



# 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.*

NAME	ORGANIZATION	SECTOR
<b>Bede Ramcharan</b>	Indatech	Supply Chain, Logistics
<b>Bobby Perez</b>	Spurs Sports & Entertainment	Sports, Events, Mass Gatherings
<b>Buddy Morris</b>	Spire Risk Management	Insurance, Benefits
<b>David Smith</b>	Bexar County Manger	Public Sector, County
<b>Erik Walsh</b>	San Antonio City Manager	Public Sector, City
<b>Jenna Saucedo-Herrera</b>	SA Economic Development Foundation	Economic Development
<b>Jennifer Delgado</b>	Stability Staffing & Consulting	Professional Services
<b>Jody Bailey-Newman</b>	The Friendly Spot Ice House	Bars, Entrepreneurs
<b>Dr. Kenneth Kemp</b>	Antioch Missionary Baptist Church	Churches, Medical
<b>Leonard Aguilar</b>	Southwest Pipe Trades Association	Trades Advocacy
<b>Lisa Tatum</b>	LM Tatum, PLLC	Legal
<b>Magaly Chocano</b>	Sweb Development	Digital Advertising
<b>Melanie Tawil</b>	SwipeTrack	Technology, eCommerce
<b>Dr. Pedro Martinez</b>	SA Independent School District	Education
<b>Pete Cortez</b>	La Familia Cortez	Restaurants
<b>Suzy Hart</b>	Marriott	Hotels, Hospitality
<b>Tuesdae Knight</b>	SA for Growth on the Eastside	Economic Development
<b>Wayne Terry</b>	Terranalia Consulting	Strategic Planning

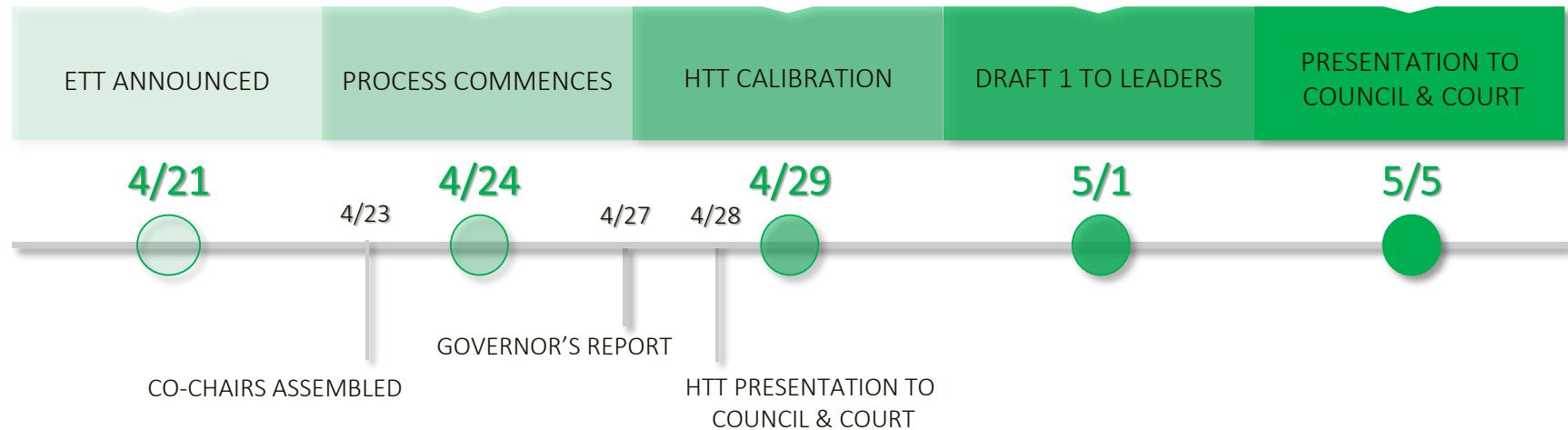
**Councilwoman Rebecca Viagran, City of San Antonio Liaison**  
*City Council District 3*

**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



# COMMITMENT TO SOCIAL EQUITY

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

- ▶ 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.

# 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.

## ✓ CHECKLIST FOR MASS GATHERINGS

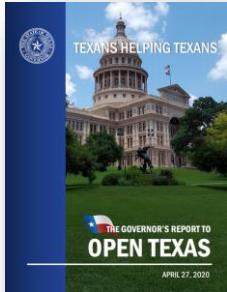
### ADDITIONAL LOCAL RESOURCES & RECOMMENDATIONS

- Wash or disinfect hands upon entering a business and after any interaction with employees, other customers, or items in the business.
- Clean high-contact surfaces more than twice daily.
- Consistent with the actions taken by many individuals across the state, wear cloth face coverings (over the nose and mouth) when entering a business, or when within 6 feet of another person who is not a member of the individual's household. If available, individuals should consider wearing non-medical grade face masks.

### Health protocols for serving your customers:

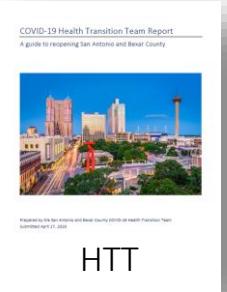
- Create an emergency plan for mass gatherings and large community events to help protect you and the health of your event, participants and the local community.
- There are a number of factors to consider when determining the need to postpone or cancel a large gathering. These include:
  - The overall number of attendees, which includes venues equal to the size of movie theaters and is used for gatherings and events, in addition to larger gatherings (for example, more than 50 people) offer more opportunities for person-to-person contact and therefore pose greater risk of COVID-19 transmission.

# LOCAL PLAYBOOK, ADDED INDUSTRY FOCUS



6 industries total

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



HTT

9 industries total

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



ETT

13 industries total

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

# MARKETING & PUBLIC RELATIONS



# 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 [greater safersa.com](http://greater safersa.com).



# Greater. SAfer. Together. Pledge

As Greater San Antonio business owners,  
we **PLEDGE** to:

- 1) Use face coverings
- 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

**<<REPEAT>>**



**GREATER. SAFER. TOGETHER.**

The Greater San Antonio Region is resilient. Our open arms 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.

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

**REPEAT**

The Greater. SAfer. Together. pledge (in accordance with Centers for Disease Control and Prevention (CDC) guidance) aims to protect the health and safety of employees and customers and instill community confidence.

**TAKE THE PLEDGE**

**BUSINESS NAME \***

**BUSINESS TYPE: \***

Please Select Your Business Type

**CONTACT NAME \***

First  Last

# SMALL BUSINESS RESOURCES



U.S. Small Business  
Administration



# 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.

# RESOURCE ACCESS / RECOMMENDATIONS

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

## 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.

# 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?