

**CITY OF SAN ANTONIO**  
**ECONOMIC DEVELOPMENT DEPARTMENT**  
**SMALL BUSINESS ECONOMIC DEVELOPMENT ADVOCACY (SBEDA) COMMITTEE**  
**October 15, 2021**  
**10:00 a.m.**

**Call to Order and Pledge of Allegiance:**

The meeting was called to order at 9:05 a.m. The Pledge of Allegiance was recited, roll call was taken, and a quorum was established. Economic Development staff present included, Ms. Ana Bradshaw, EDD Assistant Director, Mr. Michael Sindon, SBEDA Administrator, Ms. Samantha Diaz, SBO Coordinator, Ms. Olympia Cuellar, SBO Sr. Specialist, Ms. Margaret Toscano, SBO Manager, and Ms. Shuchi Nagpal, SBO Manager. Additional City Staff Present include, Mr. Norbert Dziuk, Finance Assistant Director, Ms. Angelica Mata, Finance Administrator, and Ms. Christina Ramirez, Assistant City Attorney.

**Roll Call:**

Siew Pang, District 1 Appointee	Absent	Angela Gonzales, District 6 Appointee	<b>Present</b>
Jade McCullough, District 2 Appointee	<b>Present</b>	Irene Chavez, District 7 Appointee, Vice Chair	<b>Present</b>
Joy McGhee District 3 Appointee	<b>Present</b>	Anwar Tahir, District 8 Appointee	<b>Present</b>
Juanita Sepulveda, District 4 Appointee, Chair	Absent	Steven Gonzales, District 9 Appointee	<b>Present</b>
Veronica Morales, District 5 Appointee	<b>Present</b>	Roy Schaufele, District 10 Appointee	<b>Present</b>
Diane Sanchez, Mayor Appointee	Absent	New appointee; pending City Clerk required documents.	

**PUBLIC COMMENT:** There were no citizens signed up to speak.

**A. Approval of Minutes**

**1. Discussion and action to approve the meeting minutes from the August 26, 2021, SBEDA Committee Meeting.** Mr. Schaufele moved to approved, seconded by Mr. Gonzales. The committee approved the meeting minutes as presented.

**B. Individual Items**

**2. Briefing on the status of the Bonding Assistance Program by Michael Sindon, SBEDA Administrator and Ana Bradshaw, Economic Development Assistant Director**

Ms. Bradshaw stated that funding for the program was recently approved in the City's FY 21 budget. The amount received was \$550,000, of which \$50,000 is for program administration and \$500,000 for a collateral pool of funds. The program is in very early stages, with the team working to analyze data to build a program that meets the needs of the community. Mr. Sindon provided an overview of bonding requirements to help the committee understand the process. Mr. Sindon touched on what a surety bond is and why they are required. Obtaining a

bond is not a guarantee for vendors, as there are a variety of factors that include financial strength, bank relationship, established line of credit, history of paying subs on time, necessary equipment, experience matching project requirements, good character, submission of various documents, etc. These factors, in addition to data indicators from past disparity studies, resulted in the 2010 SBEDA Ordinance amendments including language to establish a bonding assistance program. The current bonding assistance program was established in 2011 alongside the Mentor Protégé Program, in which Alamo Colleges serves as the Program Administrator for both programs. The program's mission is to increase the pool of vendors responding to City solicitations and the eligibility criteria for vendors to join the program mirrors the SBEDA Program. The program requires vendors complete the small business bootcamp, which includes eight classes and three hours of counseling.

*(Blue are core classes that can not be skipped, yellow classes are electives)*

Small Business Bootcamp – 8 Classes & 3 Hours of Counseling		
Business Plan	Business Plan Financials	Credit Repair
Bonding/Risk Management	QuickBooks I, II, III	
Access to Capital	Sustainable Business Practices	Human Resources
Getting Started in Government Contracting	Safety	Legal
Project Management	Are You Ready to be a Prime	Construction Cost Estimating/Proposal
Technical Proposal Writing		

Mr. Sindon reviewed the need for program refresh, which includes the need to establish a collateral pool to offset S/M/WBE bonding assistance requirements when bidding on City contracts, reevaluate the S/M/WBE educational component and wrap around services, and issue an Request for Proposal (RFP) for program administration to evaluate innovative solutions. Early-stage research includes review of contract bid data for construction projects between FY 17-21, review and cross reference certified construction contractors bidding on City work, and survey certified non-bidders in the construction industry. Working with surety companies will be another research component as well as gathering information on what other municipalities do to rectify bonding issues in their community. Mr. Sindon reviewed the projected timeline:

- Q1. October – December:** Complete data research and surveying. Present plan to EWDC for revised program.
- Q2. January – March:** Issue RFP for program administrator.
- Q3. April – June:** Conclude RFP and select program administrator. Begin pilot program implementation.
- Q4. July – September:** Evaluate pilot program implementation. Identify potential improvements and additional funds, if necessary.

Mr. Schaufele commended the program and its value to the community. He recommended staff look into the CDT program with the Construction Specification Institute and consider embedding it into the City's program for educational purposes as it would be helpful for division 1 general requirements. Ms. Chavez asked about the budget enhancement and the \$500K collateral, she asked if there is a priority list of eligibility that's been established to prioritize SBEDA businesses. Ms. Bradshaw stated that while SBEDA businesses will be prioritized, specifications have not yet been built. Ms. Bradshaw added that the \$500k is being seen as the initial investment from the City, but we are also looking to leverage private investment from banks using their reinvestment act dollars seeing that the City is putting in a commitment and hopefully they will join in. Preliminary discussions with banks have been happening, as well as with other entities such as Bexar County to help increase the capacity.

Mr. Schauffele questioned if staff has reached out to the American Institute of Architects for their input as they are the controlling organization for the division one general requirements. Mr. Sindon replied that we will, as they are one of the primary stakeholders we communicate with.

### **3. Briefing on the status of the Mentor Protégé Program by Mario Hernandez, Occupation Program Coordinator, Alamo Colleges District**

Mr. Hernandez reviewed the program background, goals, eligibility, and the phases included in the program along with graduate results and testimonials. The program was developed in 2011 per the amended 2010 Small Business Economic Development Advocacy Ordinance. The program is split into two phases:

- The first phase requires proteges to enroll in the City of San Antonio's Small Business Boot Camp.
- The second phase matches proteges with mentors for a two year period to learn best business practices.

Goals of the programs are to build the capacity of S/M/WBEs seeking or awarded City contracts through educational courses, individualized counseling, and 1:1 business partnerships. Only SBEDA eligible firms may participate in this program as a protégé. Mr. Hernandez reviewed the boot camp courses included in the program.

The Mentor Protégé Program matches proteges with mentors to share guidance and advice through a mutually developed action plan that covers business areas such as:

- Accounting Procedures/Financial Management
- Operations Management
- Planning
- Project Management
- Administrative & Organizational Procedures

Ms. McCullough asked what steps a mentor would need to do to be a part of the program. Mr. Hernandez stated they go out to the community as much as possible to gain community interest in the program and recruit mentors and proteges. Mr. Sindon stated that the Small Business Office also helps with this recruitment initiative, as the SBEDA Program has a Mentor Protégé Affirmative Procurement Initiative that, when applied on City solicitations, requires the awardee to participate in the program as a mentor. Ms. Chavez asked if it is still a practice to include evaluation points on City solicitations for vendors who commit to participate as a mentor. Mr. Sindon stated that while points were once allowed, the City did away with that practice and has not made the commitment a requirement to become a mentor. Ms. Gonzales asked how many participants are in the program on a yearly basis. Mr. Hernandez stated there can be between 16-25 participants and mentor protégé relationships can be between 9-12. Ms. Gonzales asked how many finish the program. Mr. Hernandez did not have that statistical data but stated there are firms who have exited the program due to unforeseen personal issues. Ms. Gonzales asked how success is measured? Mr. Hernandez stated that surveys are sent out after phase 2 with satisfaction information, as well as other pertinent questions such as revenue and job growth. Ms. Gonzalez asked what "other services" are included in the program. Mr. Sindon stated that the other services industry includes services such as HVAC, landscaping, plumbing, and other miscellaneous non-licensed services.

Mr. Tahir asked if this program is only geared towards small, minority businesses and how is it geared towards them if they already have a business. Mr. Hernandez stated that the business must be certified through SCTRCA and must already be in business and looking to next steps to grow their company. Ms. Morales talked about her experience as both a protégé and a mentor and the benefits of the program from

a firsthand experience. She stated that through the program everyone can continuously learn and support the program, encouraging all to participate. Mr. Tahir would like continued information to his alliances in the future, as there are many people unfamiliar with the program and its benefits. Mr. Sindon added that outside of the SBEDA program and the Mentor Protégé Program, Launch SA is another City program that serves as a connector for those interested in a resources offered to small business owners and prospective entrepreneurs.

Ms. McGee asked if there are long term surveys from those participants in the program and where they are now. Mr. Hernandez stated that is not something they measure now but noted it as a potential program idea for improvements. Mr. Gonzales stated that the is also interested in learning more about those who have completed the program and where they are now. The group agreed that incorporating that data would be very beneficial to attract people and business to the program. Ms. Chavez encouraged the committee to be advocates to this program as well. Ms. Chavez asked Mr. Hernandez to double-check the program graduate results for 2018.

### **C. Chair and Staff Updates**

#### **4. SBEDA Committee Chair and EDD staff updates and upcoming events.**

##### **Upcoming events:**

**COVID Business Resource Hour: Holiday Branding Best Practices**, Thursday, October 21st, @ 3:00 p.m. Holidays are fast upon us, is your business ready? What promos do you have in the works? What about “Thank you” gifts? Join Dr. Robinson as she discusses Best Practices for Holiday revenue success! <https://www.liftfund.com/event/covid-business-resource-hour-3/>

**Intellectual Property within a Business Strategy** Wednesday, October 20th @ 10:00 a.m. Description: Would you like to learn how to use your intellectual property (IP) within a business strategy? Learn how to leverage your IP for the success of your small business! Features a discussion on IP strategies and why businesses should consider them in their entrepreneurial journey. [https://utrgv.zoom.us/webinar/register/4916316328154/WN\\_zD25ahpRQQeQ7Gx4RdIo6A](https://utrgv.zoom.us/webinar/register/4916316328154/WN_zD25ahpRQQeQ7Gx4RdIo6A)

**COVID Business Resource Hour: Grants for 2022** Thursday, October 28, 2021. Where does the money reside? That is the big question for a lot of business owners! Get informed on opportunities that are available to small business owners. Learn about some great websites that have grant alerts listed regularly and where to go for tips and tools to apply for these grants! <https://www.liftfund.com/event/covid-business-resource-hour-4/>

##### **EDD staff updates:**

**Disparity Study Update:** Staff continues to pull data from 1/1/2014 to 12/31/2020 for the consultant to evaluate. In addition, the consultant is drafting the website for public information and feedback.

**CVR Reverification:** Outreach for vendors to reverify their CVR profile has begun. Vendors will receive multiple emails, letters, and text message notifications to reverify or be subject to a potential profile block. Process is expected to conclude on Friday, November 19, 2021.

**December 2021 SBEDA Committee Meeting:** Targeting December 17, 2021, for the next SBEDA Committee Meeting. Per the Fiscal Year Meeting Plan, agenda items include 1). FY 21 SBEDA Annual Report Figures; 2). CVR Reverification Overview; 3). Chair and Vice Chair Elections; and 4). General Disparity Study Update.

**DAP Subcommittee Meeting:** Meeting date is TBD due to new member appointments. Subcommittee shall meet before end of calendar year. Topics for the meeting will include: 1). Identify FY 22 Plan Priorities; 2). FY 22 Annual Procurement Guide Overview; and 3). General Plan Update.

**SBEDA Committee Member Appointments:** Welcome to Diane Sanchez, appointment for the mayor, and farewell to Melanie Tawil. In addition, farewell to Irene Chavez. EDD staff continues to gather City Council renewal or new member appointments.

#### **D. Adjournment**

The SBEDA Chair entertained a motion to adjourn. Mr. Schaufele moved to adjourn, seconded by Ms. Morales. Motion carried by entire committee. The meeting was adjourned at 11:02 a.m.