



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

Wednesday, January 11th, 2023 | 2:30 – 4:00 PM | Via Zoom (Meeting ID: 161 915 3978)

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

In Attendance

Accessity (Formerly Accion), California Coast Credit Union, City of San Diego—Council District 4, City of San Diego—Council District 9, City of San Diego—Economic Development Department, Diamond Business Association, Governor's Office of Business and Economic Development (GOBiz), International Rescue Committee, Jacobs Center for Neighborhood Innovation, Logan Heights Community Development Corporation, mohuman, Office of Juan Vargas, 51st Congressional District, San Diego County Department of Homeless Solutions and Equitable Communities, San Diego & Imperial SBDC Network, San Diego for Every Child, University of California San Diego

Meeting Notes

Welcome, Introductions & Culture Share

- Co-chairs welcomed Partners and invited them to introduce themselves and the organization they are representing, and to share any announcements they have. Co-chairs also asked an optional culture share question: What's one thing you want to dedicate more of your time towards this year?
 - Responses included being present, prioritizing health and well-being, cooking more, reading, honoring those we work with, going on walks, dancing, minimalizing clutter at home and workspace, writing down things, being mindful of purchases, staying within budget, trying new restaurants and other small businesses in San Diego this year, traveling and spending time with family.

Partner Announcements

- David Favela announced his new role as Director of [Talent Foundry](#), a UC San Diego program with a mission to bring together all the necessary resources and networks underrepresented founders need to grow and fund successful businesses around San Diego.
- **San Diego & Imperial SBDC Network** is hosting a free [Small Business Expo](#) on Friday, January 20th from 8:30 AM – 12:30 PM.
- The Human Rights Watch (HRW) Film Festival is coming to San Diego on February 2nd. If you are interested in watching Clarissa's Battle, a documentary following Parent Voices

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

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

Oakland Executive Director (& mother!) fight for educational and childcare funds, [please visit this website](#).

- **Accessity** is launching its [Academy for Entrepreneurial Success program](#), a 10-week series of practical, hands-on training accompanied by one-on-one business counseling. The application deadline is February 12th.
- The **Governor's Office of Business and Economic Development (GO-Biz)** announced \$5 million in grant funding from the [CERF Economic Development Pilot Program](#) coming to San Diego and Southeast Country. The deadline is 3:00 PM on February 13th.
- **California Coast Credit Union's** online budget management and financial education tool, Enrich, is [now available in Spanish](#).
- **San Diego County Supervisor Nora Vargas** voted to secure nearly [\\$35 million in Community Project Funding](#) in the Fiscal Year 2023 government funding package. Two of the projects are based in the San Diego Promise Zone: \$3,500,000 for **Bayshore Bikeway Barrio Logan** and \$1,500,000 for **Light Up San Diego Streetlight Improvement Program – Logan Heights**.

Staff Updates

- Staff welcomed the San Diego Promise Zone's new liaison from the U.S. Department of Housing and Urban Development, Danette Martin.
- Staff welcomed Bryan Bello, their new and first-ever intern in the Promise Zone team through the City's Employ & Empower program.
- Partners can now [submit their events](#) to be displayed on the [San Diego Promise Zone Events Calendar](#).
- Staff held a poll for Partners to vote on a meeting time that works best for the group and allows Partners to participate in the City Council's [Economic Development and Intergovernmental Relations Committee](#).
 - The majority vote for the Economic Activity Working Group's meeting time was the **3rd Wednesday of each month from 2:30 PM – 4:00 PM**.

2022 Highlights & Reflections

- Co-chairs acknowledged the small businesses and nonprofits that the working group has hosted as part of its Voices of the Community series: [Soul Swap Meet](#), [Rodriguez Paletas](#), [Black San Diego](#), [GRID Alternatives](#), and [Gentry's Beauty and Barbershop](#). The group has heard personal experiences from small businesses on how their business came to be, the challenges they've faced, and their accomplishments.
- Co-chairs highlighted some of the 2022 Awardees from the Promise Zone Partner Financial Assistance: [DETOUR](#), [Outdoor Outreach](#), and [Logan Heights Community Development Corporation](#). These organizations have used their awarded funds towards programming for youth and workforce development and workshops on financial resilience.
- Co-chairs asked the group: If you could name just one, what is one valuable takeaway that you've gotten from participating in these Working Group meetings?

- Partners shared that their valuable takeaways were resource sharing, networking, and learning about what partners are doing and how they connect with the community.
- What is one thing you wish to take away or improve upon from these meetings?
 - A Partner expressed that they would like to hear more about Partners' successes every other month and proposed this to be an agenda item for future meetings.

2023 Policy Activities Work Plan

- Co-chairs shared the proposed next steps for the work plans of the following priority projects:
- **Work plan: For increasing broadband accessibility among small businesses**, the next steps include having the City's Department of IT join these meetings to have a conversation on what it would look like to expand SD Access 4 All to serve small businesses and entrepreneurs in the Promise Zone.
- **Work plan: For promoting Promise Zone businesses' ownership of rented spaces and buildings**, the next steps include having a conversation to address the rent burden for small businesses, identify potential (vacant) spaces, and assess the range of small business tenancy needs.
- Co-chairs asked the group for feedback on whether these priorities are still relevant and if the group would like to pursue these projects.
 - A Partner suggested including internet service providers (ISPs) as part of the broadband accessibility conversation since broadband access was very important for remaining in business during the pandemic.
 - Another Partner supported the broadband accessibility priority and said they would like to have a more meaningful dialogue regarding this as the cost of living in San Diego is rising by the day.
 - Regarding the City's Storefront Improvement Program, a Partner asked how this group can elevate and provide feedback for this program. How can the group work with the City to mold the requirements?
- Staff asked the group: Are there any changes you want to see? What should we be adding to our conversation?
 - A Partner mentioned that other programs are more intensive and help people beyond just access. The group might need to leverage the private industry more.
 - A Partner seconded this notion and suggested forming relationships with corporate partners like Meta, Facebook, and Google.

Mapping Banking Institutions in the Promise Zone

- Staff invited Partners to participate in the Informal ATM Walking Audit activity that supports **Priority Project I**: establishing a California Coast Credit Union bank branch/services within the Promise Zone. The activity will take place on **Friday, January 27th at 11:00 AM**.

Objective	Collect data on ATMs in the San Diego Promise Zone
Goals	<ul style="list-style-type: none"> Contribute to the implementation of financial wellness centers in the San Diego Promise Zone Promote a better understanding of the financial institutions serving Promise Zone residents and identify gaps
Action Items	<ol style="list-style-type: none"> Visit ATMs in Promise Zone neighborhoods listed below Submit data found via Google Form or promisezone@sandiego.gov
Desired Outcome	A map of the ATMs in the Promise Zone that Partners can use and share with community members, business owners, and entrepreneurs who are seeking banking services in the Logan Heights and Barrio Logan neighborhoods; advocate for more intentional involvement from financial institutions and policymakers.

Wrap Up and Adjourn

- Co-chairs thanked those who attended the meeting and encouraged them to leave any feedback through the Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>

Next Meeting

Wednesday, February 15th, 2023 | 2:30 to 4:00 PM

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