



Economic Development

MEETING NOTES

San Diego Promise Zone

Housing Affordability Meeting Minutes

Thursday, Nov. 20, 2025 | 10:00 - 11:30 AM | Via [Zoom](#) | Meeting ID: 161 652 8469

Working Group Goal: Increase access to quality affordable housing in the San Diego Promise Zone.

In Attendance

City of San Diego - Promise Zone (Amber Weber, Roosevelt Williams III, Amairany Macias, Daniela Salgado, Chrishael Sanchez), **City of San Diego - Economic Development Department** (Ashley Gain, Melissa Villalpando, Emma Mattingly, Olivia Jones, Aicia Martinez-Higgs), **Community Housing Works** (Stephen Swiecicki), **Community Member** (Bianca Ortiz), **Greenbuild Properties LLC** (Alex Lisnevsky), **Pacific Community Fund** (Maria Bojorquez-Gomez), **New American Funding** (Anthony Ramirez), **SAY San Diego** (Marsha Lyon), **San Diego Art Matters** (Michael Angelo Camacho), **San Diego Bike Coalition** (Ian Hembree), **San Diego Housing Commission** (Jon Rios, Sujata Raman), **Urban League of San Diego County** (Hector Castillo)

Meeting Notes

Introductions, Culture Share, and Agenda Review:

- Co-chair Jon Rios welcomed partners and reviewed the meeting agenda. Roosevelt Williams introduced the Culture Share in recognition of National Gratitude Month: *How will you express your gratitude this month?*

Partner Announcements

- **Pacific Community Fund** (Maria Bojorquez-Gomez)
 - o Small Dollar Loan Program for Partners: Up to \$2,500 with 5% fixed APR. <https://pacific-fund.org/sdl-partners/>
 - o Small Dollar Loan Program for General Public: Up to \$1,500 with 5% fixed APR with the first payment deferred until January 2026. <https://pacific-fund.org/springboard/>
 - Email m.bg@pacific-fund.org for more info.
- **Emergency Operations Plan Update** (Amairany Macias)
 - o San Diego County Office of Emergency Services, in collaboration with the Office of Sustainability and Environmental Justice, invites food system stakeholders and the community to provide feedback to inform the Emergency Operations Plan update. By participating in the update process, you help shape emergency response priorities, identify service gaps and access barriers, and strengthen

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coordination across organizations and communities. Public comments are now open through tomorrow, Nov. 21.

- o [Emergency Operations Plan Engagement Survey | Engage San Diego County](#)
- o For questions email Nicholas.Zubel@sdcounty.ca.gov.

- **Homeownership Advantage: Building Wealth & Stability** (Sujata Raman)

- o This event helps buyers, owners, and real estate pros unlock programs, credit tips, and funding options to make homeownership attainable.
- o Dec 3, 2025 from 9:30 a.m. - 12:30 p.m. at Shadowridge Golf Club in Vista.
 - RSVP [here](#).

- **Toy Donation (Logan Heights CDC and City of San Diego)**

- o Please consider donating a new unwrapped toy by Thursday, Dec. 4, 2025. You may drop it off at the All-Partner Meeting on Dec. 4.
- o More info [here](#).

- **Light Up Logan**

- o Join for a festive community celebration filled with holiday cheer!
- o Enjoy a holiday market, toy giveaway, kids' crafts, real snow, live music and DJ, and an annual tree lighting ceremony.
- o More info [here](#).

- **Jacobs Center Winter Wonderland @ Market Creek Plaza**

- o Dec. 13, 2025 from 12 p.m. - 5 p.m.
- o More information [here](#).

- **Museum of US: Race: Power, Resistance, & Change Exhibit**

- o The exhibition shares stories of how the construction of race has shaped laws, institutions, and daily life in San Diego and the broader multinational region.
- o More information [here](#).

Promise Zone & Staff Updates

- The San Diego Promise Zone presented as a panel at the Live Well Advance Summit on Oct. 22, 2025. Our session was titled "San Diego Promise Zone: How Cross-Sector Organizations Unite in Community," and the time was from 1:15-2:00 p.m. Jon Rios from the San Diego Housing Commission, Sarah Tuakli Cooper from the Elementary Institute of Science, and Angel Nolasco from Cal Coast Credit Union joined as panelists. We also had an exhibitor booth, which featured an interactive Promise Zone map, where attendees were invited to write down what they love about specific Promise Zone locations. The activity sparked great engagement and conversations, helping showcase the impact and pride within our communities. Overall, the session and booth were well received and provided an excellent opportunity to connect with partners and share the Promise Zone's work with a wider audience.



- The next All-Partner Meeting will be on Thursday, Dec. 4 at San Diego City College. There are several interactive parts to the meeting, including opportunities for participants to guide decision making regarding the Community Perception Survey and the post-designation Community-Led Transition Plan. We're also inviting participants to bring a new, unwrapped toy which will go to Logan Heights CDC's Light Up Logan event happening the very next day.
- The November newsletter spotlight was Ale Ricardez, co-chair of the Promise Zone's Healthy Communities working group. Ale's involvement in the Promise Zone was in part brought about by her own cultural practices of Tequio and Guetza. Tequio signifies community work and service, while Guetza translates to gift in reciprocity. These cultural practices served as the groundwork for her passion in giving back and ultimately led her to pursue roles that center the lived experience of the community with participatory trust-based methodologies. Ale is currently the Duals Outreach and Enrollment Manager at Blue Shield of California and is also the Co-Chair and Co-Founder of the Indigenous Peoples Employee Resource Group at Blue Shield. She has been a board member for numerous local nonprofits.
- To nominate a community member for a future Community Spotlight, click [here](#).

Guest Presentation: "Understanding Affordable Housing: Challenges and Strategies"

Ian Hembree, Former Promise Zone Civic Engagement VISTA, Housing Policy Leadership Academy Alum

- Ian's presentation recapped information from the 2024 Housing Policy and Leadership Academy.
- Takeaways from the presentation included:
 - Brief History of Housing in San Diego
 - The 5 P's of Affordable Housing
 - Housing Fundamentals and Terms
 - Housing Strategies and Development
- Ian's presentation slides may be accessed [here](#).
- Ian's full recorded presentation can be viewed [here](#).

Promise Zone Priorities & Transition Plan

- Amber Weber updated the group on progress toward key projects for the rest of the year. These include the Youth-Led Career Expo (Mar. 3, 2026), the Community Perception Survey (Mar-April 2026), and community-led transition plans.
- Preparation has begun for the Youth-Led Career Expo. Over 90 young people completed a Career Expo Design Survey released this fall. The feedback we received will help guide the planning of an engaging and meaningful Expo experience for all attendees. If a specific business or organization would like to sponsor the event, there are many options to do so. We love to give each participant a swag bag and are always looking for interesting items or coupons to go in it. If you are an organization that would like to sponsor a raffle basket, gift cards, or other items, this is a great opportunity to get your organization's name out to youth! SDPZ has also begun reaching out to employers with



a vendor interest form, so if you will have internships, part-time, or full-time positions available for this spring or summer and are interested in being a vendor, please email PromiseZone@sandiego.gov.

- Regarding the Community Perception Survey, VISTA Amairany Macias provided attendees with final recommended questions from Housing Affordability survey design participants. These questions were submitted to the research methods professor Nicole Bracy for inclusion in the survey.
- Revised dates for the working group have resulted in moving the May meeting to January so that we can convene sooner before the end of the designation. That means the final meetings will occur on Jan. 29 and Mar. 19, 2026.
- Time was spent discussing next steps on the transition from the City to the community post-designation. The Promise Zone Steering Committee held two in-person planning sessions since the last meeting. They are committed to advancing and prioritizing the shared goals and to explore opportunities to sustain current momentum to continue the work. The Steering Committee will be sending out a draft overview of plans, which we'll share with each working group *before* the Dec. 4 All-Partner Meeting so that there is time to review ideas and provide input before the All-Partner Meeting.
- As a group, organizations also shared how they are advancing the objectives of the working group. Partners are still encouraged to submit new activities, or update past activities, into the logic model with this [Google form](#).

Next Steps & Adjourn

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

Next Meeting

Thursday, Jan. 29, 2025 | 10:00 – 11:30 AM | Via Zoom

Via Zoom ([Link to Sign Up](#)) | (Meeting ID: 160 599 4171)