



San Diego Promise Zone Economic Activity Working Group

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

Via Zoom

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

In Attendance

Accion, City Heights Community Development Corporation, Central San Diego Black Chamber of Commerce, City of San Diego Economic Development, Jacobs Center for Neighborhood Innovation, Logan Heights Community Development Corporation, San Diego Futures Foundation, Small Business Development Center of San Diego and Imperial Valley, and Southeastern San Diego Planning Group

Meeting Minutes

Welcome, Agenda Review, and Partner Highlights

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

Voices of the Community

City Heights CDC: *Miriam Rodriguez (Promotora Coordinator) & Sonia Jimenez (Economic Development Assistant)*

- City Heights CDC** highlighted their Promotora program and provided valuable insights that can contribute to the working group's plan to use the Promotora model for small business navigator outreach model
- City Heights CDC Promotora Program**
 - Participants:** 12 coordinators, 30 volunteers, and 6 youth participants
 - COVID-19:** To provide the most consistent and updated information, City Heights CDC routinely meets and collaborates with San Diego County, the San Diego Latino Health Coalition, and the State of California.
 - Types of outreach:**
 - Presentations in English and Spanish to community organizers
 - Tabling at farmers markets, food distributions, and schools
 - Providing PPE and workplace safety resources to small business owners
 - Communicating the safety of the COVID-19 vaccine and addressing misinformation within community.
 - Focus groups with families

- **Recommendations:**
 - **Work alongside community organizers and grassroots organizations**
 - Engage people with personal histories of volunteerism
 - Find overlap with other civic engagement programs (ex: RLA Academies)
 - **Respect**
 - Listen and ask “how can I help?”
 - Be respectful of time and attention constraints
 - Many relationships have been built over 15 to 20 years
 - Set community norms
 - **Recognition**
 - Certificate for completing course
 - Recognized community leadership makes a difference in immigration and citizenship processes
 - **Digital literacy skills for using Zoom**
 - [San Diego Futures Foundation offers free digital literacy classes](#)

Building on the Promotora Model

- The working group is exploring how to leverage a culturally- competent and community-driven promotora model for small business outreach and assistance to help small businesses access capital and build sustainable revenue streams.
- **Partners suggest that the business navigator model:**
 - Support professional development by providing mentorship, educational opportunities, and digital literacy training
 - Offer childcare and student scholarships as incentives
 - Funnel resources through online databases and/or directories
 - Account for different types of small businesses
 - Brick-and-mortar
 - Home-based
 - Street/ sidewalk
 - E-commerce
- **Next steps:**
 - Build separate but connected infrastructures to support:
 - Partner organizations providing resources
 - Promotoras providing assistance

Funding Discussion

- **Next Steps:** Look for funding opportunities that would contribute to ecosystem development, *Promotora* model, and digital resource delivery.
 - Example: [Bank of America](#)
- **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, April 14, 2021 | 2:30- 4:00 PM

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