



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

Thursday, Oct. 9, 2025 | 10 a.m. – 11:30 a.m. | via Zoom

Economic Activity Goal: Increase Economic Activity

In Attendance:

California Coast Credit Union (Angel Nolasco), **City of San Diego Promise Zone** (Amber Weber, Roosevelt Williams III, Daniella Salgado, Chrishael Rose Sanchez, Amairany Macias), **Pacific Community Fund** (Maria Bojorquez-Gomez), **San Diego College of Continuing Education** (Andrea Gastelum), **City of San Diego Economic Development Department** (Michele Marano, Zaba Rashan, Divian Contreras, Alex Southard), **Youth Will** (Liliana Soriano), **San Diego County** (Shadeh Rassoulkhani)

Meeting Notes:

Introductions, Culture Share, and Agenda Review:

- Amber Weber welcomed everyone to the May Economic Activity working group meeting and shared the agenda.
- The culture share for this month was in recognition of National Estate Planning Awareness Week, "If you could give just one piece of advice about planning for the future, whether related to savings, retirement, or estate planning, what would you say is the most important step for achieving long-term financial security?"

Partner Announcements:

GO-Biz Business Ready Sites Office Hour

GO-Biz, the California Governor's Office of Business and Economic Development, is hosting a Business Ready Sites Office Hour on Tuesday, Oct. 21, 2025 from 2:30 - 3:30 p.m.

Spots are limited, so if you're interested, be sure to register soon.

- [Webinar Registration - Zoom](#)

Pacific Community Fund

Pacific Fund is offering special loan opportunities to both partners and the public through the end of the year. All loans include financial education resources designed to support long-term financial well-being. Opportunities include:

- Up to \$2,500 Loan Access – Available for partners to extend to their members or staff
- Up to \$1,500 Small-Dollar Loans – Available to the public

Click the following links to stay connected to the San Diego Promise Zone:

[Newsletter](#) | [Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14th Floor, San Diego, CA 92101

Contact Maria Bojorquez-Gomez at m.bg@pacific-fund.org for additional information.

Promise Zone Updates:

- **Upcoming Promise Zone Events—Save the Date!**
 - All-Partner Meeting: Thursday, Dec. 4, 2025.
 - Career Expo: Tuesday, Mar. 3, 2026, 10am-1pm at the Balboa Park Club & Recital Hall.
- **New Promise Zone Partners:** Since beginning our new MOU process in April, the Promise Zone has welcomed over 30 new partner organizations. Click [here](#) to see all partner organizations in the Promise Zone. Welcome, new partners!
- **Inclusive Public Engagement Guide:** The San Diego Promise Zone held a community workshop and listening session regarding the development of the City's [Inclusive Public Engagement Guide](#) in Summer 2024. At the December 2024 and July 2025 All-Partner Meetings, updates on how the planning was going were shared. The City's Planning Department now has webpage and the Guide has been released for public review. Residents are invited to attend an in-person workshop on Friday, Oct. 10, 2025 at 4 - 5:30 p.m. at the Mission Valley Library or via the online feedback form.
- Visit the [website](#) for more information, to register, and to share your thoughts.

City of San Diego Economic Development Department:

Small Business Programs Overview

1. Revolving Loan Fund: A city loan program for small businesses that can't easily get funding from banks.

Loan details:

- \$10,000–\$95,000 at 7.5% interest.

Eligibility: Must operate within City limits and have at least two years in business.

- Use of funds: Equipment, inventory, or working capital (not real estate or debt refinancing).

Process:

- RLF Questionnaire: [GovOS: RLF Interest Questionnaire](#)

2. Storefront Improvement Program (SIP): Helps small businesses beautify and revitalize storefronts visible from the street.

Benefit:

- City provides design help from an architect (free). Businesses get reimbursed up to 50% of project costs (max \$8,000). In the Promise Zone, businesses get 30% more

reimbursement and no \$250 deposit required.

Eligible upgrades: Awnings, signs, paint, lighting, windows, doors, murals, landscaping, accessibility improvements.

- SIP webpage: [Storefront Improvement Program | City of San Diego Official Website](#)

3. Technical Support & Incentives: The Fee Payment Incentive Program affords businesses an opportunity to recoup certain City of San Diego Development Services Department Fees.

Fee Reimbursement Programs: Up to \$10,000 (Fee Payment Incentive). Up to \$100,000 (Business Incentive Program) for major projects creating jobs and investing in the city.

- Fee Payment Incentive webpage: [Other Incentive Programs | City of San Diego Official Website](#)

Promise Zone Priorities & Transition Activities:

- Amber Weber provided updates on priority projects this year, which include the Youth-Led Career Expo (Mar. 3, 2026), the Community Perception Survey (Mar-April 2026), an Impact Report (for partners to complete), and transition plans.
- Daniella Salgado presented recommended final questions from the *ad hoc* Community Perception Survey meeting held for Economic Activity and Jobs & Education on Sept. 18, 2025.
- The group updated the logic model in one large discussion.

Partners are still encouraged to submit new activities, or update past activities, into the logic model with [this Google form](#).

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 Economic Activity Working Group meeting will be held on Thursday, Jan. 15, 2026 from 10-11:30 a.m.