



### San Diego Promise Zone

### Economic Activity Working Group

Wednesday, February 10, 2021 | 2:30- 4:00 PM

Working Group Goal: Increase and improve access to capital, promote e-commerce systems, market neighborhoods, and improve infrastructure

#### In Attendance

Access Community Center, Access Inc., Accion, Asian Business Alliance, City of San Diego Economic Development Department, International Rescue Committee, Jacobs Center for Neighborhood Innovation, Logan Heights Community Development Corporation, mohuman, San Diego Small Business Development Center, Sew Loka, Simón Limón, Southeastern San Diego Planning Group, San Diego Partnership for Environmental Progress, and Urban League of San Diego County

#### Meeting Minutes

#### Welcomes, Agenda Review, and Introductions

Attendees introduced themselves, then the Economic Activity Working Group Co-Chairs reviewed the meeting agenda.

#### Voices of the Community

*Claudia Rodriguez, Sew Loka & Alexandra Perez Demma, Simón Limón*

- **Voices of the Community** is now a standing agenda item for meetings. This month, business owners from Barrio Logan joined to discuss their collaboration to create Walk the Block/Clean the Block and to give feedback to the City and Promise Zone Partners about small businesses assistance.
- **Walk the Block** (Saturdays 12:00- 6:00 PM) is a weekly grassroots event hosted by the small businesses in Barrio Logan.
  - First planned as a way to show business owners how to apply for outdoor permitting and has now expanded to include a strong arts presence.
  - **Clean the Block:** Contributes to community clean-ups, maintaining landscaping, and removing graffiti.
- **Issues raised by small business owners:**
  - **Before the pandemic:** Not many conversations between the City government and small business owners about how to bring in more revenue to the community.
  - **No local business association:** Planning groups have conversations about logistics, codes, and regulations, but they do not address how to organize and drive revenue into the community.
  - **Digital literacy:** City email outreach, online permitting processes, and transitioning to e-commerce.

- **City and Partner resources are not streamlined:** Business owners recognize many resources likely exist, but don't know where to find them and what are best for their needs.
- **City resource language:** Emails and permitting procedures included inaccessible regulatory lingo.
- **Recommendations from small business owners:**
  - **Webinars:** Step-by-step tutorials that can be re-watched.
  - **Community point of contact:** A local neighbor who can personally assist business owners.
  - **Include in planning:** Make small businesses aware of upcoming city initiatives and policies so they can provide feedback and have time to prepare for changes.
- **Partner response:** Partners committed to increasing civic engagement, improving communication, prioritizing cultural competency in outreach, and building community-driven networks for small business assistance.

## Brainstorming How to Build an Ecosystem

### *Partner Discussion*

- **Rationale:**
  - Need of ecosystem affirmed during the "Voices of the Community" agenda item.
  - Ecosystem model prioritizes outreach, community resilience, consistency, and sustainability (lasting beyond the Promise Zone designation, which ends in five years).
  - Attractive to prospective funders and would contribute to successful deployment of capital.
- **Possible projects proposed by Partners to support ecosystem development include:**
  - **Promotoras:** Trained, trusted, and financially compensated community leaders that serve as a bridge between community and service providers.
    - Model originated in healthcare.
    - Incorporate into business and residential leadership academies
  - **Online Platforms:** Designed for *Promotora* and/or Partner use.
    - Chase Collaborative beta mode:  
<https://sites.google.com/view/southeastsdbusinesscollab/>
  - **Hybrid Outreach:** In-person introductions to online resources.

### Funding Discussion

- **Next Steps:** Look for funding opportunities that would contribute to ecosystem development, *Promotora* model, and digital resource delivery.
- **Grant Alignment:** Partners expressed interest in a Promise Zone facilitated grant alignment process to develop a project proposal once possible funding opportunity have been identified.

### Next Meeting

Wednesday, March 10, 2021 | 2:30- 4:00 PM

Via Zoom (Meeting ID: 685 092 0045, Passcode 075612)