



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

Thursday, Jan. 15, 2026 | 10 a.m. – 11:30 a.m. | via Zoom

Economic Activity Goal: Increase Economic Activity

In Attendance:

Accessity (Mar Diteos), **Access, Inc.** (Julieta Gonzalez), **Akitso** (Anna Soto), **Appreciation Insurance and Financial Services** (Allie Ramo), **California Coast Credit Union** (Angel Nolasco), **City of San Diego Promise Zone** (Amber Weber, Roosevelt Williams III, Daniella Salgado, Chrishael Rose Sanchez, Amairany Macias), **City of San Diego Economic Development Department** (Viridiana Quintana), **City of San Diego Transportation Department** (Olivia Mabee), **City Heights CDC** (Sylvia Ramirez), **Council District 8** (Yanet Lopez), **Logan Heights CDC** (William Burties), **National University** (Danielle Stephen), **Urban Street Angels** (Pedro Estrada, Jr.), **San Diego Black Business Network** (Prince Graham), **San Diego Regional EDC** (Becca Schulert), **San Diego County** (Ron Garnett), **Office of Juan Vargas** (Genevieve Fong), **Workshops for Warriors** (Alexandra Murillo)

Meeting Notes:

Introductions, Culture Share, and Agenda Review:

- Danielle Stephen welcomed everyone to the January Economic Activity working group meeting and shared the agenda.
- The culture share for this month was in recognition of National Make Your Dream Come True Day on Jan. 13: “What economic opportunity would make the biggest difference in helping your community’s dreams become reality?”

Partner Announcements:

Senior Transportation Support for San Diego Promise Zone Residents

Traveler’s Aid Society of San Diego is offering transportation assistance for seniors living within the San Diego Promise Zone through the Senior Solutions Program. Eligible residents may receive day passes, monthly passes, or MTS Access vouchers for medical or housing-related appointments.

- Email: lorena@travelersaidsandiego.org
- Phone: (619) 295-8393 x306

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

Know Your Rights and Resources: Responding to ICE Enforcement Actions

Live Well San Diego will host an Advancing Throughout the Year webinar, *“Know Your Rights and Resources: Responding to ICE Enforcement Actions,”* on Tuesday, Jan. 27, 2026, from 1:00–2:30 p.m. (virtual).

- Register here:

<https://app.smartsheet.com/b/form/b12b5afe22cf4883aebc6ca616615327>

Cal Coast Financial Wellness Curriculum

California Coast Credit Union will host a Financial Wellness Curriculum beginning on Monday, Jan. 26. This is a 6-month financial wellness workshop designed to increase personal financial literacy, promote sustainable financial practices, strengthen organizational capacity, and foster community collaboration.

- Visit calcoastcu.org/financial-wellness-curriculum

Accessity Small Business Coaching Program (Spanish)

Accessity is accepting applications for the Spring 2026 *Academia de Accessity*, a free 8-week small business coaching program in Spanish, in collaboration with the Eva Longoria Foundation. The program is designed to support small business owners with business strategy, financial management, and customer growth tools. Classes will be held virtually every Tuesday from March 3 to April 21, 5:30–8:00 p.m.

- Apply here:

https://docs.google.com/forms/d/e/1FAIpQLScjtKm_0zjTdzGC74zHuXEdKbB_ixd9uqOQBxtc_U68PUBanw/viewform

Paid Internship Opportunity – City of San Diego Urban Forestry Program

The City of San Diego’s Urban Forestry Program is hiring a paid intern to support outreach projects and gain hands-on experience in the City’s tree care and urban forestry efforts. This opportunity is open to students currently enrolled in a continuing education, traditional education, or training program and offers valuable public-sector experience.

- Apply here: <https://jobs.sandiego.gov/job-invite/589/>

Federal Issues & National Security – Office of Congressman Juan Vargas

Genevieve Fong, on behalf of Congressman Juan Vargas, is available as a point of contact for questions or interest related to federal issues, including national security and issues impacting underserved communities. Anyone interested in connecting or learning more is encouraged to reach out directly.

- Contact information:

Genevieve Fong

Office of Congressman Juan Vargas

Phone: 619-422-5963

Email: genevieve.fong@mail.house.gov

San Diego Regional EDC – Fully Funded Summer Internship Program

San Diego Regional EDC is inviting small- to mid-sized businesses to apply to host fully funded summer interns at no cost. Employers can select pre-screened interns from computing, engineering, and/or business programs. Interns may work up to 240 hours, and payroll is fully covered.

- Apply here: [Apply to host Summer 2026 interns - San Diego Regional EDC](#)

Promise Zone Updates:

- **The Promise Zone's 4th Annual Youth-Led Career Expo:** Tuesday, Mar. 3, 2026, 10 a.m.–1 p.m. at the Balboa Park Club & Recital Hall. The Promise Zone's 4th Annual Youth-Led Career Expo will feature resume reviews, mock interviews, professional headshots, a young professionals panel, and raffle prizes. Employers hiring youth and organizations offering job training or apprenticeship opportunities are encouraged to participate. Sponsorship opportunities, including swag bag items and raffle donations, are still available. Visit the Career Expo website for more information: <https://www.sandiego.gov/youthcareerexpo>
- **Our January Community Spotlight** features Maria Bojorquez-Gomez. Maria has been actively involved this year in the Economic Activity and Housing Affordability Working Groups and brings experience across government, nonprofit, and communications sectors. She views the Promise Zone as a commitment to uplifting the community and improving quality of life. Links to learn more about Maria are included in the [newsletter](#).
- **Community Perception Survey (CPS):** The 2026 Community Perception Survey has been finalized following working group feedback and translated into Spanish. Survey outreach will take place in March and April at locations throughout the Promise Zone, including Northgate Gonzalez Markets (Barrio Logan and Logan Heights) and Food 4 Less (Encanto). Residents will receive a \$5 grocery gift card for participation.
- **Partner Impact Survey:** All Promise Zone partners with an MOU on file will receive a brief online Partner Impact Survey in the coming months. The survey will capture organizational impact on Promise Zone residents and the effects of participation in the 10-year designation. Results will be compiled into an Impact Report and shared at the All-Partner Celebration.
- **All-Partner Celebration: Save the Date:** Thursday, June 4, 2026, 1–4 p.m. at Workshops for Warriors' new Barrio Logan location. This event will serve as the final All-Partner Meeting of the federal designation and the launch of the community-led San Diego Promise Zone Alliance.

Guest Presentation: Becca Schulert - San Diego Regional Economic Development Corporation (EDC)

Becca Schulert is an Economic Development Manager at San Diego Regional EDC, an organization that mobilizes business, government, and civic leaders to advance inclusive economic development across the region.

During the meeting, Becca provided an overview of EDC business services and incentives that support business expansion, retention, workforce development, and permitting assistance,



including resources available to businesses in the Promise Zone.

Key Economic Development Tools & Incentives:

- Regulatory & Permitting Support: EDC serves as an interface between businesses and local jurisdictions to address permitting delays and regulatory challenges.
- Expansion Services & Site Selection: Support includes site identification, lease and sales reports, broker introductions, and RFP responses.
- Economic Incentive Consulting: Guidance on local, state, and federal incentives, including customized incentive packages.

EDC Programs & Initiatives:

- Life Sciences Task Force: Addresses industry challenges, talent attraction, and permitting.
- MetroConnect Export Accelerator: Supports small and mid-sized exporters with grants, mentorship, and training.
- Verified Programs: Fully funded internships and apprenticeships in computing, engineering, and business.

Contacts: San Diego Regional Economic Development Corporation

Website: sandiegobusiness.org

General Contact: rs@sandiegobusiness.org

Promise Zone Priorities & Transition Discussion:

Danielle and Sylvia shared updates from the December 2025 All-Partner Meeting and the Promise Zone Steering Committee planning session, including the San Diego Promise Zone Alliance's new tagline: From Promise to Power • Rooted in Culture • Driven by Purpose.

They also led a discussion on partner engagement in the next phase of the initiative. Partners were asked to consider ways to engage within the new San Diego Promise Zone Alliance structure, including:

- Hosting meetings
- Sponsoring refreshments
- Providing guest speakers
- Participating in sub-committees

A Development Sub-Committee has been formed to pursue grant funding and provide operational support. A Communications Sub-Committee will be formed next. If you are interested in getting involved, please reach out to Danielle, Sylvia, or promiszone@sandiego.gov.

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, Apr. 9, 2026 from 10-11:30 a.m.