



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

Wednesday, February 21, 2024, | 10:00 – 11:30 AM | Via Zoom (Meeting ID: 161 686 1138)

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

In Attendance

Accessity (Juliet Terramin), **Access Inc.** (Prince Agyarko, Edith Hernandez), **Cal Coast Credit Union** (Sylvia Ramirez, Kyra Seay), **Central San Diego Black Chamber of Commerce** (Donna Deberry, Jabria Howington), **City of San Diego- Council District 9** (Jeffery Nguyen), **Civic Communities** (Gustavo Bidart), **County of San Diego Office of Equitable Communities** (Anisa Quail), **City of San Diego- Economic Development Department**, **City of San Diego Promise Zone**, **County of San Diego- Health and Human Services** (Maya Vargas), **International Rescue Committee** (Irene Bwayo), **Jacobs Center for Neighborhood Innovation** (Mauri Hamilton), **Live Well SD** (Maya Vargas), **Local Initiative Support Corporation** (Ivonne Rojas) **Logan Heights Community Development Corporation** (William Burties, Angie Mascena, Felix Lopez, Ebony James), **mohuman** (Danielle Stephen), **San Diego Black Business Network** (Prince Graham), **San Diego Futures Foundation** (Irina Proknorova, Taresa Valenzuela) **University of California San Diego** (Raquel Aparicio)

Meeting Notes

Welcome, Introductions & Culture Share

- Co-chairs welcomed the partners and led a **culture share** activity with the questions: Who is a figure in Black history that you look up to? What qualities do they have that you admire, and how do they influence the way you show up to this work?
- Upcoming working group meetings and VISTA contact information:
 - Jobs & Education: Wednesday, February 7, 10am-11:30am via Zoom.
 - Alaysja Clark, AlaysjaC@sandiego.gov,
 - Housing Affordability: Wednesday, January 24, 10am-11:30am via Zoom.
 - Ian Hembree, IHembree@sandiego.gov
 - Healthy Communities: Thursday, February 8, 10am-11:30am via Zoom.
 - Nathaniel Hillman, NHillman@sandiego.gov

Partner Announcements

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

- **Cal Coast Credit Union** – [Cal Coast Cares](#), which is separate from Cal Coast Credit Union and is listed as a nonprofit 501(c)(3), just opened their applications for rising seniors, foster students, and people going into college. Funds up to \$2,000 are being awarded!
- **IRC SBDC Center** - provides one-on-one, small business assistance services, and micro-loans for up to \$50,000; services are also provided in many different languages.
- **Jacobs Center for Neighborhood Innovation** - Jacobs Center for Neighborhood Innovation is having their small business tax workshop on Wednesday, February 28 at 5:30. This event is free to attend but they are asking for advanced registration before the event to insure there are plenty of seats and refreshments.
- **Logan Heights CDC** – Logan Heights CDC is hosting a meeting/ breakfast at Antojitos Colombianos located at 2040 Imperial Ave 92102 on Friday, March 1 from 9:00-10:30am.
- **San Diego Black Chamber of Commerce** – Held a Black History Month event on Thursday, February 22 from 5:30-7:30 at the University Club. There were fantastic guest speakers, appetizers, food, drinks, great conversation and a DJ! A link to their website and to the event can be found [here](#).

Storm Recovery Grant:

- The City opened a grant for small businesses and nonprofits to support flood relief.
 - The application opened on the Economic Development Department's website on Monday, Feb. 12 and will close on Tuesday, Feb. 27. Please track any expenses related to storm recovery in preparation for the application. *Complete* applications will be prioritized. There was a webinar about it a few weeks ago; feel free to reach out if you have any questions about the grant.
 - For more details on eligibility read the new release [here](#).
 - For additional information on storm response and recovery, visit the storm response and recovery website [here](#).

Diamond Business Improvement District Presentation: Donna Deberry (Central San Diego Black Chamber of Commerce)

- Presented about their initiative programs.
- Programs will focus on creating generational wealth. They also highlighted several programs, all of which have represented underserved communities.
- The Urban Business Resource Center throughout the City and County of San Diego has assisted in over 3.6 million in grants and \$200,000 given in tools and resources to businesses.
- They have conducted surveys which show a 70% increase in business revenue and 50% increase in new jobs once they have completed their program.
- Important to Learn, Listen, Leverage. Lead with listening!
- Storytelling will be critical for improving and bringing more people from outside the community into this particular district.

- How can we collectively tap into each other's resources to make it feel like a good place for people to have their business and also for people to want to come in from out of town and enjoy the services of that business?

Walmart Closure in Logan Heights:

- **Angie Mascena** (Logan Heights CDC)
- Logan Heights CDC hosted a community forum about 3 weeks ago when they got word that the Walmart was going to be closing, since it was the only supermarket and pharmacy in Logan Heights.
- They wanted to collect the communities' input and advocate for what they want and need.
- Asked 3 main questions:
- **Question 1:** How will the closure of the Walmart impact you and your family?
 - **Answer 1:** It was going to increase the distance of travel to get groceries and medicine, also increase the length of travel since there are no other grocery stores or pharmacies nearby.
 - Loss of an affordable option, lack of pharmacy and loss of jobs. Also, residents are concerned about the economic progression for Logan Heights.
 - **Question 2:** What type of businesses or services would you like to see?
 - **Answer 2:** Some kind of supermarket, farmers market, or a shared space for small businesses to sell their goods. A pharmacy is for sure another top priority. Maybe a mixed used facility with affordable housing, bank on bottom and grocery store also on bottom.
 - **Question 3:** What type of business/ services do you not want to see?
 - **Answer 3:** No strip clubs, homeless shelters, dispensary, bars, warehouses, storage facilities, or recycling centers.
- The full report will also be included in the meeting minutes.
- Some potential ideas to explore are a cooperative grocery store and bringing in multiple tenants to support the various needs of the community, or a community-based organization who provides direct services.

Tactical Planning with Outcome/Metric Setting:

- The group briefly reviewed ideas for agenda items and guest speakers for future working group members.
- Partners were encouraged to review the tactical plans, developed in the November/ January meeting, related to the objectives of their subgroup.

Objective 1: Strengthen the Business Base and Attract New Businesses to Vacant Land

- Potential collaboration with Central San Diego Black Chamber of Commerce/ LISC for a Buy Local Campaign in the summer.

- Live Well SD shared their Business resource Hub so potential collaboration:
- [Business Sector | Live Well San Diego \(livewellsd.org\)](https://www.livewellsd.org)

Objective 2: Make Infrastructure Improvements and Address Disparities

- This subgroup did not meet due to participants prioritizing subgroups 1 and 3.

Objective 3: Support Small Businesses, Entrepreneurs, and Self-Employed Residents

- Subgroup 3 discussed efforts to revise the City's resource page for businesses and will provide an update on the business resource page at the next meeting.

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://forms.gle/FAbFjw4ZUuAd3Uiy6>

Next Meeting

UPDATED: Joint meeting with Healthy Communities (focusing on Green Infrastructure)

Wednesday, March 13, 2024 | 10:00 to 11:30 AM

Via Zoom (Meeting ID: 160 929 7322)