



### San Diego Promise Zone

#### Economic Activity Meeting Notes

Thursday, May 22, 2025 | 10:00 AM – 11:30 AM | via Zoom

**Economic Activity Goal:** Increase Economic Activity

#### In Attendance:

**Accessity** (Angela Zappia, Juliet Terramin), **Akitso** (Anna Sotto), **Black Tech Link** (Elizabeth Cotton), **California Coast Credit Union** (Angel Nolasco), **City Heights Community Development Corporation** (Sylvia Ramirez), **City of San Diego - Economic Development Department** (Viridiana Quintana), **City of San Diego Promise Zone** (Amber Weber, Roosevelt Williams III, Domanic Riley, Donika Moreno, Daniella Salgado, Amairany Macias), **City of San Diego Purchasing & Contracting Department** (Christian Silva), **County of San Diego – Office of Equitable Communities** (Kenya Benitez), **Jewish Family Service San Diego** (Melina Mumtzis, Citlaly Gutierrez), **Local Initiatives Support Corporation** (Karina Valezquez), **Logan Heights Community Development Corporation** (William Burties), **Mission Edge** (Ana Dominguez), **National University** (Danielle Stephen), **Neighborhood House Association** (Sheryl White), **Office of Juan Vargas, 51st Congressional District** (Genevieve Fong), **Pacific Community Fund** (Maria Bojorquez-Gomez), **Partnership for Economic Prosperity** (Dawn Diskin), **San Diego ART Matters** (Michael Angelo Camacho), **San Diego Black Business Network** (Prince Graham), **San Diego Creative Youth Development Network** (Gisele Rocha), **San Diego State University** (Andrew Soliz), **Sister Cities Project** (Shawn McClondon), **Workshop for Warriors** (Lauren Welch)

#### Meeting Notes:

##### Introductions, Culture Share, and Agenda Review:

- Sylvia Ramirez welcomed everyone to the May Economic Activity Meeting and shared the agenda.
- The culture share for this month was in recognition of **World Day for Cultural Diversity for Dialogue and Development** and asked participants, “Do you feel that cultural diversity and the conversations surrounding it have influenced the way your business or businesses you frequent operate? How so?”

### **Partner Announcements:**

- **Elizabeth Cotton:** Black Tech Link was recently awarded a Catalyst Pre-Development Fund Grant as part of the California Jobs First Initiative. Black Tech Link will be piloting a GIS Training and Certification program that will be free once it is established.
  - Black Tech Link is working with Black Entrepreneur Leaders and Learners (BELL) to host their 5th Annual Business and Government Contracting Summit on June 27 and June 28. The Keynote Speaker for this event will be the 5th Director of the California Office of the Small Business Advocate, Dr. Tara Lynn Gray. Business owners are encouraged to attend as there will be a 3-minute pitch contest where the 1st place winner will be awarded \$2,000.
- **Angel Nolasco:** California Coast Credit Union (CAL Coast) will host a grant opening on August 9, 2025, for the first brick-and-mortar credit union branch in the Promise Zone, located in Logan Heights.
- **William Burties:** UC San Diego's Urban Studies and Planning Course in partnership with Logan Heights CDC will be hosting the Urban Threads: Logan Heights Alleys Pop-Up on May 24, 2025, from 11:00 a.m. – 1 p.m. This is a free event that will feature fun activities and food as UCSD explores lighting solutions and the potential of alleyways in Logan Heights with its residents.
  - On June 13, Logan Heights CDC will be holding their 6th Annual Charity Golf Classic tournament with a scheduled tee time of 11 a.m. For non-golfers, there will a paint and sip event with bubbly red and white wine available starting at 1 p.m. Individual registration for the golf tournament includes lunch and a dinner reception for \$300. For those only interested in the paint and sip event, tickets can be had for \$100 without the dinner reception and \$125 with the reception.
- **Shawn McClondon:** Sister Cities Project is working with the Jackie Robinson YMCA to revamp their Team Center as an area to offer job and entrepreneurship training opportunities for Southeast San Diego. Sister Cities Project also has additional efforts ongoing to provide job opportunities for Southeast San Diegans and feels that partnering with the Promise Zone can help it better advertise these initiatives and find collaboration opportunities. An example he gave was Sister Cities Project partnering with Black Tech Link on some of the programs they have available for entrepreneurs interested in the import/export industry.
- **Donika Moreno:** The YMCA of San Diego County is also offering a Direct Cash Transfer Program aimed at providing financial support and literacy workshops to young adults at risk of homelessness. This 12-month program equips participants with tools, education, and money needed to achieve their personal goals. Applicants must be 18-21 years old, reside in San Diego County, and at risk of homelessness. Application deadline is May 26, 2025, at 11:59 pm. Selected applicants will be notified after the review process. Please share this opportunity with any young adults who may benefit.
- **Daniella Salgado:** The San Diego Nonprofit Academy (SDNPA) is offering a free two-day event on June 4 and 5 dedicated to fortifying nonprofits with the knowledge,

relationships, and strategies needed to lead effectively in today's rapidly evolving environment. Presented by The Nonprofit Institute, at the University of San Diego and our valued community partners, SDNPA is an award-winning capacity-building initiative tailored for nonprofit leaders seeking to scale impact, strengthen systems, and build collaborative pathways to funding and policy influence. [Register Here for the San Diego Nonprofit Academy](#)

- **Domanic Riley:**

Family Health Centers of San Diego will be administering measles vaccines on Saturday, May 31 from 10 a.m. to 12:30 p.m. at two of their medical centers – Logan Heights Family Health Center and El Cajon Family Health Center. A \$50 gift card is available for each child that is successfully vaccinated. Some patients may qualify for low-cost or no-cost services. No appointments are necessary, and walk-ins are welcome.

[Family Health Centers of San Diego Measles Vaccination – Eng](#)

**Promise Zone Updates:**

- **2026 Promise Zone Youth Career Expo Date:** In an effort to begin our career expo planning early, we invite you to save the date! The 2026 career expo will be held on Tuesday, March 3, 2026, at the Balboa Park Club and Recital Hall.
- **Promise Zone Partner Logo:** The Promise Zone recently sent out a new Promise Zone partner logo to all partner organizations who possess a Memorandum of Understanding (MOU). If your organization hasn't received the new logo, please double-check that your email contact information with the Promise Zone is correct by emailing [promiszone@sandiego.gov](mailto:promiszone@sandiego.gov). If you're unsure if your organization is an official Promise Zone partner or would like to begin the process to become one, please use the link below to verify or email [promiszone@sandiego.gov](mailto:promiszone@sandiego.gov).
  - [Current Promise Zone Partners](#)
- **New Promise Zone Partners:** Since beginning our new MOU process in March, the Promise Zone has welcomed 18 new partner organizations. Below, we'd like to highlight new partner organizations that are helping us achieve our overarching Economic Activity goal to "Increase Economic Activity" in the Promise Zone. If you'd like to inquire about becoming a new partner, please email [promiszone@sandiego.gov](mailto:promiszone@sandiego.gov).
  - [Accessity](#)
  - [Akitso](#)
  - [BLAC](#)
  - [Black Tech Link](#)
  - [Mission Edge](#)
  - [National University](#)
  - [Sister Cities Project](#)

**City of San Diego Purchasing & Contracting Presentation: Christian Silva**

Christian Silva, Program Manager of the Equal Opportunity Contracting Program, gave a brief overview of the City of San Diego's contracting process. He explained how small and emerging

businesses in the Promise Zone can become officially recognized vendors through the City's Small Local Business Enterprise (SLBE) program.

#### Key Program Features:

- Sheltered competition is available for certain contracts:
  - Construction contracts under \$1.5 million
  - Consultant contracts between \$25K-\$500K
  - Contracts above these thresholds are open to full competition
- Only Emerging Local Business Enterprises (ELBEs) and SLBEs can bid in sheltered competition ranges
- For goods, services, and consultant contracts (known as ITBs), there is currently no SLBE/ELBE availability due to a limited pool and low profit margins
- For Requests for Proposals, a 10-point advantage can significantly benefit SLBE applicants.

#### Program Benefits:

- Faster payments for minor construction projects under \$100K
- Increased visibility and access to City contracts
- Special provisions for Disadvantaged Business Enterprises (DBEs), including waivers on income caps

#### SLBE Eligibility Requirements:

- Must have been in business for at least 12 months
- Must be independently owned and operated
- Must be based in San Diego and provide a commercially useful function
- Must disclose any additional business interests outside San Diego

Additional resources: List of certified SLBE firms are available on [website](#).

- A checklist to become an SLBE is also available on website.
- Vendor portal and application is available on [PlanetBids](#).

#### **Neighborhood House Association Presentation: Sheryl White**

Sheryl White, Chief Learning and Engagement Officer at Neighbor House Association (NHA), introduced the Neighborhood House Association's InnoVision program. This program offers leadership, staff, and organizational development for both non-profit and for-profit businesses. She also briefly explained the benefits this program has for developing effective business leaders and entrepreneurs in the Promise Zone.

NHA operates 28 diverse programs that serve approximately 18,000 people annually throughout San Diego. Their services span from Black Infant Health to Early Head Start, Head

Start, a Charter School, Homework Center for college prep, Youth Employment Internships, Workforce Development, and a variety of wraparound support services that help operationalize their mission.

The organization's core goal is to create social impact by:

- Lifting educational achievement
- Strengthening life skills and self-sufficiency
- Supporting individuals and families in need
- Improving the overall well-being of San Diego communities

NHA has generated an estimated \$280 million in indirect economic impact across the region, with \$119 million directly linked to their services.

Sheryl also shared details about NHA's InnoVisions program, which offers:

- Organizational development, including strategic HR frameworks
  - Leadership development, such as executive coaching
  - Staff development, including conflict management training
- These services are available to both nonprofits and municipalities seeking to build strong leadership and improve internal systems.

NHA also welcomes procurement opportunities with local businesses interested in providing services to the organization. Additional information on how to partner with NHA can be found through their procurement portal [here](#) and [InnoVisions website](#).

#### Q&A

**Domanic Riley:** "Have you seen any results from InnoVisions training from business owners and how do you track them?"

- **Sheryl:** "The results from our InnoVisions training are included in NHA's Annual Reports, and testimonials are available on our [website](#). The majority of InnoVision's training falls under the Organizational and Executive Coaching categories, not with individual business owners."

#### **Breakouts: Logic Model**

**Group 1:** Promote Sustainability by Connecting Businesses to Capital and Resources ([View Objective 1 Logic Model](#))

**Attendance:** Amber Weber, Domanic Riley, Donika Moreno, Anna Sotto, Elizabeth Cotton, Michael Angelo Camacho, Maria Bojorquez-Gomez, Melina Mumtzis

**Updates included:** New indicators like retail leakage, business closures vs. total businesses, and business resources made available. Vacant land activities were removed.

- The primary outcome was rewritten to emphasize business growth, economic impact, and improvements to commercial spaces.

### Partner highlights:

- Michael Angelo (**SD Art Matters**) suggested adding technical assistance and emphasized supporting the Black Arts and Culture District.
- Elizabeth Cotton (**Black Tech Link**) added her Small Business Mastery Program to the Logic Model and shared her involvement in San Diego Technical Assistance Program (SDTAP) and the BELL Summit. Her program offers business workshops and tracks metrics like contracts, jobs, and sales.
- Anna Sotto (**Akitso**) is helping brand Kitchens for Good's Micro-Enterprise Program and confirmed it falls under Objective 1. She will follow up with Amber and connect with Michael Angelo for additional support.

### Group 2: Develop and Attract New Businesses ([View Objective 2 Logic Model](#))

**Attendance:** Danielle Stephen, Roosevelt Williams III, Daniella Salgado, Amairany Macias, Angela Zappia, Juliet Terramin, Prince Graham, Lauren Welch, Shawn McClondon, Andrew Soliz, Ana Dominguez, Dawn Diskin

This group focused on identifying partnership opportunities and collaborative projects that can support business development, especially through internships, workforce programs, and access to resources.

### Partner highlights:

- Andrew Soliz (SDSU) offered student interns and work-based learning opportunities. He encouraged organizations to reach out for collaboration on state or federal workforce grants or to connect with SDSU's donor network for philanthropic partnerships.
- Shawn McClondon (Sister Cities Project) highlighted the need for stronger partnerships to reduce competition and create a shared ecosystem. He envisions a hub model where partners refer to one another and share physical and networked resources.
- Angela Zappia (Accessity) shared updates on:
  - Upcoming webinars and events focused on access to capital, marketing, HR, and legal topics.
  - A Food & Beverage Small Business Conference scheduled for October 21 at Marina Village.
  - Accessity's ongoing lending and technical assistance services, which include one-on-one financial and business coaching.
  - Loans from \$300 to \$150,000, with smaller loans under \$25K having faster, simpler processing.

- Shawn also mentioned job opportunities being promoted in partnership with the Encinitas and Beach Area Chambers of Commerce, and youth job placements operating two days a week at the YMCA.

### **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>
- Submit new activities into the logic model with [this Google form](#).

### **Meeting Conclusion:**

- **Next Meeting Day:** Thursday, August 28, 2025, 10:00 am-11:30 am
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>