



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

### Economic Activity Meeting Minutes

Wednesday, September 14<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

Accessity (Formerly Accion), Access Inc., California Coast Credit Union, City of San Diego--Council District 9, City of San Diego--Economic Development Department, County of San Diego--Health & Human Services, Diamond Business Association, Governor's Office of Business and Economic Development (GOBiz), Local Initiative Support Corporation, Logan Heights Community Development Corporation, Office of Juan Vargas -- 51st Congressional District, RISE San Diego, San Diego Continuing Education, San Diego for Every Child, San Diego Housing Commission, San Diego Regional Economic Development Corporation

### Meeting Notes

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

- The Live Well San Diego Central Region Community Leadership Team Economic and Education Development Workgroup Meeting will take place on Monday September 19 from 1:30 PM – 3:00 PM. [Click here for the full schedule for the next virtual work group meetings.](#)
- Accessity and Pacific Premier Bank will be hosting a free, panel-style discussion on how to [Build Your Small Business Dream Team](#) on Thursday, September 22 from 10AM – 11AM.
- International Rescue Committee is having their 3<sup>rd</sup> annual International Fashion Show on Saturday, September 24 from 12PM – 4PM at 4350 El Cajon Blvd, San Diego, CA 92105.
- The National Fair Housing Alliance (NFHA) announced a new funding opportunity through their [Inclusive Communities Fund Grant Program](#). Grants will be provided to local partners to undertake activities that support Black and Latino communities to access housing (with an emphasis on homeownership) and that support more inclusive, vibrant and healthy neighborhoods. The deadline to apply for a grant is October 14, 2022. They will also be having a [webinar](#) on September 27, 2022, at 1 p.m. ET for those who want to ask any questions about the grant program and application.

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

- Logan Heights Community Development Corporation, California Coast Credit Union and DETOUR are collaborating on hosting an event in November to teach financial wellness and financial literacy.
- San Diego for Every Child conducted interviews from recipients of the [Guarantee Income Pilot](#). [Click here to read the full article](#).
- The [Linda Vista Farmers Market](#) is happening every Thursday from 2PM – 7PM at 6939 Linda Vista Rd San Diego, CA 92111.
- Access Inc. is preparing to host Spanish Social Media Workshop for entrepreneurs/small business owners. If you are interested or want more information, please email Araya Komai via [akomai@access2jobs.org](mailto:akomai@access2jobs.org)
- Accessity has a partner that offers free financial resources for business owners and can connect them with Trust Plus for credit repair services. If interested, please contact Juliet Terramin at [jterramin@accessity.org](mailto:jterramin@accessity.org)
- Gentry's Beauty and Barber Headquarters shared the website [Retention Help – COVID19 Relief for Businesses](#) for businesses to get up to \$26,000 per individual that works for them. Requirements is 5 or more employees.

### Voices of the Community

#### Stanley Gentry, Gentry's Beauty and Barber Headquarters

- Gentry's Beauty and Barber Headquarters is a family-owned and operated full-service salon that has been an integral part of San Diego's business community for 62 years. It is located on 4973 Imperial Ave, San Diego, CA 92113.
- Owner and head barber Stanley Gentry followed the footsteps of his mother and father and has been in the business for 43 years. Gentry was also a real estate broker for 25 years.
- Gentry shared that maintaining consistency is one of the biggest challenges that the business has faced. Gentry also shared his experience on the costs and sacrifices of starting up a business and keeping it running: their shop used to open at 5 AM on Saturdays and close at 7 PM. This means that they would have 12-14-hour workdays, 6 days a week. Most shops are closed on Mondays, but they stayed open and leveraged this to attract more customers.
- According to Gentry, the best way nonprofit partners can support businesses is by being as visible as possible, for example, by visiting businesses on a quarterly basis: "When people see you and they start to recognize the things that you do, they are more inclined to listen about the programs that you are offering or talking about."

### Community Work for Broadband Accessibility

#### Danielle Stephen, mohuman

- The services of San Diego Futures Foundation and Computers 2 Kids were highlighted as community work done by Promise Zone Partners towards broadband accessibility.
- Mohuman has been doing similar community work such as technical support. In the past 3 years, they have been working on moDAT (mo' Digital Advocate), a smart platform to help you navigate and meet a range of digital needs in your local community, from education, employment, government benefits, and health services to

digital skills support, internet access, computers, and other services. Mohuman is currently working on a pilot project for digital health (Promotora).

- Broadband has now been declared a social determinant of health as it is intertwined in every sector and industry across the board. Co-chairs reiterated that the purpose of this conversation is to be able to figure out the gaps of broadband accessibility in the community. Current City offerings under SD Access 4 All  
<https://www.sandiego.gov/sdaccess>
- Promoting digital literacy is important before the financial literacy course, as people who do not have access to internet will not be able to attend the virtual financial literacy courses.
- Not every business can be online. A determining factor of success for small businesses during the pandemic was being able to be in that e-commerce space.
- Some businesses couldn't apply to Small Business Relief Fund and Paycheck Protection Program grants because there was no internet at home. These programs do not allow an individual to apply through smart phone and they must be able to save documents as PDF's and scan documents. Businesses that didn't have that couldn't get the resources they needed.
- Mohuman talked about a successful event in the past where they partnered with San Diego Futures Foundation to set up a pop-up computer lab and people brought out their documents in person.
- The Promise Zone has existing community Partners that are doing great work so there is a possibility to align with other Partners' work. Some Partners opined that they want to see collective collaboration, to put everything out on the table and see how everything can work together in stages or phases.

#### Financial Institutions Mapping Update:

- [Click here to view the interactive map of the banking density within the Promise Zone.](#)
- [Click here to view the interactive map of the banking density of Pacific Beach and Clairemont areas.](#)
- [Click here to view the presentation of the Promise Zone Financial Institutions Mapping.](#)

#### Discussions/Feedback:

- A Partner stated that it is important to consider the trust of place-based institutions with banking institutions. Even if banks are located outside of the Promise Zone, are they accessible and used by those who live in the Promise Zone? When talking about the Promise Zone as a whole, what aspects of these neighborhoods are we looking at and what are we prioritizing?
- A Partner commented that the averages of banking institutions in each neighborhood clearly demonstrates the lack of equity between them.
- Staff and Partners confirmed that the 3 bank branch locations within the Promise Zone are physical branches where consumers can enter to receive service.
- The group mentioned bringing on a banking partner that can partner with CBOs and be actively involved by conducting outreach in the community.

#### Steering Committee Strategic Planning Update - Funding

- The Funding Ad-Hoc Committee is working towards setting up a cohort of mutual learning where it will be a compilation of community members and community stakeholders to have the opportunity to learn from each other and develop relationships.

#### Wrap Up and Adjourn

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

#### **Next Meeting**

Wednesday, October 12<sup>th</sup>, 2022 | 2:30 – 3:30 PM

Via Zoom (Meeting ID: 160 198 7510)