



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Economic Activity Meeting Minutes

Wednesday, April 17, 2024, | 10:00 – 11:30 AM | Via Zoom (Meeting ID: 161 686 1138)

**Working Group Goal:** Increase economic activity

Objective 1: Increase and Improve access to capital

- Attract New Businesses to Vacant Land
- Support Small Businesses, Entrepreneurs, and Self-Employed Residents

#### In Attendance

**Access Inc.** (Edith Hernandez), **Cafe X** (Cynthia Ajani), **Cal Coast Credit Union** (Sylvia Ramirez), **City Heights Community Development Corporation** (Natasha Salgado), **City of San Diego- Council District 9** (Jeffery Nguyen), **City of San Diego- Economic Development Department**, **City of San Diego Promise Zone**, **Community Advocate** (Danielle Stephen), **County of San Diego Black Chamber of Commerce** (Shuting Wang), **C4GS-ZEDlife** (Jay Corrales), **Jacobs Center for Neighborhood Innovation** (Danea Ramos, Selena Ellis-Vizcarra), **Live Well SD** (Maya Vargas), **Logan Heights Community Development Corporation** (Felix Lopez, Leonardo Ortiz), **MAAC** (Maritza Nash), **Office of Juan Vargas, 51st Congressional District** (Genevieve Fong), **Viet Votes** (Jean-Huy Tran)

#### Meeting Notes

##### Welcome, Introductions & Culture Share

- Co-chairs welcomed the partners and led a **culture share** activity with the questions: What is something that you can count on or someone you can talk to that helps put a positive impact on the stress that you might have?
  - Upcoming working group meetings and VISTA contact information:
  - Housing Affordability: Wednesday, April 24, 10am-11:30am via Zoom.
    - Ian Hembree, [IHembree@sandiego.gov](mailto:IHembree@sandiego.gov)
  - Jobs & Education: Wednesday, May 1, 10am-11:30am via Zoom.
    - Zachary Engberg, [Zengberg@sandiego.gov](mailto:Zengberg@sandiego.gov)
  - Healthy Communities: Thursday, May 9, 10am-11:30am via Zoom.
    - Nathaniel Hillman, [NHillman@sandiego.gov](mailto:NHillman@sandiego.gov)
- **Partner Announcements**
- **Office of Juan Vargas, 51<sup>st</sup> Congressional District:** For anybody affected by the floods in January, Friday, April 19 was the last day to apply through FEMA's disaster assistance programs and to receive onsite support.

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

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

- **Office of Juan Vargas, 51<sup>st</sup> Congressional District:** Congressional Art Competition information [here!](#)

### **Promise Zone Announcements:**

- Mapping tools that can be used as a community development locator are [here](#) as well as mapping and geographic information from the City located [here](#).
- San Diego Promise Zone's April newsletter is linked [here](#).
- We will be having an in-person, All-Partner Meeting on Tuesday, May 14 from 10:00AM-12:00PM. Register here: <https://forms.gle/6T9Kjue7sEPdEBR78>

### **Grant:**

- [The CalMoneySmart](#) program aims to enhance financial empowerment among unbanked and underbanked Californians by funding nonprofit organizations. Through financial education and empowerment services, it seeks to reduce disparities, improve financial literacy, and foster wealth-building opportunities. The program awards grantees up to \$200K per year for two consecutive fiscal years to promote financial stability and security statewide.

### **Barrio Logan Business Walk:**

Viridiana Quintana: City of San Diego Economic Development Department

- Business walks are an afternoon or day where the department goes out and has 1-1 conversation with businesses to foster communication and relationships and to hear about the issues those businesses may be having.
- It is also a time to connect with owners and their employees to learn more about them, their business, distribute resources and get them connected to resources that they might need.
- Additionally, a folder is put together including post cards with information and other references business owners can reference, provided in different languages.
- Some of the things included in the folder are easily accessible contact information, a flyer that explains why we stopped by and who they can contact if they have any other questions, a 4x6 card for information regarding the Storefront Improvement Program as well as a feedback postcard for any challenges that business might be dealing with and any partner materials provided.
- **The date we are currently targeting is Thursday, June 27 from 2:00-4:00PM.**

### **Voices of the Community Cafe X:**

Cynthia Ajani: Cafe X:

- Cafe X has been mother-daughter owned since 2018, manifested out of a project her daughter created with the community in mind and has been in their 1835 Imperial Avenue address for the last two years.
- Location serves as an event venue, an area to have meetings, guest speakers, a place to relax, study, meet up with friends. Residents/organizations are able to rent the space (5,000 square feet) for activities and retreats.

- Plants are sold on site for consignment as well as fresh fruits from Brightside Distribution. Cafe X also composts any food that spoils making it so that nothing goes to waste!
- Sign up for the Cafe X newsletter on their website [here](#).
- After the Cooperative event from May 31- June 1, Cafe X will host something to have a deeper dive as to what was discussed at the conference, which will be free of charge!
- Feel free to stop by for specialty coffee along with merch!

### **Jacobs Center Presentation:**

Selena Ellis-Vizcarra: Jacobs Center of Neighborhood Innovation

- There has been no accepted offer or purchase of intent to anything related to the Church's Chicken at Market and Euclid.
- Have listened to community wants and needs and have decided that healthier options are something that the community needs. (No liquor store, gas station, or more fast-food options.)
- Buyer for the Jacobs Center building is San Ysidro Health with the program PACE which will be taking over the bottom floor.
- The PACE program coming in provides a space and services to help elderly individuals with things like seeing doctors, mental health specialists, nutritionists, and gives a place to hang out and relax as well as eat a meal if they are there for long periods of time.
- Another exciting part of what's to come is an after-hours urgent care for anyone, which provides an alternative, cheaper closer option than an Emergency Room visit.
- Looking forward to creating more job opportunities within the Promise Zone area. There should be 100 skilled jobs available, and the intention is to hire people from here to serve their own communities! A nice combo of bringing something to the community health-wise as well as with jobs.
- The Jacobs Center as an organization will still exist even though the building will be sold; it is likely that Jacobs Center staff will still have an office on the property.

### **Changes to Subgroup:**

Amber Weber: City of San Diego Economic Development Department

- Following the joint meeting on March 13, 2024, the Healthy Communities Working Group will host the subgroup related to infrastructure and tree canopies. To attend the Healthy Communities meetings, which are on the second Thursday of each month, click [here](#).

### **Data Points:**

Amber Weber: City of San Diego Economic Development Department

Amber has been reviewing the indicators initially set for this working group and would like to track more relevant and measurable trends. Other than unemployment rates and

business creation rates (by Business Tax Certificate filing dates), what other data points would this working group like to see?

- Wages in the area/ how competitive compared to other areas?
- Number of storefront properties vs. home-based businesses?
- Type of business/ industry and break it down by zip code

**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 Meeting—Co-Op Convening**

Tuesday, May 7, 2024, | 5:30 to 7:30 PM In person (location TBD)

Link to RSVP: <https://bit.ly/ACooperativeConvening>