 2013.

4. Presentation Material:

1. Presentation of a Monthly Dashboard on Area Workforce and Employment Characteristics [Rene Dominguez, Director, Economic Development]

Rene Dominguez confirmed that the Committee charged Workforce Solutions Alamo (WSA) with creating a Dashboard. He noted that the WSA reviewed the data with the Committee at the last meeting. He asked the Committee if the WSA should present the data to the Committee or provide the information to the Committee in the form of briefing material. Chairwoman Chan replied that a presentation would not be necessary. Eva Esquivel, of WSA stated that new accounts activated between February 21, 2012 and February 21, 2013 in Bexar County were presented to the Committee. She noted that as of December of 2012 in Bexar County; 46,000 people were unemployed. She added that education levels did not change from the previous levels. She noted that 46% of the 46,000 unemployed individuals have education at a level up to and including a high school diploma. She noted that 45% of the unemployed in the 40-59 year-old-group do not plan to further their education. She indicated that new opportunities and the transfer of skills would be introduced to them.

Chairwoman Chan requested a report of those seeking employment. Ms. Esquivel stated that the unemployed are mandated to make 3-5 contacts with an employer per week. Mr. Dominguez stated that the WSA would be invited to Committee Meetings on a case-by-case basis.

Councilmember C. Medina asked if the WSA had been affected by the Federal Government Sequester. Ms. Esquivel confirmed that there was a reduction of \$1.1 million. She noted that Child Care Services had been reduced by \$1.6 million and this would be recovered through attrition. Chairwoman Chan asked why the WSA was involved in the process.

Mr. Dominguez responded that the WSA does not provide child care but manages the fund and agencies through the Department of Human Services (DHS). Chairwoman Chan also asked of the number of people who work on this specific program. Mr. Dominguez responded that he did not have that information but would contact the DHS regarding same.

Councilmember Bernal noted that an alchemy exists between the WSA and the city's delegate agencies. Mr. Dominguez stated that he would contact DHS to have them respond to his questions.

EXECUTIVE SESSION

Chairwoman Chan recessed the meeting into Executive Session at 10:44 a.m. for the purpose of:

Discuss legal issues pursuant to Texas Government Code Section 551.073 and if necessary Section 551.071 (consultation with attorney) relating to deliberations regarding a Monthly Dashboard on Area Workforce and Employment Characteristics

Chairwoman Chan reconvened the meeting at 10:58 a.m. and announced that no action was taken in Executive Session.

Councilmember Bernal exited the meeting at this time.

2. Approval of the Minutes of the January 9, 2013 Economic and Community Development Council Committee Meeting

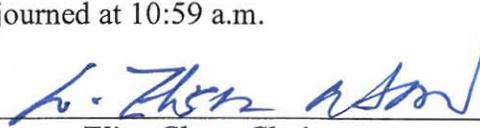
The minutes of the January 9, 2013 Economic and Community Development could not approved at this time due to lack of quorum.

5. Consideration of Items for Future Meetings

There were no items discussed.

6. Adjournment

There being no further discussion, the meeting was adjourned at 10:59 a.m.



Elisa Chan, Chairperson

Respectfully Submitted,



Denice Trevino
Office of the City Clerk