



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

Wednesday, November 15, 2023, | 2:30 – 4:00 PM | Via Zoom (Meeting ID: 161 915 3978)

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

In Attendance

Accessity (Juliet Terramin), **City Heights Community Development Corporation** (Natasha Salgado), **City of San Diego- Council District 9** (Jeffery Nguyen) (Eric Henson), **City of San Diego- Economic Development Department**, **City of San Diego Promise Zone**, **City of San Diego Public Libraries** (Alan Bugg), **Community Member** (Kim Phillips-Pea), **Chollas Valley Community Planning Group** (Brian Matthews), **Diamond Business Association** (Kathy Beas), **Jacobs Center for Neighborhood Innovation** (Alex Waters) (Deidra Brown), **Local Initiative Support Corporation** (Karina) (Ivonne Rojas), **Logan Heights Community Development Corporation** (Ebony James) (William Burties), **mohuman** (Danielle Stephens), **Office of Juan Vargas 51st Congressional District** (Genevieve DePerio Fong), **People's Association of Justice Advocates** (Shane Harris), **Project New Village** (Diane Moss), **San Diego Black Business Network** (Prince Graham), **San Diego Futures Foundation** (Irina Prokhorova), **San Diego Housing Commission** (Valeria Leyva), **Slate-Z** (Tyresa Jackson) (Joelle Sabater), **Urban Collaborative Project** (Barry Pollard)

Meeting Notes

Welcome, Introductions & Culture Share

- Co-chairs welcomed the partners and led a **culture share** activity with the questions asked being: are there any traditions that your family participates in around the holidays? And/or is there anything that comes to you that resonates when you hear about the potlach? Also, if you know of any organizations who help people in need around these times, please share them out.

Partner Announcements

- **Accessity** - Accessity launched their [Emerge Program](#) which is funded from the federal government to help businesses affected by the Covid19 pandemic. The businesses had to have been registered before November 6, 2023, and must be a minority majority business.

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

- **Jacobs Center for Neighborhood Innovation** - [Jacobs Center for Neighborhood Innovation](#) is driving economic activity that attracts and retains businesses and talent to support a more inclusive economy for all residents.
- **Jacobs Center for Neighborhood Innovation** - If anyone is working with business owners in the Promise Zone that need a space to create content, Jacobs Center for Neighborhood Innovation's [Creators Studio](#) is available for free to reserve space.
- **Logan Heights CDC**- Logan Heights CDC is still soliciting volunteers for their annual Toys 4 Tots distribution. They have 4200 toys to give away and would love to have the help of all who can volunteer. Please sign up [here](#).
- **Logan Heights CDC** - [California Mortgage Relief Program](#) is coming to an end in the month of December. If you know anyone who behind on their mortgage and/or property taxes or reverse mortgage send them to us to APPLY today. They can receive up to 80K.

Staff Updates

- The Promise Zone Team introduced Ian Hembree as our new Civic Engagement Associate Vista.
- The San Diego Promise Zone has one Americorps listings up for a [VISTA Leader](#),
- There are two [Promise Zone internships](#) available.

Diamond Business Improvement District

Latrell Crenshaw, Sean Karafin, City of San Diego Economic Development Department

Takeaways from the Diamond BID Presentation:

- Business Improvements Districts (BIDs) are geographic-based areas with laws in our municipal code which are allowed through state laws, and date back to 1970.
- There are 18 BIDs in the city, which means the tenants in that area voted and passed an assessment on themselves, which in turns offers various benefits to the business community.
- Adams Avenue is an example of a BID, run by a non-profit.
- Property and Business Improvement District is the largest BID.
- If your business is in a BID, then there's specific assessment on those dollars spent to administer program services.
- If the funds don't get used this year, they cannot be siphoned off for other purposes and they are rolled over to the next year.
- Currently there is no administrator of the contract.
- BIDs are determined through a Maintenance Assessment District (MAD) which goes to Council with authority to administer funds, and then an Advisory board selects non-profit and selects budgets.
- Businesses that pay towards the BID can then benefit from the BID processes.

Tactical Planning with Outcome/Metric Setting:

Breakout group 1: (Objective 1: Strengthen the Business Base and Attract New Businesses to Vacant Land)

- Create a master document of resources and benefits/services businesses are provided and how they can use those services.
- Reimagine the budget (What funding opportunities are available for the businesses?)
- The board oversees the activities (Business owners make sure budget/activities are in alignment with what is needed.)

Breakout group 2: (Objective 2: Make Infrastructure Improvements and Address Disparities)

- UCP does a lot of work with SANDAG. Barry represents a social equity working group at SANDAG where they discuss these things often.
- Discussed equity and that some areas need a MAD because canopies aren't prioritized. There's a tax for tree canopies! So, are there tree canopies with no MAD?
- Infrastructure should be aimed to improve climate resiliency.
- Any infrastructure improvements in the Promise Zone should consider climate change effects.
- SANDAG is making progress in their regional plan to shift resources to the Promise Zone and other under-resourced communities.
- The Church's Chicken lot on the corner of market and Euclid...what do residents want from that location? Is it still in the process of getting sold? Could that potentially be a place where we could put green a space on that spot?
- There's lot of activity in that area, must make use of this space to positively affect the community.
- **Tree canopies:**
 - City is requiring a MAD for tree canopies in the Promise Zone, this may be inequitable if MADs are not required where canopies already exist or in more affluent areas.
 - Residents can't afford to do that, which makes getting things done more difficult with more red tape.
 - Prioritize tree canopies as a part of green space.

Breakout room 3: (Objective 3: Support Small Businesses, Entrepreneurs, and Self-Employed Residents)

- Refer people to the Emerge Program if loan/ grants are something we can start with. A lot of the Promise Zone is covered, and that can bridge the gap with the capital and grant portion as well.
- Incentivize finding a way so that the people looking for resources are looking for the correct resources.

- Businesses should be provided a resource page for businesses when they sign up for their business certificate.
- We want to make sure our goals are obtainable.

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, January 17, 2024 | 10:00 to 11:30 AM

Via Zoom (Meeting ID: 161 686 1138)