



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

Wednesday, September 20th, 2023, | 2:30 – 4:00 PM | Via Zoom (Meeting ID: 161 915 3978)

Working Group Goal: Increase and improve access to capital, promote e-commerce systems, market neighborhoods, and improve infrastructure

In Attendance

Accessity (Formerly Accion), Access Inc., City of San Diego—Council District 4, City of San Diego—Council District 9, City of San Diego—Economic Development Department, City of San Diego—Promise Zone, Communities for Global Sustainability (C4GS), International Rescue Committee, Logan Heights Community Development Corporation, mohuman, Office of Juan Vargas, 51st Congressional District, San Diego Housing Commission

Meeting Notes

Welcome, Introductions & Culture Share

- Co-chair welcomed Partners and led a culture share activity: September is National Self Care Awareness month. Who taught you the importance of self-care and what self-care routines do you enjoy?

Partner Announcements

- **Congressman Vargas** who is the federal representative of the 52nd district noted that on Monday they hosted their [service academy night](#), where high school students and counselors were able to learn more about the opportunities to join one of these academies. The participants included the U.S. Air Force Academy, U.S. Coast Guard Academy, U.S. Naval Academy, U.S. Merchant Marine Academy, and the U.S. Military Academy. This event was hosted at the SBC center in National City.
- **IRC SBDC** - is reopening their Global Food Market on Saturday, and we will continue to host it once a month. The event is held every third Saturday of the month in City Heights at Fair 44 on El Cajon Boulevard. It is a collaborative effort with the El Cajon BLVD Business Improvement District and aims to provide a free space for our clients to showcase and sell their products outside their homes.
- **Live Well Center** - The Live Well Center offers County services that are trauma-informed and culturally sensitive to promote health and well-being of the residents and strengthen families and communities. A community open house will be held next month. Residents are invited to attend from 11 a.m. to 3 p.m. on Saturday, Oct. 14. <https://www.livewellsd.org/i-want-to/get-involved/southeastern-live-well-center>

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

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

Staff Updates

- The San Diego Promise Zone has three Americorps listings up for a [VISTA Leader](#), a [Grants and Research Associate](#) and an [Operations Associate](#) as well as a [Civic Engagement Associate](#).
- Bryan Bello, who was our management intern, had his last day was on Friday 9/22 and will be joining Council President Sean Elo-Rivera's office as a Management Intern.
- The Partner Financial Assistance (PFA) application opened July and closed August. We have received approximately 30 submissions and are expecting to make an official announcement with a press release in the next couple of weeks, so keep an eye out for the awardees!
- [DHL informed](#) of an opportunity to bring a pop-up store to the PZ and the group discussed some ideas of where this may be beneficial. If there is any interest or ideas on bringing this to the PZ, please reach out to melder@sandiego.gov

Grant Update: Catholic Campaign for Human Development

- **Application deadline:** Pre-applications are due November 1, 2023.
- **Grant amount:** \$25,000 to \$75,000
- **Description:** The Catholic Campaign for Human Development (CCHD) is the domestic anti-poverty program of the U.S. Catholic Bishops. CCHD works to break the cycle of poverty by helping low-income people participate in decisions that affect their lives, families, and communities. CCHD's Community Development Grant Program supports organizations that are led by people living in poverty and work to address the root causes of poverty by nurturing solidarity between the poor and non-poor and facilitating the participation of people living in poverty in decisions that perpetuate poverty in their lives. The Economic Development Grant Program supports economic development initiatives that significantly include the voice of the poor and marginalized in developing new businesses that offer good jobs or develop assets that will be owned and enjoyed by local communities. (Applicant organizations must not promote activities that work against Catholic values.)

FY2025-2029 Consolidated Plan Presentation

Nadine Hassoun, Economic Development Department Community Development Specialist

What is the Consolidated Plan? A planning doc that evaluates housing income and development needs and how funds will be spent over 5 years

Call to actions:

- Promise Zone partners are encouraged to attend the [Community Forums](#) in October and take the [Consolidated Plan Survey](#)
- Promise Zone partners are encouraged to share the Community Forum information and the survey link with the individuals they serve and within their professional networks
- Promise Zone partners may want to consider hosting community feedback sessions on their own
- A social media toolkit is attached and available to interested partners to help share the word with the public

- Join the [CDBG/Consolidated Plan](#) mailing list to receive future updates on this planning process

Questions from Presentation:

- **Q1.) What are the greatest unmet economic development needs?**

A1)

- Funds
- Living wage employment opportunities
- Access to capital for small businesses
- Low-cost loans for small businesses and non-profits
- Free credit assistance
- Job force trainings for particular industries
- Affordable housing
- Access to early career services

- **Q2.) Where in the city are these needs most prominent?**

A2)

- Southeast San Diego
- City Heights
- Minority majority neighborhoods
- City Heights
- Logan Heights
- Encanto

- **Q3.) What should the priority outcomes be?**

A3)

- Transitioning businesses to employee owned
- Revitalization of neighborhood businesses and commercial areas
- Affordable commercial rental properties
- Expanding priority job sectors

Understanding Partner Engagement to Advance Collective Goals

Call to actions:

- Reflect on what the working group should prioritize this upcoming year
- In what ways can we foster greater collective impact and collaboration in our working group?
- How can we, as a collective, continue to increase engagement with the working group? What kind of information would you interested in learning more about?
- What does creating a legacy mean to you in the context of the working group?

Poll Questions/ Group answers

- **Q1.) What should the economic activity WG prioritize?**

A1: Identify, coordinate and organize technical assistance and small business support resources to map out a referral ecosystem

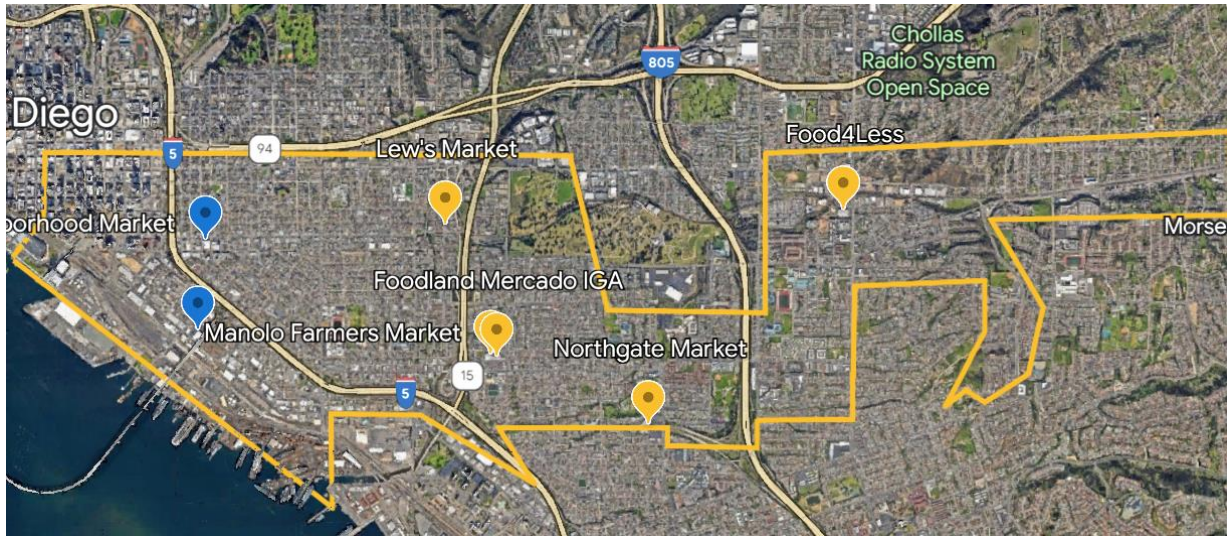
- **Q2.) What are the barriers to achieving these goals?**

A2.) Funding

- Q3.) If we created a hub to be used as an accelerator for networking/ promoting of partners/ where you can find help among each other would you use it
A3.) Yes

Food Desert Introduction:

- ★ The Promise Zone team discussed the food deserts in the area and the need for there to be more fresh food options in the Promise Zone and introduced the option of this as a new goal moving forward. We will discuss farther into detail in our next Working Group meeting.



(The seven main grocery stores in the Promise Zone)

Wrap Up and Adjourn

- <https://forms.gle/g5fmN48zgmTefEU88>
- Co-chairs thanked those who attended the meeting and encouraged them to leave any feedback through the Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>

Next Meeting

Wednesday, October 18th, 2023 | 2:30 to 4:00 PM

Via Zoom (Meeting ID: 161 915 3978)

All partner meeting is on October 4th, 2023, | 12:00-2:00pm

Consolidated Plan Social Media Toolkit

Thank you for helping us share the City of San Diego's Consolidated Plan survey link and public forum information. We are striving to have participants of various ages, demographic, income-level and geographic groups. The survey link is available now and responses must be completed before January 7, 2024. The public forums will occur in the first two weeks of October.

Survey Link

bit.ly/sdconsolidatedplansurvey

The survey is available in English, Spanish, Tagalog, Vietnamese, Mandarin, Arabic, Korean, and additional languages. For more information about the survey, visit:

<https://www.sandiego.gov/cdbg/general/consolidatedplanmaterials>

Follow and tag the City in your post:

Facebook: [@CityofSanDiego](https://www.facebook.com/CityofSanDiego)

Twitter: [@CityofSanDiego](https://twitter.com/CityofSanDiego)

Instagram: [@thecityofsandiego](https://www.instagram.com/thecityofsandiego)

Use #SDConsolidatedPlan to join the conversation.

Visual Assets: A variety of images can be downloaded from [this link](#) or below.

- (2) 1080 x 1080 images for Instagram, Facebook, LinkedIn and Twitter, one survey and one forum
- Consider a NextDoor post, too!



Example Survey Posts:

- Your Voice. Your Community. Take the City's [Community Needs Survey](#) and share YOUR priorities!
- What is your experience finding housing in the City of San Diego? How could it improve? Share your experience by taking the survey [here](#).
- What services would you like to see provided to San Diego residents? We want to hear your ideas! Take the survey [here](#).
- What's missing from your neighborhood? Share your thoughts by taking the City's [Community Needs Survey](#) and help identify needed infrastructure investments.

Example Forum Posts:

- Join a public forum to share your thoughts on how the City can best invest federal funds to address priority needs in your community.
- Your input matters! Join the City's public forum series and share your thoughts and suggestions for investing in improvements to low- and moderate-income neighborhoods. [\[Register here\]](#)
- Building Stronger Communities: We need you! Join the public forum series to identify community needs and priorities that will guide the City's neighborhood investments over the next 5 years. Find an event near you at bit.ly/sdconsolidatedplan.
- You're invited to attend a community forum to share what's on your wish list for the City's next Five-Year Consolidated Plan. Together, we can prioritize key areas such as affordable housing, sustainability, homeless shelters, job opportunities, and infrastructure. Register to join your local forum [here](#).
- Your Voice, Our Action: Participate in a public forum to provide input on how the City can best invest federal funds to improve your community. Find more information at bit.ly/sdconsolidatedplan.

Example Newsletter Blurb:

Calling all San Diegans! How would you invest \$135 million to address priority needs in your community over the next five years? A survey is now available to share your insights!

Every five years, the City of San Diego creates a "Consolidated Plan" document to identify community needs and priorities. We need your help determining how best to spend federal funds to invest in San Diego communities. We can prioritize key areas such as affordable housing, community services, sustainability, homeless shelters, job opportunities, and infrastructure. To share insights into your community's needs and priorities, [please take the survey here](#). Get [more information on the Consolidated Plan process here](#).

Example Email to Partner Organizations

Subject: Your Ideas, Your Community. Join the Conversation!

Please join us at a community forum to share your thoughts on housing, community, and economic development needs in the City of San Diego.

The City of San Diego is currently developing its 2025-2029 Consolidated Plan, a planning document required by the U.S. Department of Housing and Urban Development (HUD) to help guide the investment of funds from three federal funding streams: the Community Development Block Grant (CDBG) program, the HOME Investment Partnerships program (HOME), and the Emergency Solutions Grants program (ESG).

At the forums, you can learn more about the Consolidated Plan planning process and participate in interactive activities to share your insights on your community's needs. Everyone is welcome! A children's activity table and refreshments will be available. Community forums will be taking place throughout October at the dates and locations below. Addresses and additional details can be found [here](#).

Community Forums:

City Heights Library: October 2, 6:00 p.m. - 7:30 p.m.

Skyline Library: October 3, 5:30 p.m. - 7:00 p.m.

Bayside Community Center: October 4, 6:00 p.m. - 7:30 p.m.

Malcom X Library: October 5, 1:00 p.m. - 2:30 p.m.

Central Library: October 9, 6:00 p.m. - 7:30 p.m.

Logan Heights Library: October 10, 6:00 p.m. - 7:30 p.m.

San Ysidro Community Activity Center: October 12, 6:00 p.m. - 7:30 p.m.

Educational Cultural Complex: October 21, 12 p.m. - 2 p.m.

Requests for disability-related accommodations and interpretation can be made by emailing cdbg@sandiego.gov at least five business days prior to the event.

[You can RSVP to the forums here.](#) *Note: Registration is not required to attend the forums.*

In addition to the community forums, or if you are unable to attend, **please take the [Community Needs Survey](#), available in over 10 languages.** This survey is designed for all residents of San Diego to help provide insight on which housing, community development, public service and economic development activities are most needed in their neighborhood and the city at-large, as well as what outcomes they would like to see the City of San Diego prioritize with the federal funding it receives. Flyers for the survey are currently available on [our website](#) in 11 languages.

[Take the survey here!](#)

Participating in the community forums in October and responding to the survey is a great way for partner organizations to provide the team with insights reflecting "on-the-ground" conditions that aren't always captured in quantitative data, and it's also a great way for San Diego residents to identify the challenges

most impacting their households and suggest solutions about how the City should address those challenges.

Please subscribe to the [mailing list](#) to stay updated on upcoming opportunities. Additional information can be found on the City's Consolidated Plan [webpage](#).

Please share this information with your networks. Thank you in advance for your participation in this effort! If you have any questions, please reach out to Nadine Hassoun at NHassoun@sandiego.gov or call 619-236-6700.