



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

### Economic Activity Meeting Minutes

Wednesday, July 13<sup>th</sup>, 2022 | 2:30 – 4:00 PM

Via Zoom (Meeting ID: 160 198 7510)

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

### In Attendance

Access Inc., Accessity (Formerly Accion), Asian Business Association, California Coast Credit Union, City of San Diego, CD9, City of San Diego, Economic Development, GRID Alternatives, Governor's Office of Business and Economic Development (GOBiz), International Rescue Committee, Local Initiative Support Corporation (LISC), Logan Heights Community Development Corporation, mohuman, Office of Juan Vargas, 51st Congressional District, Office of Mayor Todd Gloria, San Diego for Every Child

### Meeting Notes

#### Welcome, Agenda Review, and Partner Updates

- The City of San Diego is inviting all local organizations in the San Diego metro area (nonprofits, government agencies, businesses, and other public or private sector organizations) to participate in a survey by Digitunity to identify the organizations that are working to advance digital equity, visualize their relationships with each other and map what we call the City's "device ecosystem."  
The [Digitunity Survey Mapping Device](#) will close on July 31<sup>st</sup>.

#### Partner Updates

- The Economic Development Department (EDD) is hosting a Business Walk on July 28th from 2:00 PM – 4:00 PM along the Imperial Avenue corridor (from 61st to 69th, in recognition of the newly established Black Arts and Culture District).  
At the same time, EDD is also hosting a Business Resource Expo at the Diamond Cowork Space to connect with home based and mobile business owners. This event will feature information on City programs, and opportunities to connect with community partners that provide additional resources to small businesses. The Business Resource Expo will be open to all home based and mobile business owners and any storefront operators in the area that we may not have the opportunity to visit on the walk.
- Congressman Vargas cosigned a letter urging The White House to continue Promise Zone designations for another 10 years and provide more technical assistance.

Click the following links to stay connected to the San Diego Promise Zone

[Newsletter](#) | [Website](#) | [New Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14<sup>th</sup> Floor, San Diego, CA 92101

- [City of Escondido Nonprofit Relief Fund](#) is looking for applicants. The application period closes on August 11<sup>th</sup>.
- Accessity is partnering with Saffron & Sage to present a [free webinar](#) on Navigating Mental Health and Entrepreneurship on Thursday, July 21<sup>st</sup> from 11:00 AM – 12:00 PM (PST).
- Accessity is seeking a [Chief Business Development Officer](#) who will work alongside the executive leadership team.
- Top credit reporting agencies announce the [removal of most medical debt from consumer credit reports](#), starting July 1<sup>st</sup>.
- All Temporary Outdoor Business Operation (TOBO) permits expire on July 13<sup>th</sup>. Business owners must meet all applicable requirements under [Spaces as Places](#) for outdoor business operations past this date.
- San Diego for Every Child is hiring for two positions, [Program Manager in Childcare Welfare Services](#) and [Enrollment Specialist](#), for their Guaranteed Income program.
- Access Inc. promotes the [Verizon Small Business Digital Ready](#) platform.
- Access Inc. is launching a [Website Workshop](#) on July 28<sup>th</sup> to work with small business owners on how to build brands and websites that empower the vibrant business' in San Diego.
- California Coast Credit Union partnered with the City of San Diego on issuing microgrants to nonprofits that are supporting the Promise Zone.
- California Coast Credit Union is actively recruiting for a Community Outreach Manager who will play a key role in leading the development of effective outreach and engagement strategies for the credit union in local underserved communities, with a special emphasis on the San Diego Promise Zone. [The full job description can be found here.](#)
- Linda Vista Farmer's Market is held every Thursday from 1:00 PM – 6:00 PM at 6939 Linda Vista Rd, San Diego, CA 92111.
- [Community Projects, Programs, and Services \(CPPS\) funding](#) has open applications from July 1<sup>st</sup> to July 31<sup>st</sup>.

### Voices of the Community

Eddie Price, GRID Alternatives

- Price spoke on the job opportunities for small businesses and entrepreneurs. He is hoping to promote the energy industry/climate interests.
- GRID Alternatives is launching the Energy Equity Campus in Southeast San Diego.
- Price talked about how the location and placement of the Energy Equity Campus was determined, and he said that it will be built on land that has been sitting there for 30 years. His vision is to bring energy and equity in one place inside of a community of concern.
- The Energy Equity Campus just received \$3 million from the state government to support infrastructure costs.
- The campus will most likely house energy businesses (solar panel manufacturers, lighting, etc.) but welcomes other vendors as well.
- The campus will employ about 150 people and hopefully vendors will come from the Promise Zone community.

- A partner asked how can they bring back investment to their communities through clean energy?
- GRID Alternatives provides battery storage, workforce training, and EV specifically in communities of concern.
- GRID Alternatives has a 96% success rate of placing people into roles in energy after training them. Additionally, they have helped with solar installations in multi-family residences.

### Sidewalk Vendor Ordinance Overview

Natasha Salgado, Logan Heights Community Development Corporation

- In 2019, the Mayor introduced an ordinance to regulate sidewalk vending. In April of 2022, City Council approved a new ordinance requiring that all sidewalk vending have specific permitting and routes. The ordinance restricts where, how, and when vending can occur.
- The origins of the ordinance come from an increase in vending in high-traffic areas such as beaches. It places restrictions in specific areas as well, such as within 25 feet of any decorative park fountain, statue, monument, memorial, or art installation.  
[Find the guide to sidewalk vending here.](#)
- The Sidewalk Vendor Ordinance legitimizes sidewalk vendors as small businesses and addresses the criminalization of sidewalk vending by issuing warnings first instead of citations.
- There will be a one-year learning period in which vendors will receive a written administrative warning and referred to a community-based organization for small business technical assistance as opposed to receiving a citation.
- It is strongly recommended to call code enforcement for any issues with sidewalk vendors instead of filing a police complaint.
- The Coastal Commission determines enforcement practices along the coast. Currently, implementation in beach communities is stalled.
- Logan Heights Community Development Corporation (CDC) have been contracted and working with the City of San Diego to connect with sidewalk vendors on education, outreach, and technical assistance.
- Logan Heights CDC have been handing out education materials to vendors, hosting workshops as a form of outreach, and providing technical assistance by setting up appointments to meet with vendors.
- The technical assistance towards sidewalk vendors is not just about getting folks compliant but about helping businesses get started.
- The goal has been to humanize sidewalk vending in the City of San Diego's formal economy.
- Logan Heights CDC argued for a one-year revisiting period to make sure that this ordinance is visited annually and that changes are made accordingly.
- Logan Heights CDC hopes to get vendors' vocalization on this process and advocate for coalition building in the sidewalk community.

### Steering Committee Strategic Planning Update

PZ Staff

- In June, the Steering Committee hosted a Strategic Planning Retreat to discuss how to institutionalize the collaboration between organizations that makes Economic Activity successful.
- The Steering Committee also outlined some of the goals of the retreat.
  - Build and replenish positive relationships within the Promise Zone.
  - Foster a productive mindset.
  - Take ownership of our initiative.
  - Develop a clear pathway towards sustainability within the Promise Zone.
- The Steering Committee looked at the Strategic Plan from a policy perspective by asking what is needed to prioritize and institutionalize the work that we are doing in this working group.
- The Steering Committee also discussed Community Engagement and thought to come up with more strategies to engage members of the community who are not currently at the table within the Promise Zone.

### Project Spaces

Natasha Salgado, Logan Heights Community Development Corporation

- Below are three action-based project spaces where partners are invited to take part in specific projects that get capital flowing into Promise Zone businesses.
  - Establish a California Coast Credit Union Branch in the Promise Zone.
  - Increase broadband access throughout the Promise Zone specifically for small businesses to help bridge the digital divide.
  - Propose priority access to empty spaces and lots for residents or businesses within the Promise Zone. This could be done by creating a fund that helps people pay rent for those spaces.

### Wrap Up and Adjourn

- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>

### **Next Meeting**

Wednesday, August 10<sup>th</sup>, 2022 | 2:30 – 4:00 PM

Via Zoom (Meeting ID: 160 198 7510)