

**ECONOMIC AND WORKFORCE DEVELOPMENT
COUNCIL COMMITTEE MEETING MINUTES
TUESDAY, OCTOBER 26, 2021 2:00 PM**

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| Members Present: | Councilmember Manny Pelaez, <i>Chair, District 8</i> Councilmember Phyllis Viagran, <i>District 3</i> Councilmember Adriana Rocha Garcia, <i>District 4</i> Councilmember Teri Castillo, <i>District 5</i> Councilmember John Courage, <i>District 9</i> |
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Call to Order

Chair Pelaez called the meeting to order at 2:03 P.M.

Chair Pelaez thanked Russell LeDay from San Antonio for Growth on the East Side (SAGE) for providing Halloween candy bags for the Committee.

Public Comment

None.

1. Approval of the minutes from the Economic and Workforce Development Committee meeting on October 12, 2021.

Councilmember Rocha Garcia moved to approve the minutes of the Economic and Workforce Development Committee Meeting on October 12, 2021. Councilmember Castillo seconded the motion. The motion prevailed unanimously.

2. Briefing on Economic Development Strategy Request for Proposal. [Alejandra Lopez; Assistant City Manager and Brenda Hicks-Sorensen, Director, Economic Development Department]

Alex Lopez, Assistant City Manager introduced Brenda Hicks-Sorensen, Director, Economic Development Department who presented the Economic Development Strategic Planning Initiative which included hiring a Consultant to develop the four-year plan which should include short- and long-term goals as well as a budget for implementation. Hicks-Sorensen emphasized the resilient economy and the need to update the plan. Hicks-Sorensen outlined the timeline and process for selecting a Consultant to comprehensively engage the community and update the plan using best practices and other relevant data.

Councilmember Viagran asked about tourism competition and how it might be included in the strategic plan, noting that she wanted to avoid a race to the bottom if the tourism industry did not bounce back. Hicks-Sorensen explained that targeted industries were the focus of economic development strategies, and that key indicators and incentive tools would be a part of the review by the Consultant. Hicks-Sorensen noted that Hospitality industry strategies was a conversation normally led by tourism partners, although it was also a part of the small business conversation. Councilmember Viagran wanted to ensure that hospitality and other small businesses were included and asked how much money was allocated for the plan. Hicks-Sorensen reported that the amount budgeted for the Consultant was

\$250,000 and staff would issue the Request for Proposals (RFP) without going to Audit Committee because it was not considered a high profile solicitation.

Councilmember Rocha Garcia asked how the Consultant would take other past plans into consideration. Hicks-Sorensen responded that other plans were listed but there would not be a deep dive into those other plans, however, this plan would review the role the City should play in developing a resilient economy. Councilmember Rocha Garcia wanted to ensure that this was not going to be another plan that was in its own silo. Assistant City Manager Alex Lopez acknowledged that plans in the past have been in silos, but this was an effort to break down silos.

Councilmember Castillo wondered if increasing the tax base had equity at its foundation. Hicks-Sorensen described economic development as sometimes being a double-edge sword but felt that finding the right Consultant with the right best practice experience would be key. Councilmember Castillo asked about the targeted audience of the community/stakeholder engagement. Hicks-Sorensen replied that the engagement was comprehensive. Councilmember Castillo wanted to ensure that the Small Business Advisory Committee (SBAC) was consulted.

Councilmember Courage noted that the City already had a list of assets that the City used to draw industry development to San Antonio and wondered what more a Consultant could bring that we did not already know. Hicks-Sorensen replied that a Consultant could provide more data driven analysis related to current trends and that community engagement could help identify what the City might offer that the community would support.

No action was required for Item 2.

3. Briefing and update on the Embracing Entrepreneurial Equity Program conducted in partnership. [Alejandra Lopez; Assistant City Manager and Brenda Hicks-Sorensen, Director, Economic Development Department]

Samantha Diaz, Economic Development Coordinator provided an overview of the program and introduced Mari Zavala and Samantha Salazar of the Maestro Entrepreneur Center and a program participant, Belinda Grace Torrez, owner of Senior Blessings. Diaz explained that the contract with Maestro Center was to serve 10 entrepreneurs who could each receive \$20,000 grants to help improve their businesses and \$50,000 toward administration and training provided by the Maestro Center. Diaz outlined the timeline, scoring and selection process for applicants to the program. Diaz stated that the 10-week accelerator program was currently underway and would be completed by the end of the year. The program participants received hands-on training, networking, mentoring as well as space at the Maestro Center. Diaz presented some positive media coverage on the program.

Chair Pelaez invited program participant Belinda Grace Torrez, owner of Senior Blessings to address the Committee. Torrez thanked the Committee, City, and Maestro Entrepreneur Center for the opportunity to participate in the program. Torrez explained that her business began as a service to God and the program has helped her expand her business which specialized in helping the elderly stay independent. Chair Pelaez suggested that Councilmember Rocha Garcia teach a public relations course at the Maestro Entrepreneur Center; to which Councilmember Rocha Garcia agreed.

Councilmember Viagran appreciated Torrez efforts and creativity in keeping the Latina culture alive since daughters have traditionally helped the elderly but now are busy with other jobs, etc.

Councilmember Viagran added that she loved the entrepreneur program and its successes.

Councilmember Rocha Garcia was encouraged by Torrez' story and expressed excitement about the Entrepreneurial Equity Program especially the work of Senior Blessings in helping seniors and asked if other businesses were focusing on this demographic to provide services adding that dementia was a growing issue that small businesses might be able to help.

Councilmember Castillo suggested that the Government and Public Affairs Department (GPA) could record the seminars to be able to share them with other small businesses. Councilmember Castillo inquired as to whether there was a specific rubric for scoring the program applications. Diaz replied that the points combined different criteria using open ended responses. Councilmember Castillo asked how many in the construction industry applied for the program. Ana Bradshaw replied that there was a separate program for construction.

Councilmember Courage stated that he was impressed with the program and looked forward to hearing more later.

4. Briefing and update on economic development partner organization contracts for San Antonio for Growth on the Eastside (SAGE), Prosper West, and Southside First Economic Development Council (Southside First). [Alejandra Lopez, Assistant City Manager; Brenda Hicks-Sorensen, Director, Economic Development]

Ana Bradshaw, Assistant Director of Economic Development provided an overview of the different partner organizations and introduced representatives: Judith Canales from Southside First; Robert Hernandez from Prosper West, and Russell LeDay from SAGE. Bradshaw explained that these partner organizations served as the front door for small business owners in their respective underserved areas. Bradshaw explained that the partners provided outreach, workforce development, planning, economic development collaboration, and grants and loans to local businesses all while matching 50% of the City's funding to the partner. Bradshaw outlined new contract requirements which included: enhanced metric tracking and quarterly reporting in the areas of small business outreach, referrals and annual outcomes.

Councilmember Viagran asked about the current staffing levels for Southside First, Judith Canales responded that she was the only staff person and one other position was recently added along with interns. Councilmember Viagran advocated for more staff for Southside First in order to be effective within their large service area adding this was an issue of equity.

Councilmember Rocha Garcia and Castillo both recognized Judith Canales for her work and the work of Southside First.

Councilmember Castillo liked the example Bradshaw provided of small business storefront grants provided by SAGE and asked for a list of storefront grants provided by the other organizations. Councilmember Castillo inquired as to whether these organizations had made American Rescue Plan Act (ARPA) Requests. Bradshaw confirmed that they had not requested ARPA funding.

Councilmember Courage noted that the Southside First organization had a large service area. He suggested using ARPA funding to help all of the partner organizations achieve their mission of helping small businesses in their respective areas.

Chair Pelaez was interested more in what was being accomplished by Prosper West at a future meeting.

ADJOURNMENT

There being no further discussion, the meeting was adjourned at 3:06 PM.

Manny Pelaez, Chairman

Respectfully Submitted,

***Debbie Racca-Sittre
Interim City Clerk
Office of the City Clerk***

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*****DISCLAIMER!!!***** San Antonio City Council
October 26, 2021 [ROLL CALL]

CHAIR, WE HAVE A QUORUM.

I MOVE THAT WE APPROVE THE MINUTES OF OCTOBER 12, 2021, FROM THE ECONOMIC AND WORKFORCE DEVELOPMENT COMMITTEE.

Chair Pelaez: THANK YOU. A MOTION, AND SECOND FROM COUNCILWOMAN CASTILLO. ALL THOSE IN FAVOR? [AYES RESPOND] HEARING NO OPPOSITION, MINUTES ARE APPROVED. NOW, ALEX LOPEZ, YOU'RE UP.

Alejandra Lopez: THANK YOU, CHAIR. THE FIRST ITEM ON THE FIRST PRESENTATION TODAY WILL ACTUALLY BE A BRIEFING BY OUR ECONOMIC DEVELOPMENT DIRECTOR, BRENDA HICKS SORENSEN, TO GIVE US MORE INSIGHT INTO A PROCESS THAT WE'RE GOING TO BE LAUNCHING TO DEVELOP A NEW STRATEGIC PLAN, STRATEGIC INITIATIVE FOR OUR DEPARTMENT, FOR THE ECONOMIC DEVELOPMENT DEPARTMENT. WE PLAN TO USE A CONSULTANT TO HELP WAS THIS WORK AND BEFORE WE ISSUE THE REQUEST FOR PROPOSALS FOR THAT CONSULTANT WE WANTED TO REVIEW THE PROCESS AND THE SCOPE OF WORK WITH THIS COMMITTEE. BRENDA IS GOING TO SHARE THAT WITH US NOW.

Brenda Hicks-Sorensen: GOOD AFTERNOON, EVERYONE. THANK YOU FOR THE OPPORTUNITY TO BE HERE AND TO TALK ABOUT THIS. I KNOW I MENTIONED THIS DURING THE FISCAL YEAR '22 BUDGET PRESENTATION. SO EXCITED TO BE ABLE TO

COME FORWARD AND TALK A LITTLE BIT MORE IN DETAIL WITH YOU ON THIS. WHERE IS IT? ORRERY. GREAT. QUICKLY, AS MENTIONED, THIS IS A FOCUS FOR US IN FISCAL YEAR '22. WE ARE \$250,000 TO BE BUDGETED FOR THIS FOR THAT CONSULTANT. AGAIN, THE PURPOSE OF THIS ECONOMIC DEVELOPMENT PLANNING INITIATIVE IS REALLY TO FOCUS ON POSITIONING THE CITY ON THE PATH FOR 2022. REALLY WHAT WE SHOULD PLAY IN THAT EFFORT. SO A SIGNIFICANT FOCUS WILL BE INCORPORATING THOSE LESSONS LEARNED FROM COVID 19. SO YOU WILL SEE HERE WHAT SOME OF THOSE PRIORITIES ARE. WE'RE LOOKING AT THIS AS TWO EQUALLY IMPORTANT COMPONENTS TO BE ACCOMPLISHED WITH THIS GOAL. FIRST, IT'S TO UNDERSTAND AND ANALYZE THE CITY'S ECONOMY, FOCUSING ON THE IDENTIFICATION OF KEY OPPORTUNITIES AND THREATS ASSOCIATED WITH THE CITY'S CURRENT ECONOMIC ADVANTAGES AND LONG TERM SUSTAINABILITY. SECOND, IT IS TO DEVELOP A FOCUS PLAN THAT EMPHASIZES IMPLEMENTABLE STRATEGIES. I WANT TO REALLY FOCUS ON THAT IMPLEMENTATION PART OF IT FOR THE ECONOMIC DEVELOPMENT DEPARTMENT AND GROWING THE ECONOMIC BASE. AGAIN, WHAT I WANT TO EMPHASIZE IS, AGAIN, WE'RE LOOKING AT THAT RESILIENT ECONOMY. WE NEED TO BE FOCUSED ON ALL OF OUR COMPONENT PARTS, INCLUDING NEIGHBORHOODS TO INDUSTRIES TO RESIDENTS AND WORK MAKE SURE ALL OF THOSE ARE WORKING TOWARDS THE SAME GOALS. SO ONE OF OUR TOP OBJECTIVES IS TO CREATE A PLAN FOR THE DEPARTMENT THAT AIMS TO BOLSTER ALL OF OUR NEIGHBORHOODS AND RESIDENTS. SO AGAIN, HERE'S OUR PRIMARY OBJECTIVES. I WANT TO EMPHASIZE DURING THIS THAT WE ARE NOT GOING TO BE RECREATING THE WHEEL. WE ALREADY HAVE A NUMBER OF PARTNER ORGANIZATIONS THAT HAVE ECONOMIC DEVELOPMENT STRATEGIES. FOR EXAMPLE, WHAT WAS FORMERLY KNOWN AS SAN ANTONIO ECONOMIC DEVELOPMENT FOUNDATION, NOW KNOWN AS GREATER SAT ACTS. THE ALAMO AREA COUNCIL OF GOVERNMENTS ALSO HAS WHAT'S CALLED THE CERTIFIED EXCUSE ME THE COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY. I'M SO USED TO ALL THE ACRONYMS SO I HAVE TO THINK OF IT SPELLED OUT. THE THERE'S A NUMBER OF OTHER ENTITIES THAT HAVE THOSE STRATEGIES IN PLACE. WE ARE NOT TRYING TO RECREATE THAT. WE ARE REALLY JUST LOOKING OUT HOW DO WE UPDATE THE INFORMATION, PARTICULARLY IN LIGHT OF COVID. AGAIN, WE KNOW THAT COVID ACCELERATED A LOT OF TRENDS THAT WE'RE ALREADY STARTING TO SEE AND THERE'S A LOT OF NEW THINGS THAT WE'RE STARTING TO EXPERIENCE OR THAT WERE REALLY HIGHLIGHTED FOR US BECAUSE OF THE PANDEMIC. AND SO REALLY WHAT IS IT WITH THAT COVID LENS AS WE LOOK AT IT. WE WILL BE, AS WAS

MENTIONED, ISSUING A REQUEST FOR PROPOSAL. WE'RE LOOKING AT GOING THROUGH THAT REQUEST FOR PROPOSAL PROCESS BASICALLY THROUGH JANUARY OF 2022. THEN WE WILL FOCUS ON THE PROJECT KICKOFF IN FEBRUARY OF NEXT YEAR. AND THIS WILL BE REALLY FOCUSED ON, AGAIN, JUST UPDATING THE DATA, TAKING A FRESH LOOK AT THAT WITH THAT LENS ON. AND THEN ENGAGEMENT IS A SIGNIFICANT ASPECT OF WHAT WE'RE ASKING FOR AS PART OF THIS REQUEST FOR PROPOSAL. WHEN WE TALK ABOUT SIGNIFICANT STAKEHOLDER ENGAGEMENT I CANNOT HIGHLIGHT THAT ENOUGH. WE WILL BE ASKING THE CONSULTANTS TO HOST ROUND TABLES, SURVEYS, ONE ON ONE INTERVIEWS, ANY OTHER METHODS THAT THEY RECOMMEND TO REALLY GET THAT COMPREHENSIVE ENGAGEMENT FROM ALL ASPECTS OF THE COMMUNITY. SO WE ARE TARGETING THAT FOR A COUPLE MONTHS. THAT WILL REALLY DRIVE WHAT THEN BECOMES THE STRATEGIES. SO AGAIN, WE ARE LOOKING AT A COUPLE CATEGORIES FOR THOSE OPPORTUNITIES. WE WILL BE LOOKING AT PARTICULARLY HIGHLIGHTING SMALL BUSINESSES AND THOSE NEIGHBORHOOD ECONOMIC NODES. WHAT WE FREQUENTLY REFER TO IN OUR OFFICE AS THOSE NODES OF OPPORTUNITY. AND THEN IDENTIFYING WHAT WHERE APPROPRIATE STRATEGIES AND INVESTMENTS MOVING FORWARD. AND I PREVIOUSLY HIGHLIGHTED THE IMPLEMENTATION ASPECT OF IT, PLANS ARE ONLY AS GOOD AS, YOU KNOW, THE IMPLEMENTATION OF THEM. SO WE WILL BE FOCUSING ON A FOUR YEAR PLAN. THE FIRST YEAR WE WANT STRATEGIES BROKEN DOWN BY QUARTER. AND THEN FROM THERE, ON A MORE REGULAR BASIS AND, AGAIN, A FOUR YEAR STRATEGY WITH THOSE KEY IMPLEMENTATION MILESTONES AND METRICS. SO HOW WILL WE KNOW WE'RE SUCCESSFUL? HOW WILL WE BE ABLE TO COME BACK AND ARTICULATE THAT SUCCESS TO EVERYBODY THAT WE'RE TALKING TO? AGAIN, BECAUSE OF THE STAKEHOLDER ENGAGEMENT, WE CAN IDENTIFY WHAT THAT SUCCESS LOOKS LIKE AND OF COURSE WHAT THE BUDGET IS FOR THAT IMPLEMENTATION. SO THAT IS A HIGH LEVEL OVERVIEW OF WHAT'S TO COME.

Chair Pelaez: THANKS VERY MUCH. LET'S GO AROUND THE HORN. COUNCILWOMAN, DO YOU HAVE ANY COMMENTS?

YES. SO I JUST IN TERMS OF CLARIFICATION AND YOU CAN BRING THIS BACK TO ME AND WHERE IS THE COMPETITION ASPECT IN THIS STRATEGIC PLAN, FROM A TOURISM PERSPECTIVE, WE WILL BE COMPETING AGAINST OTHER CITIES. SO I WANTED TO KNOW WHERE THAT WOULD BE AS WE LOOK AT OUR STRATEGIC

PLANNING AND WHAT SORT OF BUSINESSES WE ATTRACT. THE OTHER THING I WANT TO RAY VOID IS HAVING A RACE FOR A RACE TO THE BOTTOM. AND I'M MORE THAN NON PROFIT BUT THE ONE THING THAT I THINK ABOUT IS OUTDOOR VENUES. IF WE HAVE TWO INDIVIDUALS LOOKING AT OUTDOOR VENUES, DOES IT BECOME A RACE TO THE BOTTOM IF OUR MARKET CAN'T SUSTAIN AN OUTDOOR VENUE OR THE MARKET DOESN'T BOUNCE BACK LIKE WE NEED TO. SO I WANT TO MAKE SURE THAT WE KEEP THAT IN TERMS OF THE WHEN WE'RE LOOKING AT OUR STRATEGIC PLANNING AND INITIATIVE AND WHAT SORT OF BUSINESSES WE'RE GOING TO GO AFTER, WHAT DIRECTION WE WANT TO TAKE. WE TAKE THAT INTO CONSIDERATION ALSO. SO WOULD THAT BE SOMETHING THE CONSULTANT WOULD LOOK AT AND BRING TO US OR IS THAT SOMETHING THAT THE DEPARTMENT IS GOING TO LOOK AT?

THROUGH THE OTHER ECONOMIC DEVELOPMENT STRATEGIES THERE ARE ALREADY A NUMBER OF INDUSTRIES AND THAT'S WHERE THEY'VE BEEN FOCUSED ON. AS PART OF THIS CONVERSATION, IN LIGHT OF THE PANDEMIC, THERE WILL BE A CONVERSATION THAT THE CONSULTANT WILL LEAD ON WHETHER OR NOT AGAIN, WE DON'T WANT TO OPEN A CAN OF WORMS. BUT JUST ARE THERE KEY INDICATORS REGARDING THOSE TARGET INDUSTRIES THAT WE NEED TO BE AWARE OF AND REFLECTIVE OF AS WE MOVE FORWARD. WE'VE ALSO BEEN ASKED AS PART OF THIS AND WILL BE ASKING THE CONSULTANT TO LOOK AT THE TOOLS AND RESOURCES WE HAVE. SO, FOR EXAMPLE, THE INCENTIVE POLICY, THE SAN ANTONIO ECONOMIC DEVELOPMENT CORPORATION, ARE THERE THINGS THAT WE SHOULD BE DOING WITH THOSE TYPES OF ENTITIES AND ORGANIZATIONS TO BETTER LEVERAGE ADDITIONAL OPPORTUNITIES FOR GROWTH OF THE CITY. SO HOSPITALITY IS DEFINITELY SOMETHING THAT IS A CONVERSATION THAT WILL BE TALKED ABOUT, BUT OUR TOURISM PARTNERS TEND TO TAKE THE LEAD ON THOSE MORE COMPREHENSIVE CONVERSATIONS REGARDING TOURISM. OF COURSE YOU CAN'T TALK ABOUT HOSPITALITY INDUSTRY WITHOUT TALKING ABOUT SMALL BUSINESSES, I SHOULD SAY, WITHOUT TALKING ABOUT THE HOSPITALITY HERE IN SAN ANTONIO. SO THAT WILL BE PART OF PARTICULARLY THE SMALL BUSINESS AND NEIGHBORHOOD CONVERSATION.

I JUST WANT TO MAKE SURE WE HAVE THAT A PART BECAUSE WHEN WE TALK ABOUT AND WE LOOK FURTHER INTO THE DOLLARS, SMALL BUSINESS DOLLARS, THAT WILL BE GOING TO OUR HOSPITALITY INDUSTRY, I BELIEVE, AND OUR

RESTAURANTS, BECAUSE THEY WILL BE THE ONES THAT SIT WITH UNDER 70 OR 15 EMPLOYEES. SO THIS RFP PROCESS, IS IT GOING TO AUDIT THEN AFTER, BEFORE, OR IS THE WHAT IS THE AMOUNT WE'RE LOOKING FOR THIS CONSULTANT?

Brenda Hicks-Sorensen: WE HAVE BUDGETED \$250,000. SO IT IS UNDER THE IT IS UNDER THE AMOUNT FOR THE AUDIT COMMITTEE. SO GIVEN CONVERSATION TODAY, WE WOULD THEN LOOK TOWARDS ISSUING THE REQUEST FOR PROPOSAL.

OKAY. THANK YOU, THAT'S ALL MY QUESTIONS.

Chair Pelaez: THANK YOU. COUNCILWOMAN GARCIA.

Dr. Adriana Rocha Garcia: THANK YOU. I THINK I WAS GOING WHERE SHE WAS GOING. I UNDERSTOOD HER QUESTION INCORRECTLY MAYBE SO I THINK SHE WAS ASKING IS THIS AN AUDIT OF OUR CURRENT PLANS MAYBE AND WAS THAT WHAT YOUR QUESTION WAS BECAUSE THAT WAS GOING TO BE ONE OF MY QUESTIONS? ARE WE LOOKING AT EVERY OTHER PLAN BEFORE WE HOW IS, I GUESS, IN THE RFP HOW ARE YOU GOING TO STRUCTURE TO MAKE SURE ALL OF THE OTHER PLANS ARE TAKEN INTO CONSIDERATION?

Brenda Hicks-Sorensen: WE LIST ALL OF THOSE OTHER PLANS THAT REALLY REFERENCE, SO TOMORROW, WE REALLY ITERATE THAT WORD, NOT ASKING FOR THE DEEP DIVE, THE BUDGET IS QUITE REFLECTIVE OF THAT AS WELL, TO NOT GO INTO A DEEP DIVE OF ANY OF THOSE OTHER PLANS. SO LIKE THE TOURISM, THROUGH VISIT SAN ANTONIO, THERE ARE A LOT OF GREAT PLANS OUT THERE. IT'S REALLY JUST TAKING A LOOK AT WHAT THE DATA IS AND IN LIGHT OF COVID 19, WHAT ARE SOME THINGS THAT NEED TO BE CONSIDERED AND THEN THIS PLAN IS SPECIFICALLY LOOKING AT WHAT ROLE THE CITY, ECONOMIC DEVELOPMENT DEPARTMENT SHOULD PLAY AS WE LOOK FOR THAT TO BUILD THAT RESILIENT ECONOMY. SO AGAIN, WE FULLY ANTICIPATE THAT A SIGNIFICANT FOCUS WILL BE ON THAT SMALL BUSINESSES AND NEIGHBORHOOD, KIND OF MORE OF THAT PLACE MAKING, KIND OF ACTIVITY.

Dr. Adriana Rocha Garcia: THANK YOU. I THINK THE MOST IMPORTANT QUESTION, I'M CURIOUS, HOW DO WE GET THERE. I THINK THAT'S ONE OF THE THINGS. AND YOU MENTIONED IT EARLIER, RIGHT, WHEN YOU SAID WE HAVE SEVERAL PLANS OUT

THERE AND I JUST WANT TO MAKE SURE THAT WE'RE KIND OF ALL ON THE SAME PAGE. FOR A LONG TIME THE CRITICISM OF ECONOMIC DEVELOPMENT IN THE CITY HAS BEEN THAT EVERYONE IS WORKING IN SILOS. AND SO I JUST WANT TO MAKE SURE THAT THIS ISN'T ANOTHER ONE THAT GOES UP ON ITS OWN AND WE DO INCORPORATE EVERYBODY ELSE'S VISIT SAN ANTONIO JUST PRESENTED THEIR STRATEGY FOR THE NEXT FEW YEARS. I'M GRATEFUL FOR THEM TO HAVE A PLAN BUT I'M SURE THERE'S OTHER ORGANIZATIONS OUT THERE THAT HAVE THESE PLANS. I JUST WANT TO MAKE SURE THAT WE ALL ARE WORKING TOGETHER. THAT'S IT. THANK YOU SO MUCH.

Chair Pelaez: THANK YOU.

COUNCILMEMBER SORRY, IF IT'S OKAY, AND I KNOW BRENDA MAY NOT WANT TO SAY THIS OUT LOUD BUT I'LL SHARE. THE MINUTE YOU MENTIONED WORKING IN SILOS, WE ALL AND I PARTICULARLY AM VERY PROUD OF EVERYTHING THAT THE ECONOMIC DEVELOPMENT DEPARTMENT HAS ACCOMPLISHED FOR A NUMBER OF YEARS NOW. BUT THE FACT OF THE MATTER IS THAT WE TEND TO DO IT EVEN INTERNALLY IN SILOS. AND WE'VE GOT A GREAT BETA PROGRAM. WE ACTIVATED IN A VERY EFFECTIVE WAY WITH GRANT DOLLARS. AND IN OUR RECRUITMENT AND BRE PROGRAM IS ALSO VERY STRONG. BUT EVEN INTERNALLY IT TENDS TO BE A BIT SILOED. SO WHAT BRENDA AND THE TEAM ARE LOOKING AT DOING IS REALLY LOOKING AT INTERNALLY THE DEPARTMENT AND AS AN ORGANIZATION HOW DO WE MORE EFFECTIVELY BEGIN TO AND OPERATIONALIZE SOME OF THE PLANS THAT SO MANY OF OUR COMMUNITY PARTNERS HAVE ALREADY DEVELOPED. PART OF WHAT WE DON'T WANT TO REPLICATE ANYTHING BUT WE WANT TO KNOW WHAT BEST THE CITY CAN BE DOING TO ACTIVATE THOSE PLANS.

Chair Pelaez: GREAT. BEFORE WE MOVE, WHO BROUGHT US THE CANDY? THAT WAS REALLY NICE. YOU'RE VERY NICE. THANK YOU SO MUCH. I REALLY APPRECIATE IT. I NEEDED THE EXTRA SUGAR AND CALORIES. THANK YOU. GO AHEAD, COUNCILWOMAN.

THANK YOU, BRENDA, FOR THE PRESENTATION. I'M PLEASED TO SEE DISTRICTS BY RESIDENTS FEATURED ON THE PRESENTATION. SO MY QUESTION IS, ON THE SECOND SLIDE WE HIGHLIGHT INCORPORATES LESSONS LEARNED FROM COVID 19, INCREASING TAX BASE AND WEALTH OF BUSINESSES AND EQUITABLE MANNER.

DOES THAT MEAN INCREASED PROPERTY TAXES AND, IF SO, HOW ARE WE GOING TO DO THAT EQUITABLY WHEN WE LOOK AT INCREASING THE TAX BASE AND WEALTH OF RESIDENTS? HOW DO WE SEE INCREASING TAX BASES PLAY OUT EQUITABLY? ARE THERE CONVERSATIONS THAT WE'RE HAVING TO ENSURE THAT WE CAN DO THAT EQUITABLY? IF SO, WHAT DOES THAT LOOK LIKE?

Brenda Hicks-Sorensen: SO THAT WILL BE THE CONVERSATIONS, THE TYPES OF CONVERSATIONS THAT WE HAVE THROUGH THIS STAKEHOLDER ENGAGEMENT. IT'S ALWAYS THAT DOUBLE EDGED SWORD WHEN YOU'RE LOOKING AT REVITALIZATION OPPORTUNITIES, INVESTMENTS. THERE ARE BEST PRACTICES AND NATIONAL TOOLS THAT CAN BE LOOKED AT. AND WE WOULD CERTAINLY AS WE GO THROUGH THE PROCESS WITH THE CONSULTANTS THOSE ARE DEFINITELY THOSE KINDS OF CONVERSATIONS AND THINGS WE HIGHLIGHT IN THE REQUEST FOR PROPOSAL. THERE IS CONSULTANTS THAT TEND TO MORE HEAVILY FOCUS ON WHAT I WOULD SAY KIND OF THE URBANIST TYPE STRATEGIES AND I THINK SOMETHING ALONG THOSE LINES WOULD REALLY MAKE SENSE FOR SAN ANTONIO. THOSE ARE THE CONVERSATIONS WE'LL BE HAVING.

Teri Castillo: GREAT. FOR THE STAKEHOLDER GROUPS, DO WE KNOW THE TARGET AUDIENCE AND FOLKS WE WILL HAVE PARTICIPATING IN THOSE DISCUSSIONS? ARE THOSE FOLKS FROM A SPECIFIC INDUSTRY, CENSUS TRACK, WHO ARE WE LOOKING TO INVITE TO THOSE CONVERSATIONS?

Brenda Hicks-Sorensen: ALL OF THE ABOVE.

Teri Castillo: GOOD.

Brenda Hicks-Sorensen: WE REALLY EMPHASIZE THROUGHOUT THE REQUEST FOR PROPOSAL PROCESS, THE TIME IS NOT TO BE SPENT ON THAT SIGNIFICANT DATA DEEP DIVE BUT REALLY TO BE OUT HAVING THOSE CONVERSATIONS. SO WE FULLY ANTICIPATE THE BULK OF THE BUDGET WILL BE SENT SPENT ON STAKEHOLDER ENGAGEMENT. SO WE'RE ALREADY PULLING LISTS. IF THERE ARE ANY SUGGESTIONS WE, FOR EXAMPLE, ARE PULLING OF THE SMALL BUSINESS ADVISORY COMMISSION APPLICANTS. AND SO WE'RE REALLY BUILDING WHAT WE'RE TRYING TO DO, ALL THE PARTNERS SEEN HERE WILL BE ENGAGED IN LOOKING AT THAT COMPREHENSIVE LIST. WE'LL BE PARTNERING WITH GREATER SAT ACTS TO TALK WITH INDUSTRIES. SO

REALLY THAT COMPREHENSIVE LIST. SO HOPEFULLY NO ONE FEELS LEFT OUT IN THE PROCESS.

Teri Castillo: GREAT. DISTRICT 5 WE HAVE PROSPER WEST AND THE CENTER, SO WE HAVE PLENTY OF ASSETS AND AVENUES TO ENCOURAGE FOLKS TO PARTICIPATE IN CONVERSATIONS. DO WE KNOW IF THIS IS GOING TO GO THROUGH THE SMALL BUSINESS ADVISORY COMMITTEE FOR CONVERSATION?

Brenda Hicks-Sorensen: I FULLY ANTICIPATE THEY WILL BE PART OF THE DIALOGUE. LIKE I SAID, WE ARE ANYBODY AND EVERYBODY, WE ARE REALLY WE'LL BE SITTING AND HAVING A PRETTY SIGNIFICANT CONVERSATION WHEN WE TALK IN FEBRUARY ABOUT THAT KICKOFF. THIS IS EXACTLY THE CONVERSATION WE WILL BE HAVING WITH THE CONSULTANTS. AND AGAIN, WHEN WE'RE LOOKING AT THE QUESTIONS TO BE ASKING WHILE WE'RE INTERVIEWING CONSULTANTS, STAKEHOLDER ENGAGEMENT IS THE NUMBER ONE EMPHASIS FOR US. PROBABLY NUMBER TWO IS THEN IMPLEMENTABLE PLAN.

Teri Castillo: THANK YOU, BRENDA. THANKS, CHAIR.

Chair Pelaez: COUNCILMAN COURAGE, WHAT DO YOU THINK?

John Courage: THANK YOU, CHAIR. I GUESS I WAS THINKING TO MYSELF IF WE ARE OUT TO HAVE THESE CONVERSATIONS IN THE INDUSTRIES, BUSINESSES, WHATEVER IT MAY BE, I STARTED THINKING, WHAT ARE THE ASSETS THAT WE HAVE THAT WE WOULD SHARE WITH THE POTENTIAL BUSINESS THAT WOULD DRAW THEM HERE? AND DON'T WE PRETTY MUCH KNOW WHAT OUR ASSETS ARE AS A LOCAL ORGANIZATION? WHAT MORE WOULD A CONSULTANT BRING OTHER THAN IDEAS ON MARKETING OUR ASSETS?

Brenda Hicks-Sorensen: SO THE GREATER SAT ACTS PLAN FOCUSES ON THAT AUDIENCE THAT YOU'RE TALKING ABOUT. THE PSYCHE CONSULTANTS, THE BUSINESS ATTRACTION TYPE ACTIVITIES, SO WHILE WE'RE GOING TO BE HAVING A SOME TARGET INDUSTRY CONVERSATION AS PART OF THIS IT'S REALLY MORE IN LIGHT OF THE TRENDS OFFICE BUSINESS, FOR EXAMPLE, YOU KNOW, WE ALL KNOW THAT CORPORATE HQs AND OFFICES HAVE BEEN IMPACTED BY THE PANDEMIC. AND DEPENDING ON THE TIME OF DAY WHAT THE FUTURE LOOKS LIKE. TOUCHING UPON

THINGS TO KIND OF THINK ABOUT WHEN IT COMES TO THE TARGET INDUSTRIES. THIS STRATEGY IS GOING TO BE REALLY FOCUSED MORE ON, LIKE I SAID, THE NEIGHBORHOODS, THE SMALL BUSINESSES, WHAT ARE THOSE KINDS OF INVESTMENTS THAT THE CITY COULD BE MAKING, WHAT IS AN ECONOMIC DEVELOPMENT. ONE OF THE THINGS THAT BROUGHT ME TO SAN ANTONIO IS, WELL, THERE ARE SO MANY THINGS, BUT THERE ARE SO MANY GREAT PROGRAMS AND PARTNERSHIPS AND RESOURCES BUT AS WE WERE TALKING EARLIER ABOUT SOMEWHAT BEING SILOED, ARE WE ALL MOVING IN THE SAME DIRECTION, IS REALLY A KEY PART OF THE CONVERSATION. AND QUITE HONESTLY, IN LIGHT OF COVID, AND THE PANDEMIC, IS WHAT WE HAVE BEEN DOING THE DIRECTION WE NEED TO BE GOING IN. AND SO THAT'S REALLY MORE WHAT THIS CONVERSATION IS GOING TO BE ABOUT. GREATER SAT ACTS IS THAT STRONG PARTNER ON THOSE TARGET INDUSTRIES. I FULLY ANTICIPATE THAT TO CONTINUE AND THIS STUDY WILL TOUCH UPON THAT AND MORE WHAT ROLES WE CAN. FOR EXAMPLE, WHEN WE TALK ABOUT THE INCENTIVES, THAT'S A SIGNIFICANT ROLE THE CITY PLAYS IN THAT RECRUITMENT EFFORT. WHAT DO SOME OF THOSE LOOK LIKE MOVING FORWARD.

JOHN COURAGE: IT REALLY SEEMS LIKE WE'RE TAKING MORE OR LESS AN INTERNAL LOOK AT HOW WE CAN BUILD OUR ECONOMY WITH WHAT WE HAVE AND USING THE ADVANTAGES THAT WE MAY HAVE INTERNALLY TO HELP SMALL BUSINESSES, MID SIZE BUSINESSES, BUSINESS RETENTION, BUSINESS GROWTH, OKAY, AS OPPOSED TO THE EXTERNAL TRYING TO BRING IT IN.

Brenda Hicks-Sorensen: RIGHT.

John Courage: OKAY. THANK YOU.

Chair Pelaez: UNLESS THERE'S ANY OTHER FURTHER COMMENTS, THIS WAS JUST A BRIEFING IN ISSUANCE OF THE RFP. GOOD WORK. I APPRECIATE THE BRIEFING. THOROUGH. ALEX, WHAT ELSE HAVE WE GOT?

Alejandra Lopez: THE NEXT ITEM IS AN UPDATE ON SORRY ABOUT THAT. THE ITEM IS A BRIEFING ON A PROGRAM THAT WE CALLED EMBRACING ENTREPRENEURIAL EQUITY. SAM DIAZ IS GOING TO BE GIVING THAT UPDATE.

Chair Pelaez: GREAT. HI, SAM. WELCOME.

Samantha Diaz: HELLO. GOOD AFTERNOON. MY NAME IS SAMANTHA DIAZ, I'M THE ECONOMIC DEVELOPMENT COORDINATOR IN THE CITY SMALL BUSINESS OFFICE. I'M VERY EXCITED TO SHARE WITH YOU A PROGRAM THAT I'VE HAD THE OPPORTUNITY TO WORK REALLY CLOSELY WITH OVER THE PAST FEW MONTHS. BUT I DID NOT DO IT ALONE. WE HAVE A GREAT TEAM BEHIND US AND I WOULD REALLY LIKE TO HIGHLIGHT MY ENTREPRENEUR SYSTEM. WE HAVE ONE HERE TODAY, EXECUTIVE DIRECTOR OF THE CENTER. AND WE ALSO HAVE SAMANTHA SALAZAR HERE, A COMMUNICATIONS DIRECTOR FOR MAESTRO ENTREPRENEUR CENTER. WE COULD NOT HAVE DONE IT WITHOUT THEM AND IT'S BEEN A WONDERFUL PARTNERSHIP. SO TO BEGIN THIS OVERVIEW OF THE EMBRACING ENTREPRENEURIAL EQUITY PROGRAM, I'D LIKE TO START OFF WITH JUST A LITTLE BIT OF A BACKGROUND. I'D LIKE TO SHARE WITH YOU ALL HOW WE GOT TO WHERE WE ARE TODAY. AND I'D ALSO LIKE TO TALK A LITTLE BIT ABOUT THE APPLICATION PROCESS ITSELF. SO HOW MANY APPLICANTS DID WE GET, WHAT DID SCORING LOOK LIKE. WE'LL ALSO GET TO LEARN A LITTLE BIT ABOUT THE COHORTS AND THEN DIVE A LITTLE BIT ABOUT WHAT THE PROGRAM ENTAILS AND WHAT THE CURRICULUM WILL COVER. SO TO GIVE YOU A LITTLE BIT OF BACKGROUND, IN FISCAL YEAR 2021 CITY COUNCIL APPROVED FUNDING FOR AN ENTREPRENEURIAL PROGRAM. THIS PROGRAM WAS TO BE FOCUSED SPECIFICALLY ON BLACK, LATINX AND OTHER HISTORICALLY UNDERSERVED ENTREPRENEURS. SO THIS PROGRAM WAS INTENDED TO REALLY HELP THOSE PERSPECTIVE ENTREPRENEURS BUT ALSO BUILD THE CAPACITY OF THOSE ENTREPRENEURS THAT ALREADY EXISTING. THIS PROGRAM WOULD COMPETITIVELY SELECT TEN PARTICIPANTS. FUNDING FOR THIS PROGRAM WAS \$250,000 WITH \$50,000 TO BE ALLOCATED TOWARDS PROGRAM ADMINISTRATION. THE REMAINING \$200,000 WAS TO BE ALLOCATED FOR THE GRANTS. SO AS I MENTIONED, WE HAVE TEN ENTREPRENEURS THAT WERE SELECTED FOR THIS PROGRAM, AND THEY WOULD EACH BE ELIGIBLE FOR UP TO \$20,000 WORTH OF A GRANT FOR SUCCESSFULLY COMPLETING THEIR MILESTONES. EDD, AS I MENTIONED BEFORE, DID PARTNER WITH THE MAESTRO ENTREPRENEUR CENTER AND MAESTRO SERVES AS PROGRAM ADMINISTRATOR FOR THIS PROGRAM. SO NOW TO GO A LITTLE BIT INTO THE APPLICATION PROCESS ITSELF. THE APPLICATION OPENED ON JULY 19th AND IT RAN UNTIL AUGUST 9th. THE MAESTRO ENTREPRENEUR CENTER REALLY DID A GREAT JOB OF GETTING THE WORD OUT ABOUT THE APPLICATION AND ALSO LENDING SUPPORT TO ANYONE INTERESTED. THEY DID THIS THROUGH TWO DIFFERENT WEBINARS THAT WERE HOSTED IN BOTH ENGLISH AND SPANISH

THAT REALLY SERVED AS A FORUM FOR THOSE THAT COULD ASK QUESTIONS ABOUT THE APPLICATION PROCESS OR EVEN ABOUT THE PROGRAM ITSELF. ADDITIONALLY, THEY EVEN HAD AVAILABLE SCHEDULED APPOINTMENTS THAT ENTREPRENEURS COULD SET UP WITH MAESTRO IN CASE THEY NEEDED ANY TECHNICAL ASSISTANCE IN SUBMITTING THEIR APPLICATIONS. ALTOGETHER THROUGH THE OPEN APPLICATION PERIOD WE YIELD 223 APPLICATIONS. OF WHICH 175 WERE DEEMED ELIGIBLE AND I WILL HIGHLIGHT THAT FOR THOSE THAT WEREN'T DEEMED ELIGIBLE, IT WAS REALLY BECAUSE ONE OF THE REQUIREMENTS WAS THAT YOU BE A RESIDENT OF THE CITY OF SAN ANTONIO. SO THAT IS WHERE YOU SEE THE DIFFERENCE. TO TALK A LITTLE BIT ABOUT THE APPLICATIONS WERE SCORED. THE CITY CONSULTED WITH THE CITY'S OFFICE OF EQUITY TO MAKE SURE THE SCORING MATRIX ITSELF WAS VERY EQUITABLE ACROSS ALL AREAS. AND THEN TO FURTHER PROMOTE EQUITY, DURING THE APPLICATION PROCESS THERE WAS A APPLICATIONS WERE SCORED USING A BLIND PROCESS AND ALSO THROUGH A VERY DIVERSE PANEL. SO THE CRITERIA THAT YOU SEE HERE ON THE SCREEN WERE HOW APPLICATIONS WERE SCORED. THEY COULD RECEIVE 100 POINTS WITH 50 OF THOSE POINTS GOING TOWARDS THOSE PROPOSED BUSINESS IDEA AND EXPERIENCE, AND THEN 30 OF THOSE POINTS ACTUALLY GOING TO THE TYPE OF BUSINESS OWNERSHIP THAT THE APPLICANT WOULD HAVE. THIS IS LOOKING AT RACE AND ETHNICITY, GENDER, AND VETERAN STATUS WITH A MAX OF 30 POINTS ALLOCATED THERE. AND THEN LASTLY YOU CAN SEE THERE'S UP TO 20 POINTS ALLOCATED FOR RESIDENT'S LOCATION. SO WE SPECIFICALLY USED THE CITY'S TOOL HERE AND LOOKED AT COMBINED RACE AND INCOME FOR THE ADDRESS OF THE THAT THE APPLICANT LISTED FOR THEIR RESIDENCE LOCATION. SO MOST EXCITINGLY WE GET TO THE POINT WHERE WE SELECTED THE COHORT. WE HAVE OUR TOP TEN FIRST EVER 2021 EMBRACING ENTREPRENEURIAL EQUITY COHORT. THESE MEMBERS WE HAVE NINE OUT OF TEN OF THEM ARE WOMEN. IT'S ABOUT 50/50 AS FAR AS BLACK AND HISPANIC ENTREPRENEURS. AND WE ACTUALLY EVEN HAVE SOMEBODY HERE TODAY. WE HAVE BELINDA GRACE TORRES WITH SENIOR BLESSINGS. SHE IS ONE OF THE PARTICIPANTS HERSELF. SO BELINDA HAS A PHENOMENAL BUSINESS IDEA. HER BUSINESS IS ACTUALLY WORKING WITH THE ELDERLY BUT IN A NON MEDICAL SERVICE WAY. SO SHE DREAMS OF REALLY HELPING THE ELDERLY THROUGH SERVICES SUCH AS COMPANIONSHIP, TRANSPORTATION SERVICES, SHOPPING ASSISTANCE, HOME ORGANIZATION AND SO MUCH MORE. IF GIVEN THE OPPORTUNITY, I HIGHLY ENCOURAGE US TO HEAR A FEW WORDS FROM BELINDA AND HER EXPERIENCE. BUT THAT BEING SAID, ASIDE FROM BELINDA, THE COHORT

THEMSELVES HAVE VERY DIVERSE BACKGROUNDS AND INTERESTS. WE HAVE PEOPLE THAT ARE INTERESTED IN THE MAKEUP INDUSTRY OR COOKING AND GARDENING OR EVEN SOUL FOOD. SO ALL ACROSS THE BOARD. REALLY GREAT GROUP OF ENTREPRENEURS HERE AND WE'RE EXCITED TO HEAR THE STORIES THAT COME FROM THIS PROGRAM FOR THEM. OKAY. SO TO ELABORATE A LITTLE BIT ON THE PROGRAM ITSELF. SO THIS IS A TEN WEEK ACCELERATOR PROGRAM. THE PROGRAM STARTED ON SEPTEMBER 27th AND IS SCHEDULED TO END ON DECEMBER 10th. SO RIGHT NOW WE'RE ABOUT HALFWAY THROUGH THAT ACCELERATOR PROGRAM. HOWEVER, I DO WANT TO HIGHLIGHT THAT THE SUPPORT FROM MAESTRO WILL NOT END ON DECEMBER 10th. MAESTRO IS COMMITTED TO CONTINUING TO HELP AND SUPPORT THESE ENTREPRENEURS WITH ANY CLASSES AND RESOURCES UP UNTIL APRIL OF 2022. THROUGH THIS PROGRAM THE ENTREPRENEURS WILL BE MEETING ONE ON ONE WITH THEIR ASSIGNED MENTORS, AND REALLY USING THAT MENTOR TO HELP GUIDE THEM THROUGH ANY CURRICULUM OR QUESTIONS THEY HAVE AS A NEW BUSINESS OWNER. THEY WILL BE RECEIVING HANDS ON TRAINING, REFERRALS, AND OF COURSE, AS WE MENTIONED, THEY WILL BE ELIGIBLE FOR THAT GRANT OF UP TO \$20,000. SOMETHING ELSE I'D LIKE TO HIGHLIGHT IS THAT MAESTRO HAS OFFERED THESE ENTREPRENEURS FREE USE OF THEIR NEW CO WORKING SPACE SO THESE ENTREPRENEURS CAN HAVE SOMEWHERE TO WORK OUT OF THROUGHOUT THE DAY. AND THIS IS AVAILABLE TO THEM UP UNTIL APRIL OF 2022 AS WELL. AND THEN TO LOOK A LITTLE BIT AT THE PROGRAM CURRICULUM ITSELF. SO YOU'RE GOING TO SEE A VARIETY OF TOPICS HERE. AND AS YOU CAN SEE, THEY'RE ALL VERY ESSENTIAL TO A BUSINESS OWNER REGARDLESS OF THE STAGE THAT THEY'RE AT. BUT I ALSO WANTED TO MENTION TO YOU THAT MAESTRO DID ASSIGN DIFFERENT TRACKS TO THE ENTREPRENEURS, SO THINK OF TRACK ONE AS THAT TRACK WHERE THE ENTREPRENEUR HAD NOT YET OFFICIALLY FORMED THEIR BUSINESS. THEY WERE IN THOSE REALLY BEGINNING STAGES. MAYBE IN IDEATION. AND THEN THINK OF TRACK TWO OF THAT STAGE WHERE THEY DID OFFICIALLY GO THROUGH THE PROCESS OF FORMALLY ESTABLISHING THEIR BUSINESS. THIS IS A COMPILATIONS ACROSS THE TWO TRACKS. DEPENDING ON WHERE THE ENTREPRENEUR STOOD WHEN THEY BEGAN WITH MAESTRO ON THIS PROGRAM AND DEPENDING ON THEIR NEEDS, THEY'RE ASSIGNED VERY SPECIFIC CURRICULUM THEY WILL FOLLOW FOR THE NEXT FEW WEEKS. AND LASTLY, I JUST WANTED TO TAKE A MOMENT TO REALLY HIGHLIGHT SOME OF THAT GREAT MEDIA COVERAGE THAT WE'VE BEEN RECEIVING SINCE WE ANNOUNCED THE COHORT. ON THE LEFT YOU'RE GOING TO SEE A STORY THROUGH KSAT AND SAN ANTONIO BUSINESS

JOURNAL HIGHLIGHTING THE PROGRAM AS A WHOLE. AND ON THE RIGHT, SAN ANTONIO EXPRESS NEWS ARTICLE. IN THE ARTICLES YOU WILL SEE TIA RODRIGUEZ HIGHLIGHTED. I ENCOURAGE YOU IF YOU NOT READ THOSE STORIES TO GIVE THEM A READ. YOU WILL GET TO LEARN A LOT ABOUT TIA, HER BACKGROUND AND THE IDEAS BEHIND HER BUSINESS CALLED URBAN SOUL, WHICH IS A VEGAN SOUL FOOD CUISINE. AND THAT CONCLUDES MY PRESENTATION. SO AT THIS TIME, IF THERE ARE ANY QUESTIONS FROM THE COUNCILMEMBERS, I WILL TAKE THEM.

Chair Pelaez: THANK YOU. EXCELLENT PRESENTATION, SAMANTHA. I'M GOING TO INSIDE BELINDA TO COME UP TO THE PODIUM, IF YOU DON'T MIND, AND DO TWO THINGS. IF YOU CAN TELL US A LITTLE BIT ABOUT YOUR EXPERIENCE. GO AHEAD. IF YOU CAN TELL US A LITTLE BIT ABOUT YOUR EXPERIENCE AND WHAT'S GOING ON WITH THIS PROGRAM AND, TWO, TELL US ABOUT YOUR BUSINESS, BECAUSE AS A SMALL BUSINESS OWNER, I THINK IT'S ALWAYS IMPORTANT TO BE ABLE TO TELL PEOPLE WHEN YOU'RE IN A ROOM FULL OF FOLKS WHAT IT IS YOU DO, RIGHT? BECAUSE YOU NEVER KNOW. MAYBE ONE OF HUSBAND BUY WHAT YOU'RE SELLING.

GOOD AFTERNOON. FIRST OF ALL, I'M A CHRISTIAN SO I ALWAYS THANK THE DIVINE, HOLY TRINITY TO BE HERE. IT'S SUCH A BLESSING. I FEEL ANOINTED TO BE IN THIS GROUP. I WANT TO THANK THE MAESTRO ENTREPRENEURSHIP CENTER, MS. SAMANTHA, MS. ARIANA AND BRIAN WELLS, THEY'VE BEEN PHENOMENAL IN HELPING ME AND COHORTS ON THE TEAM TO HAVE HOPE IN OUR BUSINESSES, FOR US TO ACCELERATE GROWTH. I WANT TO THANK THE ECONOMIC WORKFORCE DEVELOPMENT, ALL OF YOU FOR ALLOWING ME TO SHARE HOW I'M EXPERIENCING THIS GREAT OPPORTUNITY. WHEN I RECEIVED THE PHONE CALL I HAD BEEN PRAYING FOR GOD TO OPEN THE DOORS FOR ME BECAUSE, LIKE ALL BUSINESSES, WITH COVID, THEY WERE EFFECTED, MINE WAS EFFECTED BECAUSE I WAS NOT ABLE TO GO INTO SENIOR LIVING COMMUNITIES BECAUSE OF THE COVID AND THE FEAR OF COVID. AND THE LORD OPENED THIS DOOR FOR ME TO HAVE HOPE AND BUSINESS AND LEADERSHIP AND ONE ON ONE COACHING SO THAT I CAN EXPAND MY BUSINESS. SO I APPRECIATE THAT FROM EVERYONE. THE BUSINESS GROWTH THAT HAS BEEN, WE DO NONMEDICAL SERVICES. WE PROVIDE A CARING COMPANION, SHOPPING ASSISTANCE, TRANSPORTATION ESCORT AND HOME ORGANIZATION FOR OUR CLIENTS. WE SPECIALIZE WITH THE ELDERLY BECAUSE I WAS RAISED WITH MY PARENTS TO HELP ONE ANOTHER, OUR NEIGHBORS, SINCE I WAS REALLY YOUNG. SO THAT INSPIRED ME TO DO SOMETHING MEANINGFUL IN MY LIFE AND TO GIVE BACK

TO THE COMMUNITY. AND THERE'S A LOT OF SENIORS NOT READY TO GO INTO A SENIOR LIVING COMMUNITY. I WORK FOR A SENIOR LIVING COMMUNITY IN THE MARKETING DEPARTMENT, AND GAVE TOURS OF THE ESTABLISHMENT AND THEY WERE NOT READY TO COME IN. THEY SAY I WISH I COULD FIND SOMEONE THAT CAN COME TAKE CARE OF MY PARENTS AT THEIR HOME. JUST WITH THE MEALS, PREPARATION, WITH LIGHT BOOKKEEPING, TEACHING THEM, TRANSPORTATION TO FUN PLACES, TO MEALS, TO PEDICURE, MANICURE, GET THEIR HAIR DONE, GO VISIT PEOPLE, TO HELP THEM CHANGE A LIGHT BULB, ANYTHING THAT'S NOT MEDICAL, WE'RE GOING TO HELP THEM. IT'S ALMOST LIKE THEY'RE PART OF OUR FAMILY. WE'RE CONSIDERED LIKE DAUGHTERS TO THE CLIENTS AND THEIR FAMILIES. SO I'M VERY BLESSED TO HAVE THIS OPPORTUNITY TO CONTINUE TO DO THIS WITH THIS ORGANIZATION, WITH THE MAESTRO ENTREPRENEUR CENTER. THE ONE ON ONE CONTACT, THE REFERRALS, THE ALL THE CLASSES THAT WE'RE TAKING, THE MENTORING, I HAVE MY MENTORING WITH MS. LIZ MEDINA WITH PNC BANK THIS FRIDAY. YESTERDAY I WAS SO HONORED TO BE ON KSAT NEWS TO TALK ABOUT MY BUSINESS AND IT'S NOT JUST ME, IT'S ME AND MY CARE TEAMS. I HAVE CARE ANGEL, SEVEN CARE ANGELS THAT ARE A PART OF MY TEAM RIGHT NOW. I DID HAVE 12 BUT WITH THE COVID, SOME OF THEM WERE NOT SAFE, THEY DIDN'T FEEL SAFE TO GO INTO CARING AGAIN, BUT I KNOW THAT GOD IS GOING TO OPEN DOORS FOR ME WITH THIS GROUP AND THIS OPPORTUNITY. AS SOON AS MY SEGMENT WAS OVER YESTERDAY, LIKE THREE MINUTES LATER I RECEIVED A CALL FROM A COMPANY CALLED CONNECTABILITY.ORG AND THEY HAVE A FOUNDATION THAT HELPS PEOPLE WITH SPINAL AND STROKE INJURY. SO THEY WANTED TO MEET. SO WE CAN PROVIDE TRANSPORTATION AND ESCORT FOR THEM. SO I WAS THANK YOU, LORD. AND THEN I HAD CALLS FOR CARE ANGELS THAT WANTED TO BE INTERESTED TO BE PART OF MY TEAM. SO THAT MEANS THAT I GET TO HELP MORE PEOPLE WITH MY TEAM AND HAVE MORE OPPORTUNITIES FOR TO THEM MORE SENIORS AND THEIR FAMILIES. WE HAVE CLIENTS THAT ARE SPECIAL NEEDS OR YOUNG MOTHERS THAT ARE EXPECTING AND THEY HAD THEIR BABY AND THEY DON'T WANT TO GO TO THE SHOPPING STORE AND CARRY ALL THE GROCERIES SO WE DO THE SHOPPING ASSISTANCE AND THE ERRANDS FOR THEM. I FEEL BLESS WE'D THE CLASSES. SINCE DAY ONE, THE ORIENTATION WITH THE MAESTRO GROUP, YOU COULD FEEL THAT THEY REALLY WANT TO HELP ALL OF US AND IN OUR GROUP WE HELP ONE ANOTHER AND WITH E MAILS, THE CLASSES ARE WONDERFUL. THE LEADERSHIP FOR ENTREPRENEURS, DECISION MAKING, SETTING GOALS, CREATING ALLIANCES, THE BUSINESS DEVELOPMENT, THE PITCH, THE MILESTONES THAT WE HAVE, THE LOCAL

GROW IN SAN ANTONIO, THE BUSINESS PLAN, THE BUSINESS OPERATIONS, THE TRAVEL, THE GOALS, THE METRICS, THE MARKETING. I'M REALLY INTERESTED IN THAT BECAUSE I LOST MY PARENTS EIGHT MONTHS AND EIGHT DAYS APART AND I HAVEN'T HAD TIME TO POST ON FACEBOOK, TWITTER AND INSTAGRAM MORE ABOUT MY BUSINESS SO I'M EXCITED TO TAKE THAT CLASS TO SHARE MORE ABOUT SENIOR BLESSINGS. THAT'S A CLASS THEY'RE GOING TO PROVIDE TO ALL OF US. SO MANY CLASSES, THE MARKETING PLAN, RISK MANAGEMENT, THE BUSINESS SUCCESSION PLANNING, THE LEGAL ENTITY FORMATION, THE SALES PITCH, ALL OF THESE CLASSES AND MORE. THEN AFTER THE GRADUATION IN DECEMBER, THEN WE STILL HAVE OTHER CLASSES AND COURSES THAT WE CAN TAKE THROUGH THE MAESTRO. I'M TELLING ALL THE SMALL BUSINESS OWNERS TO GO AND LOOK AT THEIR WEBSITE AND SEEK GUIDANCE BECAUSE THERE ARE SO MANY RESOURCES FOR US BECAUSE IT'S WONDERFUL. I'M BLESSED. I CELEBRATED 11 YEARS JULY THE 1st. I HAVE MY OWN LITTLE BUSINESS CALLED RESTAURANT SO I LEARNED A LOT FROM THEM BUT THERE ARE SO MANY NEW THINGS TO LEARN AND I'M IN THE POSITION WHERE I JUST WANT TO TAKE IT ALL IN AND I WANT TO GROW AND HELP PEOPLE. SO I FEEL HONORED. AND I JUST WANT TO THANK YOU, EVERYONE, FOR LISTENING TO MY HEART AND GOD BLESS YOU ALL.

Chair Pelaez: WOW, I THINK IS THE RIGHT WORD. YOU'RE VERY INSPIRING. THIS IS A RAY OF SUNSHINE. YOU SHOULD SEE THESE MEETINGS, THESE ARE ALL NICE, SMART PEOPLE AND WE TRY TO ENJOY THE MEETINGS AS MUCH AS POSSIBLE BUT RARELY DO YOU LOOK AROUND THE ROOM AND SEE THIS MANY SMILES. THANK YOU FOR WHAT YOU DO. I DO WANT TO MAKE ONE RECOMMENDATION TO THE TEAM AND TO YOU, BELINDA. THERE IS A SUBJECT MATTER EXPERT IN MARKETING AND SALES AT THIS TABLE, IN DR. ROCHA GARCIA. MY SUGGESTION IS BEFORE YOU LEAVE MAKE SURE THIS LADY GETS YOUR BUSINESS CARD. WHICH BEGS THE QUESTION, HAVE YOU ALL ROPED IN DR. GARCIA TO BE ONE OF THE INSTRUCTORS?

WE HAVEN'T YET, BUT IF WILLING WE WOULD BE HONORED TO INCLUDE DR. ROCHA GARCIA IN THE CURRICULUM.

Chair Pelaez: SO DEBBIE, OUR CLERK, IS GOING TO INCLUDE IN THE MINUTES WHETHER OR NOT SHE WANTS TO ACCEPT THE OPPORTUNITY TO VOLUNTEER. YES, MA'AM. THERE YOU GO. ALL RIGHT. THANK YOU SO MUCH, FOLKS. I APPRECIATE IT. COUNCILWOMAN, QUESTION, COMMENTS?

YES. BELINDA, THANK YOU SO MUCH. THANK YOU FOR YOUR PRESENTATION. THE ONE THING I DO SIT ON THE COMMUNITY HEALTH ENVIRONMENT CULTURE. THIS JUST SOUNDS LIKE YOU'RE TAKING WHAT WAS PART OF OUR CULTURE OR THE DAUGHTER HAD TIME TO TAKE THEIR MOMS EVERYWHERE AND YOU'RE TRANSLATING INTO A BUSINESS NEED THAT WE REALLY HAVE. SO I REALLY APPRECIATE YOUR EFFORTS AND YOUR CREATIVITY. AND SO THAT COMES TO THE WHAT I WANT TO PROGRAM IS WITH YOUR PICKS AND I DON'T KNOW IF Y'ALL WERE THOUGHTFUL ABOUT IT, YOU HAVE HIT OUR PRIORITIES HERE IN SAN ANTONIO, IN TERMS OF COMMUNITY HEALTH AND ENVIRONMENT. I'M SURE YOU THOUGHT ABOUT THAT WHEN Y'ALL DID IT. JUST EXCELLENT JOB, LADIES. AND I HOPE AS WE AS A CITY, MOVE FORWARD WITH THE FUNDS THAT WE COME DOWN, THAT WE RECOGNIZE THAT THERE ARE BUSINESSES OUT THERE THAT ARE MEETING OUR COMMUNITY HEALTH NEEDS, OUR ENVIRONMENT NEEDS, AND TAKING SENIORS OUT OF ISOLATION, WHICH IS HUGE. SO THANK YOU SO MUCH. I'M SO ENCOURAGED ABOUT THIS PROGRAM. AND THE MUCH SUCCESS THAT WE'RE GOING TO SEE FROM IT. SO THANK YOU.

THANK YOU.

THANK YOU, CHAIR. AND THANK YOU, BELINDA, FOR THAT WONDERFUL PRESENTATION THAT YOU HAD. SO I'M VERY ENCOURAGED BY THAT. THANK YOU TO THE ENTIRE TEAM AT THE MAESTRO CENTER FOR ALWAYS BEING JUST WILLING TO TELL THE STORIES OF THE FOLKS THAT YOU HELP. SO THANK YOU FOR HELPING. I DON'T REALLY HAVE ANY QUESTIONS. I'M VERY EXCITED ABOUT THE OPPORTUNITY TO BE ABLE TO JUST GIVE MAYBE SOME ADDITIONAL FEEDBACK OR GUIDANCE. WITH WE MET THIS MORNING, COUNCILMAN PELAEZ AND I MET THIS MORNING AND WORKING ON SOMETHING FOR SENIORS AND HOPING TO EXTEND THAT OVER TO DISTRICT THREE AS WELL. SO I THINK THAT THERE'S JUST GREAT OPPORTUNITY THAT HAS BEEN MISSED AND THAT COMMUNITY, IN PARTICULAR, THE SENIOR COMMUNITY AND AS WE HAVE AN AGING POPULATION IN SAN ANTONIO AS THE DEMOGRAPHICS, WE SEE BABY BOOMERS STARTING TO NEED SOME ADDITIONAL HELP, I THINK THIS IS THE RIGHT MARKET TO BE IN. AND I WAS ACTUALLY JUST GOING TO ASK, IS THERE ANY ORGANIZATIONS THAT ARE OTHER SMALL BUSINESSES THAT ARE FOCUSING ON THE SENIOR MARKET BY ANY CHANCE THAT YOU'RE AWARE OF? AND IS THAT ONE OF MAYBE THE GROUPS THAT WELL, NO. WE SHOULD BE

LOOKING AT THIS GROUP. RIGHT? WE'RE GOING TO NEED A LOT OF HELP. I WAS TALKING TO COUNCILMAN PELAEZ EARLIER AND DEMENTIA. AND COUNCILMAN PELAEZ SHARED THIS STAT, ONE IN EVERY FIVE FOLKS WILL DEVELOP DEMENTIA. WE DON'T HAVE ANYTHING AT THE CITY TO DEAL WITH THAT. SO I THINK THAT IN TERMS OF WHAT SMALL BUSINESS OWNERS ARE DOING AS WE'RE COACHING THEM INTO WHAT IS OUT THERE AS FAR AS A MARKET, THAT MIGHT BE ONE OF THE THINGS THAT WE FOCUS ON AS WELL. BUT THANK YOU SO MUCH FOR THE PRESENTATION. LOOK FORWARD TO WORKING WITH YOU ALL.

THANK YOU, CHAIR. I WOULD ECHO I APPRECIATE THE ROBUST LIST OF PARTICIPANTS. I WAS LOOKING THROUGH ALL THE RESTAURANTS AND ALL THE VEGAN OPPORTUNITIES. I WAS LIKE, OKAY, I'M GOING TO EAT THERE, THERE, AND THERE. BUT I THINK THERE'S A GREAT OPPORTUNITY WITH GPA TO IF THERE'S OPPORTUNITY TO RECORD THE SEMINARS AND THIS WAY WE CAN SHARE WITH OTHER SMALL BUSINESS FOLKS IN THE COMMUNITY WHO ARE LOOKING FOR GUIDANCE AND TO LEARN SOME MORE. BUT IN REGARDS TO THE THANK YOU, BELINDA, FOR SHARING YOUR STORY. IN REGARDS TO THE APPLICATION PROCESS AND POINT SYSTEM, IS THERE A SPECIFIC RUBRIC WE CAN LOOK TO AND CAN BE SHARED WITH US ON HOW POINTS ARE ALLOCATED, FOR EXAMPLE, 50 POINTS FOR PROPOSED BUSINESS IDEA AND EXPERIENCE. IF WE CAN SEE A RUBRIC ON WHAT ADDS UP TO 50, WHAT WOULD ADD UP TO 25, I THINK THAT WOULD BE SOMETHING INTERESTING TO LOOK AT. BECAUSE RIGHT NOW WE'RE IN A VERY INTERESTING TIME WITH THE INFRASTRUCTURE BILL, THE BOND, AND A LOT OF OPPORTUNITY FOR THE CONSTRUCTION INDUSTRY. SO MY QUESTION IS, DO WE HAVE AN ACCOUNT OF HOW MANY FOLKS IN THE CONSTRUCTION INDUSTRY APPLIED, AND IF SO, WHAT DOES THAT LOOK LIKE?

YEAH, I THINK THAT THAT'S SOMETHING THAT WE CAN TRY TO SEE IF WE CAN POOL IN OUR DATA AND CIRCLE BACK WITH YOU ON. AS FAR AS THE ACTUAL POINT SYSTEMS ALLOCATED FOR THAT 50 POINTS, WE CAN DEFINITELY SHARE THAT CAN YOU AS WELL. BUT KNOW THAT THESE WERE BASED ON OPEN ENDED RESPONSES AND THERE IS A LOT OF QUESTIONS THAT KIND OF LED THAT 50 POINTS BEING IS THERE A MARKET NEED, WHAT IS THE IDEA AND EXPERIENCE OF THE ENTREPRENEUR, WHAT IS THEIR COMMITMENT TO THE PROGRAM, WHAT KIND OF BARRIERS HAVE THEY ENCOUNTERED DURING THEIR BUSINESS JOURNEY AND ALSO WHAT ARE THEIR GOALS FOR THIS PROGRAM. THAT REALLY AS A WHOLE STORY

MADE UP THOSE 50 POINTS.

THANK YOU, SAMANTHA. IN REGARDS TO THE CONSTRUCTION CITY ARE THERE THINGS WE CAN DO TO ENCOURAGE PARTICIPATION, ARE FOLKS STILL APPLYING FOR THIS?

HI, COUNCILMAN. WHILE THAT WASN'T A FOCUS FOR THIS PARTICULAR PROGRAM WE HAVE ANOTHER PROGRAM IN THE WORKS WITH OUR BONDING ASSISTANCE AND CONSTRUCTION CAPACITY BUILDING PROGRAM THAT IS GOING TO BE MORE TARGETED TOWARDS THE CONSTRUCTION INDUSTRY BECAUSE, TO YOUR POINT, THERE'S A LOT OF WORK COMING AND WE WANT TO BUILD THE CAPACITY FROM WITHIN OUR CITY SO THAT WHEN THOSE JOBS HAPPEN THAT THEY THEY HAVE AN OPPORTUNITY TO BID AND BE SUCCESSFUL.

GREAT. THAT'S EXCITING TO LEARN. I WOULD APPRECIATE BEING LOOPED INTO THOSE CONVERSATIONS AS THEY DEVELOP. THANK YOU, CHAIR.

John Courage: THANK YOU. IT'S VERY IMPRESSIVE PROGRAM. I'M LOOKING FORWARD TO SEEING AT THE END OF THE TEN WEEK PERIOD HOW THE PARTICIPANTS FEEL ABOUT WHAT THEY'VE LEARNED AND WHERE THEY THINK THEY'RE GOING TO BE ABLE TO MOVE FORWARD. AND ALSO I'M SURE WE'RE GOING TO BE MEASURING THE RESULTS OURSELVES TO DETERMINE HOW WE CAN TWEAK THIS PROGRAM. AND MAKE IT MORE OF A PERMANENT PROGRAM GOING FORWARD. SO I LOOK FORWARD TO HEARING MORE ABOUT IT LATER. THANK YOU.

Chair Pelaez: EXCELLENT JOB. THANK YOU SO MUCH. ALL RIGHT. ALEX, WE HAVE PARTNER ORGANIZATION. YES?

Alejandra Lopez: YES, SIR. NEXT WE HAVE ANNA BRADSHAW THAT'S GOING TO BE GIVING US AN UPDATE ON THE AGREEMENTS THAT WE HAVE WITH DIFFERENT ECONOMIC DEVELOPMENT PARTNERS. THERE WAS SOME QUESTIONS DURING THE BUDGET WORK SESSIONS AND CONVERSATIONS ABOUT THE WORK THAT THESE PARTNERS HELP US ACCOMPLISH IN OUR COMMUNITY SO WE THOUGHT IT WAS TIME FOR US TO GIVE A QUICK OVERVIEW ABOUT ALL OF THEM AND THEN GO INTO A LITTLE BIT DETAIL ABOUT EACH. SO ANNA IS GOING TO DO THAT PRESENTATION.

ANNA BRADSHAW: GOOD AFTERNOON. GOING TO TALK MORE ABOUT OUR AMAZING PARTNERS. IN A SHORT TIME I LEARNED ABOUT ALL THE THINGS THEY DO IN OUR COMMUNITY. I WANT TO TAKE A QUICK MOMENT TO RECOGNIZE THOSE REPRESENTATIVES THAT ARE HERE IN OUR ROOM FROM SOUTH SIDE FIRST, EXECUTIVE DIRECTOR JUDY CONALEZ, ON BEHALF OF PROSPER WEST, DIRECTOR OF PHILANTHROPY, AND OUR SNACK BRINGER, CFO OF S.A.G.E., MR. RUSSELL ADAY. THANK YOU FOR COMING OUT TODAY. SO JUST AS A MATTER OF BACKGROUND, THESE ECONOMIC DEVELOPMENT PARTNERS, WHILE THEY'VE BEEN AROUND FOR A WHILE, THEY'VE REALLY FALLEN UNDER THE PURVIEW OF ECONOMIC DEVELOPMENT FOR THE LAST YEAR. IT HAS BEEN A TRUE LEARNING EXPERIENCE TRYING TO CONNECT THE WORK THEY DO WITH WHAT OUR MISSION IS AS A DEPARTMENT. A LOT OF WAYS THEY SERVE AS OUR FIRST LINE OF ASSISTANTS TO THE SMALL BUSINESS OWNERS AND ENTREPRENEURS. THEY ARE THAT FRONT DOOR THAT, YOU KNOW, THEY CAN WALK INTO AND ASK THOSE QUESTIONS. THROUGH THREE QUARTERS OF THE LAST FISCAL YEAR THEY PROVIDED OVER 6,000 TOUCH POINTS TO SMALL BUSINESS OWNERS. FOR SOME IT MAY BE ONE QUESTION AND FOR SEVERAL IT MAY BE MULTIPLE ENGAGEMENTS GIVING THEM THE SERVICES THEY NEED. THEY ARE TRULY AN IMPORTANT COMPONENT OF OUR SMALL BUSINESS ECOSYSTEM AND THEY'VE BEEN ENGAGED WITH US AS WE'RE GOING THROUGH THE PROCESS OF BUILDING OUR COALITION AND IMPLEMENTING THE FINDINGS FROM THE JPMORGAN CHASE STUDY. THEY PROVIDE THAT GEOGRAPHICALLY SPECIFIC CONTENT THAT IS MOST EL RELEVANT TO THOSE THEY SERVE. WHETHER IT'S PROVIDING IT IN THE APPROPRIATE LANGUAGE OR JUST IN A WAY THAT'S MOST MEANINGFUL TO THOSE IN THEIR AREA. AND THEY ARE SPECIFICALLY LOCATED IN THOSE HISTORICALLY UNDERSERVED AREAS. AND I CANNOT EMPHASIZE THE ROLE THEY PLAYED DURING COVID 19. THEY IT REALLY CEMENTED THE ROLE THEY PLAY AND I THINK LED TO WHY THEY BEGAN TO FALL UNDER EDD'S PURVIEW, PROVIDING ASSISTANCE WITH THE PPE DISTRIBUTION, DOING THE DOOR TO DOOR OUTREACH AND SERVING A ROLE WITH OUR PLACE BASE AND VIRTUAL HUB PROGRAMS. AND WE'VE ALSO LEARNED ABOUT MORE PARTNERS POTENTIALLY BEING OUT THERE. WHILE WE HAVE THREE NOW, THAT IS SOMETHING THAT WE WILL CONTINUE TO LOOK TO GROW OUR PARTNERSHIP BASE. BUT BEFORE I GO INTO THE CHANGES THAT WE'LL BE LOOKING TO MAKE WITH FY '22 CONTRACTS I WANT TO PROVIDE A BRIEF OVERVIEW OF EACH ORGANIZATION. SO FIRST WE HAVE PROSPER WEST. SO THEY WERE ESTABLISHED IN 20 2006 BY MAYOR AND COUNCIL. THEY RECEIVE A TOTAL SUPPORT OF A LITTLE OVER \$350,000

WITH 100,000 OF THAT GOING TO FUND SMALL BUSINESS LOAN AND GRANT PROGRAM AND REMAINING GOING TO FUND THEIR OPERATIONS. AND AS YOU CAN SEE ON THE MAP THEIR GENERAL SERVICE AREA IS BOUNDED BY THE WOODLAWN LAKE REGION, I 10 AND THEN HIGHWAY 90 TO THE SOUTH. SO THEY ARE WITHIN DISTRICTS 1, 5, 6, AND 7. THEN WE HAVE S.A.G.E., GROWTH FOR THE EAST SIDE. ESTABLISHED IN 2000. THEY ARE GENERALLY LOCATED WITHIN EAST SIDE BOUNDED BY HIGHWAY 37, GOING SLIGHTLY SOUTH OF I 10 AND THEN I 35 ON THE OTHER SIDE. AND SO THEY ARE MAJORITY IN DISTRICT 2 BUT THEY DO ALSO HAVE A PRESENCE IN DISTRICT 3. THEY HAVE A NEARLY IDENTICAL AGREEMENT AS PROSPER WEST AS FUNDING FOR OPERATIONS AND STOREFRONT GRANT PROGRAM. MOVING ON TO SOUTH SIDE FIRST, SOUTH SIDE FIRST IS THE NEW KID ON THE BLOCK, HAVING BEEN ESTABLISHED IN 2017 AS A FOCUS EXTENSION OF THE SOUTH ANTONIO CHAMBER OF COMMERCE FOUNDATION. THEY HAVE THE LARGEST SERVICE AREA WITH PORTIONS IN DISTRICTS 3, 4, AND 5. SO PRETTY MUCH ANYTHING SOUTH OF HIGHWAY 90 IS WITHIN SOUTH SIDE FIRST SERVICE AREA. THEIR CURRENT BUDGET AGREEMENT IS FOR 100,000 FOR OPERATIONS AND MAINTENANCE AND IT'S REALLY INTENTIONAL TO ALLOW THEM TO SCALE UP AND CAN TOTALLY SEE AN OPPORTUNITY AS THEY RAMP UP THEIR OPERATIONS THAT THEIR AGREEMENT COULD POTENTIALLY GROW. THE CONTRACTS THROUGH 2021, THE BULK OF IT IS IN THAT SMALL BUSINESS OUTREACH. AGAIN, BEING THAT FRONT LINE, THE FIRST LINE OF DEFENSE OUT THERE, DOING OUTREACH, BUT ALSO HAVING AN OPPORTUNITY FOR SMALL BUSINESS OWNERS TO COME IN SEEK TECHNICAL ASSISTANCE, YOU KNOW, QUESTIONS WITH FINANCING, ACCESSING CAPITAL, BUT THEN ALSO RECOGNIZING THE TIE WITH WORKFORCE DEVELOPMENT, THEY ARE REQUIRED TO HOST AT LEAST ONE JOB FAIR. THEY ALSO PLAYED AN INSTRUMENTAL ROLE IN IMPLEMENTATION OF THE SA TOMORROW COMPREHENSIVE PLAN AND IN THE CASE OF BOTH SORRY, S.A.G.E. AND PROSPER WEST COMMUNITY ZONED PLANS. THEY ALSO HAVE AN ELEMENT OF COLLABORATING ACROSS ELEVATIONS AND MATCH 50% OF THE CITY'S CONTRIBUTION. AND AGAIN, IN THE CASE OF PROSPER WEST AND S.A.G.E., PROVIDING THE GRANTS AND LOANS THROUGH THAT SEPARATE FUNDING. CURRENTLY THEY ARE REQUIRED TO REPORT TO THE DEPARTMENT QUARTERLY ON THEIR ACTIVITIES AS PART OF THEIR FUNDING AGREEMENTS. SO WHAT ARE WE LOOKING TO CHANGE. SO BECAUSE THEY ARE THAT FIRST LINE ASSISTANCE, IT'S REALLY IMPORTANT TO GATHER INFORMATION ON THE SERVICES THEY'RE PROVIDING BECAUSE THAT WILL INFORM OUR PROGRAMMING AND THE PROGRAMMING OF OUR OTHER PARTNERS AND THEY

CAN ALSO SERVE AS AN OPPORTUNITY TO HIGHLIGHT EMERGING CHALLENGES. ARE WE STARTING TO SEE TRENDS ACROSS THE TOWN AND OPPORTUNITIES THAT WE MAY NOT KNOW EXISTS YET. IN ADDITION, THOSE REFERRALS WE WANT TO COLLECT THAT INFORMATION. WE KNOW A REFERRAL IS AN EXCELLENT THING IN THIS TYPE OF WORK. WE DO NOT EXPECT OUR PARTNERS TO BE ABLE TO ANSWER EVERY TYPE OF QUESTION. IF THERE'S A SPECIFIC QUESTION IN FINANCING, PERHAPS THAT SHOULD GET REFERRED. IF IT'S SMALL BUSINESS OWNER OR ENTREPRENEUR INTERESTED IN AN INCUBATOR, ACCELERATOR, MAYBE THE REFERRAL IS TO THE MAESTRO CENTER OR TO A. ARE WE TRACKING THAT INFORMATION ALONG THE WAY TO SEE WHAT ARE THE PATHS AND WHAT ARE THOSE TRENDS. AND THEN THE SUCCESS STORIES. THAT'S REALLY WHERE YOU SEE THAT WORK IN ACTION. SOMETIMES IT'S INDIVIDUAL BY INDIVIDUAL, OVER A PERIOD OF TIME. SO THOSE OUTPUTS DON'T NECESSARILY CAPTURE THOSE SUCCESSES BUT WE KNOW THEY'RE OUT THERE. AND I'LL SHARE A FEW TESTIMONIALS WITH YOU TOWARDS THE END OF MY PRESENTATION. SO IT'S NOT ALWAYS ABOUT THE NUMBERS AND WHAT WE SEE AT THE END OF THE DAY BUT THOSE LIVES, THOSE BUSINESSES THAT ARE IMPACTED ALONG THE WAY. ANOTHER THING WE RECENTLY IMPLEMENTED WAS AN OPPORTUNITY FOR THE PARTNERS TO COLLABORATE AND ALSO HAVING MAESTRO AND THEM IN THE ROOM, TO FACILITATE THAT CONVERSATION. WE'VE BEEN HOSTING THOSE MEETINGS BIMONTHLY AND THAT LED INTO AN OFFSHOOT SESSION WHERE WE HAD AN OPPORTUNITY FOR OUR PARTNERS TO MEET WITH REPRESENTATIVES FROM HUMAN SERVICES AND SAPD TO GATHER ADDITIONAL INFORMATION. THEY SHARED INFORMATION ABOUT CONCERNS WITH SMALL BUSINESS OWNERS AND WHAT THEY COULD DO TO ADDRESS SOME GROWING CONCERNS ABOUT INDIVIDUALS EXPERIENCING HOMELESSNESS AND IMPACT ON SMALL BUSINESS. SO WE'RE EXCITED TO FACILITATE THAT DISCUSSION, SPECIFIC TO THEIR AUDIENCES AND ARM THEM WITH THAT INFORMATION AND RESOURCES THAT THEY COULD TAKE BACK INTO THE COMMUNITY. AND SO WITH THOSE NEW PROGRAMS AND DELIVERABLES WE WANT TO ENHANCE OUR REPORTING. SO WHILE WE WILL CONTINUE TO REQUIRE THE QUARTERLY REPORTING, WE WANT TO TRACK MORE BECAUSE INFORMATION IS POWER. IT HELPS US TO IDENTIFY THOSE OPPORTUNITIES AND BUILD OUR PROGRAMMING MOVING FORWARD. SO WE WANT TO TRACK AND SPECIFICALLY HOW THE NUMBERS OF MINORITY WOMEN OWNED, VETERAN OWNED BUSINESSES AND ALSO PROVIDE AN OPPORTUNITY OF WHAT ARE SOME OTHER THINGS THAT ARE OUT THERE IN THE COMMUNITY DOING THAT MAY NOT BE CAPTURED BY A PERFORMANCE METRIC ON A SPREADSHEET. THE

OTHER THING I'M HAPPY TO INTRODUCE IS A PRODUCTION OF ANNUAL OUTCOMES REPORT. WE WANT TO TRACK OVER TIME. BECAUSE THAT SHOWS THOSE LONG TERM IMPACTS AND SO WE WILL BE LOOKING FORWARD TO COME BACK TO THIS COMMITTEE AND COUNCIL IN THE SPRING TO PRESENT THAT OUTCOMES REPORT. AND BE ABLE TO BUILD ON THAT OVER TIME. SO THAT WE CAN START TO IDENTIFY THOSE OUTCOMES AND THAT REAL RETURN ON INVESTMENT FOR THE CITY'S INVESTMENT INTO OUR PARTNERS. AND SO, I WANT TO GET INTO A FEW SUCCESS STORIES. FIRST WE HAVE LIKA TORLINE, OWNER OF IN THE WEEDS, A SKIN CARE. I WON'T READ HER WORDS BUT JUST TO SEE THAT SHE FEELS SHE'S BEEN TAKEN CARE OF PROSPER WEST AND PROSPER WEST IS OUT IN THE COMMUNITY IS INCREDIBLY POSITIVE. SO PROUD OF LIKA AND WHAT SHE'S DONE WITH HER BUSINESS. AND THEN WE HAVE JILL SANDS, OWNER OF MERCH STREET, DEALING WITH S.A.G.E. SHE WAS FORMALLY A BAR AND WAS VERY DARK AND THROUGH S.A.G.E.'S GRANT PROGRAM HAD THE OPPORTUNITY REFRESH THAT BUILDING. MADE IT MEET THE NEEDS OF HER BUSINESS. YOU CAN SEE THE TRANSFORMATION THERE AND IT'S REALLY NICE TO SEE THE HOW THESE STOREFRONT GRANT PROGRAMS CAN REALLY CHANGE A STREET, ENTIRE STREET WITH JUST WORKING ONE STOREFRONT AT A TIME. AND THEN FINALLY, OWNER OF CANTU SCREEN PRINTING EMBROIDERY WORKING WITH SOUTH SIDE FIRST AND HAS BEEN GIVEN THE OPPORTUNITY TO ACCESS RESOURCES TO HELP HER TAKE HER BUSINESS TO THE NEXT LEVEL. YOU CAN SEE SHE'S INCREDIBLY THANKFUL AND PRODUCES SOME PRETTY COOL PRODUCTS THERE. SO PROUD OF ALL OF THESE COMPANIES. AND THE FACT THAT, YOU KNOW, OUR PARTNERS ARE OUT THERE DOING THE DAY TO DAY WORK IN ORDER TO MAKE THESE SMALL BUSINESS OWNERS SUCCESSFUL. SO THAT CONCLUDES MY PRESENTATION. MYSELF AND OUR PARTNERS ARE HERE TO TAKE ANY QUESTIONS.

Chair Pelaez: WONDERFUL. THANK YOU. COUNCILWOMAN VIAGRAN.

Phyllis Viagran: THANK YOU. THANK YOU, ALEX, FOR BRINGING THIS TO THE COMMUNITY. I'M GLAD TO BE HERE. I WAS ONE OF THE ONES WHO HAD BUDGET QUESTIONS. MY QUESTION OF COURSE IS ABOUT SOUTH SIDE FIRST. I DON'T KNOW, JUDY, IF YOU CAN ANSWER IT. WHAT CURRENTLY IS YOUR STAFF, FIRST SOUTH SIDE FIRST? YOU CAN COME UP TO THE PODIUM.

GOOD AFTERNOON, EVERYONE, MY NAME IS JUDY, AND I'M WITH SECOND SOUTH SIDE FIRST. TO ANSWER YOUR QUESTION, IT HAS BEEN MYSELF, BEEN ONBOARD

SINCE JANUARY OF 2019, IN THE POSITION OF EXECUTIVE DIRECTOR. AND THAT I'VE HAD A SECOND PERSON, WHICH IS CALLED A PROGRAM AND DEVELOPMENT COORDINATOR OF WHICH I WANT TO STATE, TOO, I JUST MADE AN OFFER. THAT POSITION HAS BEEN VACANT. YOU AND I HAVE TALKED ABOUT THIS. SO I WILL HAVE SOMEONE WHO WAS LIVING ON THE SOUTH SIDE OF SAN ANTONIO TAKING ON THIS ROLE. AND THEN ALONG THE WAY, I'VE HAD INTERNS. BUT TO ANSWER YOUR QUESTION, THERE'S TWO OF US.

VIAGRAN: I WANTED TO BRING THAT UP FOR MY COMMITTEE MEMBERS IS, WHAT SAGE AND PROPER WEST DOES IS INCREDIBLE, BUT WE THE CHAMBER STARTED SOUTH SIDE FIRST. WE DECIDED TO PARTNER WITH THEM. AND IT'S SERVICING MANY DISTRICTS. AND WE NEED TO DO SOMETHING TO HELP WITH STAFFING. BECAUSE MY BUSINESSES ON THE SOUTH SIDE ARE BUSINESSES IN THE SOUTHERN SECTOR, AND NEED THAT HELP. AND I KNOW THAT JUDY, AND I KNOW THAT THE CHAMBERS ARE TRYING TO GIVE THEM ALL THE INFORMATION OUT AT THEM, BUT WITH ONLY TWO STAFFERS, AND A REGION THIS VAST, IF WE'RE REALLY GOING TO BE A CITY THAT TALKS ABOUT EQUITY, WE NEED TO ADDRESS THIS ISSUE. SO THANK YOU FOR BEING HERE. I APPLAUD YOUR WORK. I KNOW YOU'VE BEEN WORKING VERY HARD. PROSPER AND WEST, I KNOW YOU HAVE BEEN WORKING VERY HARD, BUT YOU'VE HAD MANY MORE YEARS TO DO THIS. SO WHEN I THINK WE LOOK AT STAFFING, ESPECIALLY OUT OF THIS COVID 19, THAT WE MAKE SURE THAT WE'RE TAKING CARE OF SAGE IS TAKING CARE OF PARTS OF DISTRICT 3 ALSO. AND SO I'M THANKFUL FOR THOSE PARTS. BUT THE MAJORITY OF DISTRICT 3, AND I KNOW DISTRICT 4 SITS IN THERE, TOO, WE'RE SITTING THERE TELLING THEM, AND THEY CALL OUR OFFICE, WE'RE SENDING THEM THAT WAY, WE'RE SENDING THEM TO THE COUNTY, WE'RE SENDING THEM TO UTSA. WE NEED TO DO SOMETHING A LITTLE MORE TO MAKE SURE THAT THIS IS EQUITABLE AND THAT WE'RE ADDRESSING THIS, TO MAKE SURE OUR SMALL BUSINESS OWNERS MOVE FORWARD. AND THE OTHER THING IS, I KNOW THAT YOU GUYS NEED TO TELL THE STORIES ALSO, NOT JUST OF YOUR BUSINESS OWNERS, BUT WHERE YOU'RE MEETING THAT CLIMATE. BECAUSE I KNOW SOME OF YOUR BUSINESSES ARE MEETING THE CLIMATE NEED. MEETING THE CULTURE NEEDS. AND HITTING THE SENIOR SERVICES. I KNOW THERE'S TONS OF BUSINESS OUT THERE THAT ARE DOING SENIOR SERVICES, AND THESE ARE THE STORIES I THINK WE NEED TO START TAKING INTO ACCOUNT OF THE BUSINESSES THAT ARE HELPING DO THAT. SO THANK YOU. THAT WAS MY ONLY QUESTION. THANK YOU.

PELAEZ: THANK YOU. COUNCILWOMAN?

ROCHA GARCIA: THANK YOU, CHAIR. AND THANK YOU, ANNA, FOR YOUR PRESENTATION. I JUST WANT TO TAKE THE OPPORTUNITY TO THANK JUDY. WE STARTED A SMALL BUSINESS COMMUNITY IN DISTRICT 4. AND WE HAVE HAD GREAT SUCCESS. WE HAD OUR FIRST IN PERSON MEETING, BECAUSE IT WAS LIKE ZOOM, AND BOTH IN PERSON AND ONLINE. BUT WE HAD OUR FIRST IN PERSON MEETING A COUPLE OF MONTHS AGO AND THE PEOPLE ARE SO EXCITED TO BE ABLE TO HELP ONE ANOTHER OUT. SO I THINK THAT THAT ABILITY TO SAY, HEY, LOOK, I'M FROM THE SAME PLACE [LAPSE IN AUDIO] WHICH I THINK IS WONDERFUL. SO I JUST WANTED TO TAKE THE OPPORTUNITY TO SAY THANK YOU, JUDY, BECAUSE YOU'VE BEEN A ONE PERSON SHOW FOR A WHILE AND YOU'VE BEEN IN ALL THE PLANNING SESSIONS. I WANTED TO PUBLICLY RECOGNIZE YOU FOR THAT. THANK YOU.

PELAEZ: THANK YOU. COUNCILWOMAN?

CASTILLO: AND I WOULD ALSO LIKE TO RECOGNIZE JUDY FOR ALL THE WORK SHE PUTS IN. I DIDN'T KNOW IT WAS JUST TWO FOLKS. SHE'S AT THE NEIGHBORHOOD MEETINGS AND WHEN NEIGHBORHOODS ARE EXPERIENCING PROBLEMS WITH BUSINESSES OR ECONOMIC DEVELOPMENT, SHE'S ALWAYS PRESENT ADVOCATING AND SERVING AS A GREAT RESOURCE TO THE COMMUNITY. WE NEED TO SUPPORT ORGANIZATIONS AND PEOPLE WHO WORK ALONGSIDE COMMUNITIES. MY QUESTION [INDISCERNIBLE] I THINK THE STOREFRONTS ARE IMPORTANT IN DISTRICT 5 IN PARTICULAR AND THE INNER WEST SIDE. MANY OF THE SMALL BUSINESS OWNERS I'M SPEAKING TO NEED ASSISTANCE SIMILAR TO THE HOMEOWNER REHAB PROGRAM. SO I THINK IT'S GREAT SEEING THE EXAMPLE SAGE PUT FORWARD. DO WE HAVE EXAMPLES OF, YOU KNOW, THE AMOUNT OF SMALL BUSINESSES THAT PROSPER WEST OR SAGE ARE ASSISTING WITH STOREFRONT GRANTS? IF NOT NOW, SOMETHING WE COULD DISCUSS LATER?

THAT'S SOMETHING WE CAN PULL FOR YOU.

CASTILLO: THANK YOU. IN ADDITION TO THAT, HAVE ANY OF THE ORGANIZATIONS MADE ARPA REQUESTS?

NOT AS OF YET, THEY HAVE NOT.

CASTILLO: THANK YOU. I HAVE NO FURTHER QUESTIONS.

PELAEZ: GREAT. COUNCILMAN COURAGE?

COURAGE: THANK YOU. I THINK ALL OF US AS COUNCILMEMBERS HAVE HEARD OF THE ORGANIZATIONS AND SEVERAL OF US, BECAUSE OF OUR WORK IN THOSE PARTS OF THE COMMUNITIES. IT WAS PARTICULARLY USEFUL FOR ME TO HEAR A LITTLE BIT MORE ABOUT THE ORGANIZATION. AND TO UNDERSTAND THE RELATIONSHIP WE TRY TO WORK WITH, WITHIN THE ECONOMIC DEVELOPMENT COMMUNITY. SOUTH SIDE FIRST LOOKS LIKE THEY HAVE A HUGE UNDERTAKING. WHEN YOU COMPARE GEOGRAPHY, AND I WOULD IMAGINE THE SIZE OF THE POPULATIONS, AND THE NUMBER OF BUSINESSES, JUDY, I DON'T KNOW HOW YOU DO IT. I WISH YOU GREAT SUCCESS IN FINDING MORE FUNDING SOURCES AND PEOPLE TO WORK WITH YOU, BECAUSE IT LOOKS LIKE YOU'VE GOT A BIG JOB ON YOUR HANDS. BUT THINGS ARE REALLY STARTING TO DEVELOP NOW. A LOT OF CREDIT IS DUE TO THE PAST COUNCILWOMAN, OUR CURRENT COUNCILWOMAN. AND I HOPE THAT ALL OF THESE ORGANIZATIONS WILL BE LOOKING AT WHAT THE CITY HAS AVAILABLE, AND ARPA FUNDS, EITHER NOW, OR IN THE FUTURE, TO HELP THEM SUPPORT THEIR MISSIONS. I THINK THAT'S SOMETHING THAT WE SHOULD BE LOOKING AT. BECAUSE I THINK THE COUNCIL RECOGNIZES THAT MORE ASSISTANCE TO SMALL BUSINESSES, OR ORGANIZATIONS COMMITTED TO HELPING SMALL BUSINESSES WOULD BE A USEFUL WAY OF APPLYING A LOT OF THAT ARPA FUNDING. SO ANYWAY, CONGRATULATIONS TO ALL THREE ORGANIZATIONS. GOOD LUCK.

PELAEZ: GREAT. THANK YOU. TO BE HONEST WITH YOU, I REALLY NEVER HEARD MUCH ABOUT THE WEST SIDE ORGANIZATION. AND I WOULD BE INTERESTED IN LEARNING ABOUT THEM MORE, AND FIGURING OUT WAYS THAT WE MIGHT BE ABLE TO INCLUDE THEM MORE IN THE CONVERSATION. AND I DON'T KNOW, MAYBE A PRESENTATION IN THE FUTURE TO THIS COMMITTEE ABOUT, YOU KNOW, WHAT THEY'VE BEEN DOING AND WHAT THEIR SUCCESSES ARE AND WHAT THEIR PLANS ARE. SO ALEX, MAYBE WE COULD VISIT ABOUT THAT A LITTLE LATER. FOLKS, THAT BRINGS US TO THE END OF ANOTHER GOOD MEETING. THANK YOU, ANNA. THAT'S IT. I'M SORRY. AND THANKS TO STAFF, THANKS TO ALL OF YOU FOR BEING HERE. I KNOW THAT YOU COULD HAVE BEEN ACTUALLY OUT THERE RUNNING YOUR

BUSINESS, BELINDA, INSTEAD, YOU TOOK THE TIME TO COME TALK TO US. MUCH APPRECIATED. THANKS TO SAGE, AND ALL THE OTHER PARTNERS. THANKS.