



**CENTRAL COMMERCIAL
MAINTENANCE ASSESMENT DISTRICT (MAD)
MEETING MINUTES**

Tuesday, November 19, 2024 5:00PM to 6:00PM
[Meeting Recording](#)

Call to Order and Introductions

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Meeting was called to order at 5:05 PM.

Attendance:

Community Members

John Mireles
Leonardo Ortiz
Felix Lopez
Tony Pollard
Arturo Perzabal
Sylvia Ramirez

City Staff

Amber Joy Weber, Promise Zone & Special Projects Program Manager, Economic Development Department
Alex Southard, Interim Community Development Coordinator, Economic Development Department
Viridiana Quintana, Small Business Support Specialist, Economic Development Department

Non-Agenda Public Comment

Public comment may be made on any non-agenda topic in the committee's area of responsibility. Attendees will be muted during the webinar. The host will take those off mute that wish to give public comment. (*Public comments are limited to 2 minutes per speaker.*)

- Lizzie Rodriguez is no longer with the City.

1. September Meeting Minutes

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- The community advisory group voted to unanimously approve the September meeting minutes.

2. Presentation: San Diego Promise Zone

Presentation on the San Diego Promise Zone and its working groups.

Amber Joy Weber, Promise Zone & Special Projects Program Manager, Economic Development Department

- Amber Weber from the EDD presented on the San Diego Promise Zone and its working groups.
- The San Diego Promise Zone is a 10-year federal designation that was made in 2016 focused on addressing inequities in an area.
- The zone spans between East Village to Encanto, it includes the Central Commercial MAD.
- Nonprofits within the Promise Zone may qualify for grant preferences for certain competitive Federal grants.
- Small business within the Promise Zone may qualify for additional incentives within the City.
- Over 80 partners are committed to the Promise Zone mission, many are part of a working group such as Healthy Communities or Economic Activities.
- Contact promiszone@sandiego.gov for more information and to register to their newsletter.

3. Community Updates

Leonardo Ortiz, Small Business Program Manager, Economic Development Director, Logan Heights Community Development Corporation

- Leonardo Ortiz provided updates on community programs, services, and/or events.
- LHCDC hosted a Turkey Drive giving almost 600 turkeys to families.
- Light Up Logan taking place December 6th at the Soap Factory from 4-8pm.
- Toys for Tots taking place December 7th . Toys for about 1500 families. Contact LHCDC if interested in volunteering.

4. Council District 8 Report

- None.

5. Urban Corps Report

Arturo Perzabal, Director of Operations, Urban Corps of San Diego County

- Arturo Perzabal shared information regarding the improvements and activities provided.
- The following cleaning services took place: 1277 trash bags, 24 bulky items, 3151 sq ft of graffiti abatement, 16 blocks of weed abatement, and tree trimming services.

6. Economic Development Department Report

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Alex Southard provided updates on the budget and services contract.
- There will not be a meeting in December, the next meeting is scheduled for January 28th (continuing to meet the 4th Tuesday from 5-6pm).
- FY24 MAD expenditures have been consistent and on track with the allocated budget.
- There will be Additional City Contribution funds allocated this fiscal year, amount is not confirmed.

7. Adjournment

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Meeting was adjourned at 5:57 PM.

*Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST. To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact Economic Development Department at least five (5) working days before the meeting at (619) 236-6700 to ensure availability.