COVID-19 Economic Transition Team (ETT) Report

San Antonio City Council &
Bexar County Commissioners Joint Meeting
May 5, 2020

Kevin Voelkel, Co-Chair
President, Toyota Motor Manufacturing Texas, Inc.

Julissa Carielo, Co-Chair
President, Tejas Premier Building Contractor, Inc.
AGENDA

► ETT Roster / Liaison Roster

► Objectives

► Timeline

► Commitment to Social Equity

► Deliverables
  - Greater SA Playbook
  - Marketing & PR Plan
  - Small Business Resources
# TEAM MEMBER / LIAISON ROSTER

**Kevin Voelkel, Co-Chair**  
*President, Toyota Motor Manufacturing Texas, Inc*

**Julissa Carielo, Co-Chair**  
*President, Tejas Premier Building Contractor, Inc.*

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<td>Supply Chain, Logistics</td>
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<td>Bobby Perez</td>
<td>Spurs Sports &amp; Entertainment</td>
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<td>Buddy Morris</td>
<td>Spire Risk Management</td>
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<td>David Smith</td>
<td>Bexar County Manger</td>
<td>Public Sector, County</td>
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<td>Erik Walsh</td>
<td>San Antonio City Manager</td>
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<td>Jenna Saucedo-Herrera</td>
<td>SA Economic Development Foundation</td>
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<td>Jennifer Delgado</td>
<td>Stability Staffing &amp; Consulting</td>
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<td>Jody Bailey-Newman</td>
<td>The Friendly Spot Ice House</td>
<td>Bars, Entrepreneurs</td>
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<td>Antioch Missionary Baptist Church</td>
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<td>Leonard Aguilar</td>
<td>Southwest Pipe Trades Association</td>
<td>Trades Advocacy</td>
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<td>Lisa Tatum</td>
<td>LM Tatum, PLLC</td>
<td>Legal</td>
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<td>Magaly Chocano</td>
<td>Sweb Development</td>
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<td>Melanie Tawil</td>
<td>SwipeTrack</td>
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<td>Dr. Pedro Martinez</td>
<td>SA Independent School District</td>
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<td>Pete Cortez</td>
<td>La Familia Cortez</td>
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<td>Suzy Hart</td>
<td>Marriott</td>
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<td>Tuesdae Knight</td>
<td>SA for Growth on the Eastside</td>
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<td>Wayne Terry</td>
<td>Terranalia Consulting</td>
<td>Strategic Planning</td>
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**Councilwoman Rebecca Viagran, City of San Antonio Liaison**  
*City Council District 3*

**Commissioner Sergio “Chico” Rodriguez, Bexar County Liaison**  
*County Precinct 1*
OBJECTIVES

► Collaborate with HTT to prioritize public health as we develop guidance to protect employees, consumers, and visitors.

► Apply a social equity lens to all guidance and recommendations.

► Consider and include the diverse industry set and their unique needs.

► Supplement the Governor’s guidance by evaluating best practices and levels of risk by industry.

► Maintain flexibility and ability to pivot as environment changes.
TIMELINE

- **4/21**: ETT Announced
- **4/24**: Process Commences
- **4/29**: HTT Calibration
- **5/1**: Draft 1 to Leaders
- **5/5**: Presentation to Council & Court

- **4/23**: Co-Chairs Assembled
- **4/27**: Governor’s Report
- **4/28**: HTT Presentation to Council & Court
The HTT and ETT are committed to bringing forth challenges faced by our marginalized populations and recommending short- and long-term solutions.

The HTT and ETT believe that the health of residents will also be improved by providing increased support for small minority and women-owned businesses, who are the heart of much of our economy.

Our recommendations for solutions included looking at small business resources: immediate needs and long-term planning.

No person should have to choose between physical safety and economic health.
DELIVERABLES

☒ Develop a local playbook: additional guidance and safe reopening recommendations over and beyond the minimum standards outlined in Governor Abbott’s “Open Texas” plan, including checklists for companies in key industries in San Antonio and Bexar County.

☒ Create a marketing & PR plan: recommendations for a community-wide marketing and communication campaign to ensure consumer and visitor confidence.

☒ Identify & facilitate access to business resources: in response to small business need, we will develop a set of guidelines to help businesses ensure the safety of their employees and customers, in response to COVID-19.
GREATER SA PLAYBOOK FOR LOCAL BUSINESSES

- Checklist for Construction Companies
- State of Texas Minimum Standard Health Protocols
- Additional Local Resources & Recommendations
GREATER SA PLAYBOOK FOR LOCAL BUSINESSES

► Greater SA Playbook guidance intends to expand on the minimum standards outlined in Governor Abbott’s “Open Texas” report and localize for businesses in the San Antonio region.

► It includes a checklist for companies within key industries in San Antonio and Bexar County to open safely according to the state’s mandates and also local health and business expert recommendations.
LOCAL PLAYBOOK, ADDED INDUSTRY FOCUS

- Retail
- Restaurants
- Movie Theaters
- Museums & Libraries
- Churches / Places of Worship
- Office*

- Gyms
- Salons & Spas
- Sports / Concerts Mass Gatherings
- Schools & Childcare
- Retail
- Restaurants
- Movie Theaters
- Museums & Libraries
- Churches / Places of Worship

- Manufacturing
- Construction
- Hotels
- Gyms
- Salons & Spas
- Sports / Concerts Mass Gatherings
- Schools & Childcare

- Retail
- Restaurants
- Movie Theaters
- Museums & Libraries
- Churches / Places of Worship
- Office

*Office is included in State and ETT playbook, only
MARKETING & PUBLIC RELATIONS

GREATER SAN ANTONIO

Greater. SAfer. Together.

TAKE THE PLEDGE
MARKETING & PR APPROACH

Greater. SAfer. Together:

► Guiding Principles:
  - Streamline communications
  - Instill consumer confidence
  - Buy local, support local

► Concept:
  - The Greater San Antonio Region is resilient.
  - Our inclusive culture and diverse economy sustain us and make us stronger through the hardest times.
  - Together, we will stay SAfe. Together, we will be greater than ever.

► Campaign:
  - Multi-channel campaign to provide businesses with messaging, social media tools, & signage to show they’ve pledged to keep our region SAfe.
  - Visit San Antonio will house our new webpage greatersafersa.com.

As Greater San Antonio Business Owners, we PLEDGE to:

1) Use face covering
2) Practice physical distancing
3) Conduct temperature checks
4) Provide hand sanitizer
5) Follow CDC cleaning protocols
6) Implement contactless payment when possible
7) General COVID-19 awareness training for employees

Take the PLEDGE:
www.GreaterSafersA.com
Greater. SAfer. Together. Pledge

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<<REPEAT>>
SMALL BUSINESS RESOURCES
SMALL BUSINESS RESOURCES

Recommendations:

► **Short-term Support:** Recommendations for best practices that business can use to plan their reopening strategies.
  - Access for financial relief, loans and guidance
  - Develop Buy Local support programs
  - Safety training for preventing COVID-19 spread (English and Spanish)
  - Financial literacy in English and Spanish
  - Access to healthcare, COVID-19 Testing and Safety Equipment & Supplies

► **Sustained Action:** The ETT also recommends that SAEDF work with City and County leaders to develop a sustained, centralized body or “task force” specific to addressing small local business needs for future disaster and pandemic preparedness and equity concerns by improving small business growth.
Recommendation:

► City & County collaborate and develop access for small businesses owners who lack buying power to access globally scarce supplies that are critical for businesses to reopen and operate in compliance with the relevant Governor’s Executive Orders and related local directives.

Who:

► City & County identify short-term reliable sources for business with less than 25 employees.

How:

► Streamline process for distribution and source for procurement channels until normal business supply chains stabilize.

What:

► Compliance Critical Items: No-touch thermometers; face covering; hand sanitizer.

Success of restart will depend on employee health and consumer confidence.
THANK YOU

► The Economic Transition Team, liaisons, and advisors

► Judge Wolff, Mayor Nirenberg, San Antonio City Council, & Bexar County Commissioners Court

► ETT respective support teams

► The Health Transition Team
QUESTIONS?