



**Increasing Economic Activities
Jacobs Center for Neighborhood Innovation
404 Euclid Ave, San Diego, CA 92114
June 13, 2018, 1:30-3 p.m.
Meeting Notes**

In Attendance: Harder + Co, City of San Diego Promise Zone, AmeriCorps VISTA, City of San Diego Economic Development Department, San Diego Futures Foundation, Logan Heights CDC, Women's Business Center, ACCION San Diego and San Diego City College CACT.

Welcome and Introductions

Co-chairs Elizabeth Studebaker and Gary Knight opened the meeting.

Review of May 2018 Working Group Meeting

In May, the Increasing Economic Activities held a joint meeting with the Creating Jobs and Improving Educational Opportunities Working Groups. This Joint Meeting was focused on identifying assets and gaps in service for Opportunity Youth. Several asset-based needs were identified in this meeting, such as forming a partnership between employees and social services to improve retention and creating a job search platform tailored to SDPZ at-risk youth.

Main Goal(s) of the Day

- Choose one need identified at the Joint Meeting to address within this working group.
- Choose a grant that supports the chosen need from a list of options.
- Identify which partners will coordinate to apply for chosen grant.
- Identify what progress is expected by July's meeting.

Review of Joint Meeting:

These specific needs were identified in the OY pipeline:

1. Support a permeant connection between NASSCO/other employers and social service providers like La Maestra and Catholic Charities, that can support their workers in their personal lives to increase retention.
2. Develop a job search platform for OY and at-risk youth that includes mappable opportunities (SDWP and SD Unified).
3. Increase the capacity of local maritime training programs to train more OY.
4. Increase soft-skills training in tandem with technical training. (Standardize a soft-skills curriculum by partnering with industry).

Initial Discussion:

City College CACT is the arm of the Chancellor's office in California and works to build the low- to

middle-income workforce. CACT trains workers for well-paying positions. General Dynamics-NASSCO, works to prevent maritime attrition and provides job fairs, and more.

The CACT overcomes the barriers of background checks for individuals by working with employers who don't work on the waterfront and have less stringent requirements.

Suggestions:

- The group would like to increase the capacity of City College to train more OY and SDPZ residents.
- The group discussed that this could include changing the image of Advanced Manufacturing as a dirty or undesirable job and highlighting its high pay scale.
- There's also a need for remedial training to support raising incomes of SDPZ residents in this field.
- The group suggested aiding CACT in identifying more entry points specifically for OY outreach.

Grant Review Discussion:

Initial Discussion:

The group agreed that the Economic Development Assistance Programs grant would provide the most impact for the SDPZ of all the reviewed grants. The deadline is rolling, giving the working group time to build a solid application. The requirements of the grant are broad but speak to many of the Promise Zone strengths such as private/public partnerships, advanced manufacturing, urban water, etc.

As a federal grant, it would be time-intensive and require the support of a large partner to apply. Several partners at the table volunteered their interest, and other organizations were brainstormed to be invited to talk about their possible interest in an application.

The group also reviewed the Regional Innovation Strategies Program grant. It had a tighter deadline, smaller focus, and required the same or more effort than the first grant.

Finally, two Promise Zone partners are already pursuing Youth and Scientific Engagement. The Promise Zone will support them with data and administrative tasks, as needed.

Suggestions:

- Pursuing the Economic Development Assistance Programs grant would require the assistance of a full-time grant writer.
- The group brainstormed possibly partnering with SDSU, Jacobs Center for Neighborhood Innovation, Civic San Diego and UCSD.
- City College and Urban Corps volunteered their interest in possibly contributing to the application.

Updates

- Storefront Improvement Program projects in the SDPZ will soon be reimbursed for two-

thirds of their improvement expenditures. There are also efforts to provide low-barrier loans for the upfront costs of SIP for SDPZ residents.

- The SDPZ is developing “Business Walks,” door-to-door outreach that informs SDPZ businesses of the assets of being in the SDPZ and builds rapport between the community and Promise Zone partners.
- Work on the Increasing Economic Activities has continued with a new opportunity to include mapping data from Enterprise Community Partners.

Next Steps and Closing

- The VISTA will do outreach to potential grant application partners to discuss their interest in July’s meeting. If enough interest in this grant is garnered in July’s meeting, the Promise Zone will continue to use some time in working group to support the efforts of the applicants.
- Co-chairs will reach out to previous grantees.
- Co-chairs will review other grants that the City of San Diego may take lead on for the Promise Zone.

Next Meeting Date:

Second Thursday of Each Month

Jacobs Center for Neighborhood Innovation, Community Room

July 11, 2017, 1:30-3 p.m.