



**Increasing Economic Activities Working Group
Jacobs Center for Neighborhood Innovation
404 Euclid Ave., San Diego, CA 92114
Oct. 11, 2017, 1:30 - 3:30 p.m.
Meeting Notes**

In Attendance: Harder + Co, San Diego Promise Zone, HUD, City of San Diego Parks and Recreation, MAAC, Jacobs Center for Neighborhood Innovation (JCNI), San Diego Futures Foundation, Civic San Diego, YouthBuild, City of San Diego Economic Development

Review of Working Group Meeting – September 2017 At September's working group meeting, we reviewed and updated all logic model activities. This logic model will guide the work of Increasing Economic Activities for the San Diego Promise Zone for the next 10 years. These updates centered on focusing resources available citywide on the San Diego Promise Zone (SDPZ) in specific and expediting the process of utilizing these resources. This meeting also included identifying the SDPZ's assets and bringing more diverse representatives around the table, such as infrastructure agencies and incubators.

The next working group meeting will address linking the appropriate organizations and partners to each activity.

Logic Model Draft Review (Main goal of the day)

Subgoal A:

Suggestions:

- Category Discussed: Inputs
 - It was decided that the City of San Diego's Development Services Department will be vital in expediting permit processes to attract new businesses to the SDPZ.
 - The Diamond Business Improvement District was identified as an organization that could potentially connect with the accelerators/incubators, CONNECT ALL and Impact Without Borders, to show them the value of involvement in the SDPZ.
 - Many more partners/resources were identified concerning educating business owners on access to capital and expansion strategy: Civic San Diego, Accion, Diamond Business Improvement District, Small Business Finance, City of San Diego's Revolving Loan Funds and International Rescue Committee.

Subgoal B:

Suggestions:

- Category Discussed: Inputs

- It was determined that the City must work collaboratively with the additional partners, among them San Diego Gas and Electric, Cox and SANDAG, in order to identify Capital Improvements Program projects in the SDPZ.
- The working group suggested including BNSF Railroad (not an acronym) as a partner to support multimodal transportation options.
- The state of California provides a grant for electric vehicles for low-income residents. Volkswagen may provide settlement funds that can be easily directed to low-income infrastructure improvement.
- Civic San Diego puts on Economic Empowerment Tours that could promote SDPZ to investors and developers and connect them to interested landlords and nonprofits.
- The working group removed the activity of expediting development projects at Jacobs Center.

Questions/Action Items:

An upcoming SDPZ Blast will include an announcement on the San Diego Gas & Electric project Power Your Drive, which will be installing, operating and maintaining 3,500 stations in county, 170 in the City on a first-come, first-served basis.

Subgoal C:

Suggestions:

- Category Discussed: Inputs
 - There was interest from Civic San Diego about championing the development of the task force to negotiate with lenders to develop underserved communities' reinvestment plans. The group may consider utilizing the advocacy organizations CRC (Community Resource Center) and Greenlining Institute to incentivize these plans.
 - YouthBuild was identified as a possible provider of space and software to develop a platform to streamline the permitting process for small businesses.
 - The Supplier Diversity Council was identified as a possible organization to support coordinating CDBG recipients and lenders in the SDPZ.
 - The Governor's GoBiz Office is a possible partner for this Subgoal as it provides classes to support entrepreneurs seeking the GoBiz tax credit.

Subgoal D:

Suggestions:

- Category Discussed: Inputs
 - The working group highlighted that developing a "Buy or Made in San Diego" campaign would require widespread community support to get the word out as well as an asset map that highlights parks, connectivity, arts districts etc. The Our Towns Grant may support this work.

Updates

Update Title:

- Announcement/Rationale:
 - The working group reviewed a fiscal map survey draft. This project is slated to be completed by the SDPZ partners by the end of December. This survey will allow the SDPZ to organize and distill partners' fiscal and service information confidentially. This information will allow for capacity building and collaboration between SDPZ partners.
 - A grant-aligning workshop will be held in January. Details are TBA.
 - YouthBuild announced The PACE Grant for ecofriendly housing add-ons; e.g., solar-water heating, is accepting RFP's (Requests for Proposals).
 - City of San Diego announced that CDBG-funded parks are being built within the SDPZ.

Next Steps and Closing

Next Meeting Date:

Jacobs Center for Neighborhood Innovation

Nov. 8, 2017, 1:30-3:30 p.m.