



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

### Housing Affordability Meeting Minutes

Thursday, March 6, 2025 | 10:00 - 11:30 AM | Via [Zoom](#) | Meeting ID: 161 652 8469

**Working Group Goal** / Increase access to quality affordable housing in the SDPZ.

#### In Attendance

**City of San Diego** (Amber Weber, Roosevelt Williams III, Michele Marano, Oscar Silva, Domanic Riley, Donika Moreno, Brandon Tran, Daniel Hamilton), **Communities for Global Sustainability** (Adria Fox), **Logan Heights CDC** (Felix Lopez, William Burties), **YMCA of San Diego County** (Tya Valentine), **San Diego Art Matters** (Michael Angelo Camacho), **Jewish Family Services of San Diego** (Citlaly Gutierrez, Melina Mumtzis), **National Association of Real Estate Brokers** (Ethel Sims), **San Diego Housing Commission** (Sujata Raman), **Abundant Housing LA** (Jessica Goldsmith)

#### Meeting Notes

##### Welcome & Introductions

- Co-chair Adria Fox welcomed partners and reviewed the March 2025 agenda.
- Roosevelt Williams III shared the Culture Share in recognition of Women's History Month: *Who are the significant women in your life, or any historical women figures who inspire you?*

##### Partner Announcements

- AmeriCorps VISTA Oscar Silva shared an announcement on behalf of the California Energy Commission (CEC) in regard to their stakeholder engagement process for the development of the California Building Energy Performance Strategy Report and Recommendations. Staff are seeking input from all stakeholders who may be affected by Building Performance Strategies. Subscribing to the CEC's Building Performance Standards subscription list, attending public workshops, submitting a response to their Request for Information as well as making a public comment as all ways they are seeking input. To request additional information, you can email [BPS@energy.ca.gov](mailto:BPS@energy.ca.gov). They will submit their strategy to the legislature by August 1, 2026.
- Tya Valentine shared information on behalf of the YMCA of San Diego County regarding ongoing virtual workgroup meetings on their **Youth Homelessness Systems Improvement (YHSI)** once per month. Topics discussed during these meetings include updating the assessment tools and prioritization plan utilized to match youth to housing through Coordinated Entry, as well as developing trainings and community standards to

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improve the community's use of Homeless Management Information System (HMIS) and Coordinated Entry (CE). Those interested in joining either of these groups can reach out to Jasmyne Sheridan ([jsheridan@ymcasd.org](mailto:jsheridan@ymcasd.org)).

### **Promise Zone & Staff Updates**

- Amber Weber provided details and additional information regarding this year's Youth-Led Career Expo. This is an activity the Jobs & Education working group has been working on and will be held on Tuesday, March 18, 2025 at the Balboa Park Club. Attendees were provided with flyers and links for vendor and sponsorship opportunities.
- Amber provided updates on the San Diego Promise Zone website. Operations Associate Donika Moreno was recognized for her work on the website.
- The link and flyers to the AmeriCorps VISTA Communications Associate position were shared with attendees.
- Amber shared the link to the survey from Access 4 All. They continue to seek input on how to improve internet access and digital equity in San Diego especially from Promise Zone residents. Attendees were asked to help promote their short online survey to the people they work and interact with.
- Raquel Aparicio, Director of Student Outreach and Engagement at the University of California, San Diego was recognized as the community spotlight in the Promise Zone March Newsletter.

### **Promise Zone Presentations and Q&A:**

#### **Stephanie Murphy, Vice President of Workforce and Economic Development, San Diego Housing Commission (SDHC)**

- The Housing Affordability working group heard a presentation from Stephanie Murphy about the Achievement Academy and the resources and programs available.
- Takeaways from the SDHC Achievement Academy presentation and discussion:
  - The Achievement Academy offers a variety of programs at no cost to City of San Diego residents.
  - The Achievement Academy offers resident services to those residing in public housing and to Section 8 recipients.
  - The Family Self-Sufficiency program focuses on increasing self-sufficiency in households and offers financial literacy education, job training, and career planning.
  - There are a variety of financial workshops with topics including credit building, budgeting, and 1-on-1 mentorship with a CEO for people looking to start a business.
  - The Achievement Academy offers a few programs that offer certificates upon completion, including a nursing assistant program, a personal trainer program, and a drone pilot program.
  - In partnership with San Diego libraries, the Achievement Academy provides free books to low-income families.
- Discussion and questions focused on:

- Eligibility requirements for the services and programs provided; Stephanie clarified that certain programs are specific to families or individuals who receive federal assistance for housing.
- Referral process: Stephanie shared that using the intake form online is the best way to receive more information about programs and eligibility.

### **Logic Models & Breakout Rooms:**

- Amber Weber introduced the logic model framework for the breakout rooms. The goal of improving Housing Affordability has two objectives: Create and preserve affordable housing, and Support first-time homebuyers, renters, and people without housing.
- During the Steering Committee Retreat held on January 2, 2025, there was time allotted for wordsmithing the objectives to better reflect the work that is being done in the Promise Zone, as well as ensuring the objectives are achievable.
  - The wordsmithing of the objectives included potentially adding cultivate connections to “create and preserve affordable housing.”
  - Wordsmithing also included potentially adding support knowledge transfer opportunities “for first-time homebuyers, renters, and people without housing.”

### **Subgroup 1 Objectives: 1) *Create and preserve affordable housing.***

- Topics covered in the first breakout room include:
  - Continued discussions surrounding churches and schools as potential spaces to develop affordable housing.
  - Michael Angelo Camacho from SD Art Matters provided a line in the logic model to support the development of housing co-ops with the overall objective of increasing affordable housing within Cultural Districts in the Promise Zone.

### **Subgroup 2 Objectives: 1) *Support first time home buyers, renters, and people without housing.***

- Topics covered in the second breakout room include:
  - A future presentation from the San Diego Housing Commission on their First Time Home Buyer program as well as their ADU Finance program.
  - Identifying Promise Zone partners and eviction prevention resources to potentially include into a resource guide.
  - Potentially providing resource guides to collaboratives within the Promise Zone to have more impact and reach.

### **Next Steps & Adjourn**

- The co-chair thanked those who attended the meeting and encouraged them to leave any feedback through the [Digital Comment Box](#).

### **Next Meeting**

Thursday, May 1, 2025 | 10:00 – 11:30 AM | Via Zoom  
Via Zoom ([Link to Sign Up](#)) | (Meeting ID: 160 599 4171)