

CONSOLIDATED PLAN ADVISORY BOARD (CPAB)

MINUTES

525 B Street, San Diego, CA 92101

Wednesday, July 12, 2023

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
<ul style="list-style-type: none"> • Yegin Chen, Council District 1 • Abena Bradford, Council District 3 • Lauren Garces, Council District 5 • Smith Sirisakorn, Council District 6 • Rich Thesing, Council District 7 • Victoria Barba, Council District 8 • Peter Dennehy, Council District 9 	<ul style="list-style-type: none"> • VACANT, Council District 2 • VACANT, Council District 4

STAFF PRESENT	ATTENDANCE
<ul style="list-style-type: none"> • Nadine Hassoun, Community Development Project Specialist • Ashley Gain, Community Development Project Manager • Nancy Luevano, Community Development Project Manager • Angela Nazareno-Clark, Program Manager- Hud Grant Programs • Monica Hardman, Deputy Director • Sarah Brenha, Assistant Deputy Director, Strategic Partnerships & Research Division • Leo Alarcon, Community Development Coordinator, Successor Agency • Michael Wong, Program Manager, Successor Agency • Azita Wolff, Research - Strategic Partnerships & Research • Sean Karafin, Program Manager - Small Business Engagement Team 	<p><i>One (1) member of the public joined the meeting. Staff members (1) from the San Diego Housing Commission also attended.</i></p>

Date Prepared: 7/13/23 by N.Luevano

Final Approved: 8/9/23

Motion/Second by Chen/Bradford

Vote: 6 in favor, 0 opposed, 0 abstentions

Revisions to Draft: N/A

Revisions Prepared: N/A

Call to Order

1. CPAB Chair Peter Dennehy called the meeting to order at 10:03 a.m. Peter Dennehy took roll call; five board members were present. Quorum was achieved at the same time. CPAB member Victoria Barba joined at 10:13 a.m.

Board Member Announcements

There were no board member announcements

Staff Announcements

1. Nadine Hassoun, Community Development Project Specialist announced a new board member. Smith Sirisakorn will be representing District 6 on the board. Smith is a leadership and community development professional, with experience as an advisor to numerous boards and campaigns, and currently, he is President of the Retirees Chapter for the United Domestic Workers of America. His experience extends to strategic consulting, private equity management and legal consultation. He has a Bachelor's degree in Biology from MIT, and a JD and Master's degree from the University of New Hampshire. He is a World Series of Poker Champion and resides in San Diego with his wife and son. Welcome Smith, we are excited to have you on board.
2. The City of San Diego has executed a consultant service agreement with Root Policy Research for FY 25/29 Consolidated Plan Process. The consultants have been invited to attend the August CPAB meeting to introduce themselves and answer any questions.

Approval of Minutes

1. Motion to approve minutes from previous meeting, May 10, 2023 by Yegin Chen, second by Lauren Garces. Minutes approved, 5-0.

Non-agenda Public Comment

No non-agenda public comments were received.

Discussion Items

1. Item 5: Action: Creation of Ad-Hoc Committees to Review and Update Council Policy 700-02
 - a. Staff asked CPAB to vote on the creation of Ad-Hoc Committees to Review and Update Council Policy 700-02. Council Policy 700-02 establishes guidelines and activities utilizing CDBG funds and how the City will allocate the funds provided by HUD. The most updated amendment was approved by City Council in 2016. Since the City is undergoing the planning process for the FY 2025-2029 Consolidated Plan, staff propose that CPAB vote on the creation of ad hoc committees of no more than 4 members to review the current council policy and update it. The committees will meet via Zoom virtual platform. There was a motion to vote to create an Ad-Hoc Committee by Rich Thesing. Yegin Chen seconded the motion. Motion was approved, 7-0.

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2. Item 7: Discussion: Overview of the Economic Development Department

- a. Monica Hardman, Deputy Director presented on San Diego Promise Zone (SDPZ).
Please see attached presentation for more information.
- i. CPAB member Abena Bradford inquired how does SDPZ conduct outreach and assess the needs of the community? Monica shared that although the City of San Diego is the lead of the San Diego Promise Zone, they work in collaboration with Community Partner Organizations which are the connecting point that provide services to businesses and residents. Community group meetings are conducted through the SDPZ where residents are encouraged to attend. The San Diego Promise Zone recently hosted a Business Walk in May where groups of City staff and volunteers visited small businesses in City Heights area to give business owners an opportunity to express their concerns and inquire what services they would like to have to help their business. Businesses were also provided with resources during the visit. Monica introduced Melissa Elder, Promise Zone Coordinator.
 - ii. CPAB member Abena Bradford asked what VISTAs were. Monica clarified that AmeriCorps VISTA (Volunteers in Service to America) are volunteers that commit to work for a 1-year period. The premise of the program is an anti-poverty program designed to provide needed resources to nonprofit organizations and public agencies to help communities in need. Monica added that the San Diego Promise Zone is staffed and operated with the help of five AmeriCorp VISTAs.
 - iii. CPAB member Rich Thesing thanked Monica Hardman for the presentation. Rich inquired if the SDPZ received a percentage of their funding from HUD. Monica clarified that the program was not funded by HUD. It was, however, a 10-year designation program with HUD that did not receive entitlement funds. Monica also indicated that organizations that applied for CDBG grants received extra points if their organization was located in SDPZ.
 - iv. CPAB member Yegin Chen inquired what year the SDPZ was created. Monica shared that the program began in 2016. Monica indicated that Empowerment Zone, Opportunity Zone and Promise Zone were programs that had a commonality. These programs work in areas where communities were historically underrepresented and disadvantaged. Census tracking was utilized to determine these areas.
 - v. CPAB member Victoria Barba suggested that Shelltown be added to the San Diego Promise Zone qualified areas since they were a community that needed resources. Monica shared that she would like to connect with Victoria to discuss further.

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- b.** Sarah Brenha, Michael Wong, Leo Alarcon and Azita Wolf presented on Strategic Partnership & Research Division. *Please see attached presentation for more information.*
- i.** CPAB member Yegin Chen asked how were Corporate Partners recruited? Sarah Brenha, Assistant Deputy Director, shared the partnership application may be found in the Purchasing and Contracting section called “PlanetBids” of the City of San Diego website, <https://pbsystem.planetbids.com>. Partnership is customized to promote marketing opportunities to San Diego residents, they are provided with seminars and programs that promote their business and develop official partnership designation.
 - ii.** CPAB member Abena Bradford inquired about how the partnership benefits communities. Sarah Brenha indicated that the community benefited from partnership with the City in different ways. For example, the partnership with Toyota provided 35 fleet vehicles to support Lifeguards which in turn, helped save lives. The vehicles were also used to assist with the swift water rescues in Fashion Valley area during the rainy season.
 - iii.** CPAB member Abena Bradford asked regarding the 350 Home Loans that were provided to San Diego residents. Michael Wong, Program Manager clarified that loans assisted first-time home buyer programs to residents of City Heights, Southeast San Diego and a portion of San Ysidro with a second trust deed loan.
 - iv.** CPAB member Abena Bradford inquired how the public was notified regarding surplus land. Michael Wong shared that due to the Surplus Land Act guidelines, the properties are listed in a mailing list and in the City of San Diego website. Michael disclosed that the Surplus Land Act included a 25% in affordable housing.
 - v.** CPAB member Yegin Chen asked a question regarding ROPS and CDBG \$60 million remaining portion. Leo Alarcon, Community Development Coordinator shared that the amount was determined by management on how funds will be used during that next fiscal year. Angela Nazareno-Clark, HUD Program Manager, added that historically approximately 15 million was allocated in CDBG funds per year. In-house programs, such as Bridge to Home, utilized funds from CDBG that were applied towards affordable housing. Bridge to Home Program provides gap financing to qualified developers to make affordable housing projects.
 - vi.** CPAB member Rich Thesing inquired what happens after the regenerated funding is used and the Successor Agency revenue in redevelopment is complete. Leo Alarcon shared that 10% was allocated to assist funding for the next 10 years. An upcoming project in Liberty Station will build a hotel and bring new revenue to the City.

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- vii. CPAB member Abena Bradford asked Azita Wolff, Economic Research Specialist, if she had performed data research on how Non-Profit organizations may assist the community. Azita shared that CDBG grants already provided funds to nonprofit organizations that had an essential role in the community by providing food, shelter and basic needs that were needed in an emergency, i.e. during COVID-19 pandemic. Ashley Gain, Community Development Specialist added that during the Consolidated Planning process there will be a needs assessment conducted to research the needs of the community.
 - c. Jerry McCormick, Public Information Officer from the Communications Department presented next. Jerry shared that the Communication team is formed by 20 staff members. Jerry's background is in journalism, he previously worked for the Union Tribune, Fox-Channel 5 and NBC-7. Jerry currently is an associate professor at San Diego State at Del Mar College that teaches journalism. Jerry has worked for the City of SD since June 2017.
 - i. CPAB member Abena inquired what can be done to get the word out to the community to get more CDBG applications? Jerry shared that he may take a creative approach to get the information out i.e., use his media contacts for the morning and afternoon shows, social media, and more. Nadine Hassoun, Community Development Specialist clarified that the department had not previously worked with Jerry to publicize the CDBG NOFA, and that the NOFA information is distributed through a newsletter. Jerry will be assisting with the Consolidated Plan process to make sure that information regarding the public forums and surveys reach the communities. Nadine would like to work with Jerry to discuss future NOFA/CDBG publications for the next fiscal year cycle. In addition, Nadine shared that in the past, publications for CDBG/NOFA were made to the community in the department's newsletter, the City's website and in publications such as El Latino, Voice and Viewpoint, and the Daily Transcript.
 - d. Sean Karafin, Program Manager BEAR Division presented on Small Business Engagement, Attraction & Retention. *Document in presentation materials.*
 - i. CPAB member Abena Bradford inquired what was an LMA community? Sean Karafin clarified that LMA stands for Low Moderate Area.
3. Item 7: Discussion: Consolidated Plan Outreach Efforts
- a. Nadine Hassoun, Community Development Project Specialist updated the board regarding the Consolidated Plan Outreach efforts. The 5-Year Consolidated Plan is designed to help assess community development needs and market conditions to make data driven decisions on how CDBG funds will be used. The community engagement process will be conducted in the following platforms: 8-community forums in low-income communities, outreach including community events and surveys that will be translated into at least 5-languages. The consultant Root Policy will be assisting

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throughout the process. More updates will be provided during the next CPAB meeting. Root Policy Consultant staff will also be attending. Nadine will be following up with CPAB board members via email regarding the Consolidated Plan Community Engagement process. Board members are encouraged to share any upcoming meetings or community events in their district.

- b. CPAB Abena Bradford inquired regarding a timeline for this project. Nadine shared that the Community Engagement process will take place during August and September. The Consolidated Plan goals are expected to be ready by November 2023 and will be presented to City Council. The final plan is expected to be completed in May 2024. During April/May, it will also be presented to City Council.

Other Items

1. Next CPAB meeting will be on August 9, 2023.

Adjournment

1. Meeting closed at 11:57 a.m.