



Creating Jobs Working Group

Jan 16, 2019, 2 – 3:30 p.m.
Valencia Park/Malcolm X Library
5148 Market St, San Diego, CA 92114

Meeting Notes

In Attendance: City of San Diego Promise Zone (SDPZ), AmeriCorps VISTAs, City of San Diego Economic Development Department (EDD), San Diego Futures Foundation, South Bay Community Services, Able Disabled Advocacy Inc., San Diego Community College District (SDCCD), United Way San Diego, Ammex Tank International Inc., San Diego Housing Commission (SDHC), Local Initiatives Support Corporation (LISC), Workshops for Warriors, Office of San Diego County District Attorney, San Diego County Office of Education.

Welcome and Introductions: Lydia Moreno, City of San Diego Economic Development Department, opened the meeting.

Review of Goals and Activities of other Promise Zone Working Groups:

Activities of the other Promise Zone Working Groups were reviewed, including a brief overview of the past important events:

- Increasing Economic Activities Working Group
 - Business walk by the Working Group to understand the background, history and needs of the businesses in the Promise Zone and to identify areas of collaboration.
- Increasing Access to Affordable Housing
 - Goal to create 10,000 new units in the next 10 years. Focus on developing ADUs (Accessory Dwelling Units) that are additional small housing units in the backyard of a large house. This can increase the inventory of available affordable housing significantly.

- Creating a Priority for Safety
 - Current focus is on the Get it Done app that allows residents to report complaints about non-emergency issues and also track progress on the issue. Residents can report a wide range of issues, including graffiti, dumping, abandoned cars and potholes, by simply taking a picture of the issue/incident from their phones.
- Increasing Access to Healthcare and Healthy Foods
 - Focus on urban agriculture and leveraging AB 551 that grants a tax break to owners of vacant land for five years if it's used for urban agriculture. Recent development was a meeting between the Jackie Robinson YMCA and Urban Corps to use a vacant strip of land at the YMCA for a pilot project on urban farming.
- Improving Educational Opportunities
 - Focus on Opportunity Youth with programs like Gateway to College and encouraging participation in STEAM activities.
 - Recently there was a joint meeting in June between Improving Educational Opportunities, Increasing Economic Activities and Creating Jobs Working Groups to foster cross-collaboration.

Key Updates from past Working Group meeting:

- Smart Cities Roadmap:
 - Efforts underway to integrate and streamline disparate work streams using data and technology in the public, private and nonprofit sectors in the City.
- Asset Mapping Survey:
 - The San Diego Promise Zone recently launched a [survey](#) to understand assets in the Promise Zone and identify gaps.

Key Updates from San Diego Promise Zone and its Partners:

- Ammex Tank International:
 - Ammex Tank International works to clean ship tanks, is looking to recruit soon and plans to discuss strategies and opportunities for collaboration during the next meeting.
- San Diego Promise Zone:
 - The San Diego Promise Zone recently launched a [survey](#) to understand assets in the Promise Zone and identify gaps in service and partner membership.

Promise Zone Career Day Event Planning:

- The core agenda of the meeting was to build upon the ideas discussed during the December meeting to plan a Career Day event focused on Opportunity Youth in the San Diego Promise Zone.
- Further discussion is needed to determine whether the event should be open to all San Diego Promise Zone residents or exclusively for youth in the San Diego Promise Zone.
- Since the youth and particularly the Opportunity Youth tend to be shy, it's also important to decide whether it would be better to have industry partners take turns and walk to different groups of youth seated at tables instead of the conventional other way around.
- The meeting attendants separated into two different groups to discuss the following items regarding planning for the event.
- Industry partners
 - Would be good to have two partners per industry
- Youth/resident outreach strategies
- Training and program providers
- Logistics
 - Venue / facilities
 - Potential sites:
 - San Diego Continuing Education Cesar Chavez Campus
 - Office of San Diego County District Attorney to help with venue
 - Messaging / Marketing – branding the event potentially as “Promise Zone Career Day”
 - Transportation
 - Food / drinks: Jimbo’s or Kitchens for Good
 - Survey: San Diego Workforce Partnership would use its iPads for the survey
 - Agenda and assignments
 - Keynote speaker to kick-off the event: SDPZ director Katherine Crow to report
 - Date and time: Potentially third week of May from 9 a.m. to 3 p.m.

- Vendors to start operations at 9 a.m.
 - Check-in at 9.30 AM
 - Kick-off at 10 AM with keynote speech
 - Agenda for the rest of the event to be discussed during the next Working Group meeting
- Photographer
 - DJ: Urban Beats?
 - Volunteers for the event
 - SDWP to provide questions for industry representatives to address at the event
 - Sponsors: LISC
- Industry focus:
 - Advanced manufacturing
 - Construction
 - Information and Communication Technology
 - Industry research presentation: SDWP
 - Elevator pitch: SDWP
 - The subgroup plan to have internal discussions as needed and synthesize their discussions during the next Working Group meeting.

Next Meeting Date:

Third Wednesday of each month

Location: TBD

Feb 20, 2019, 2-3:30 p.m. (To be confirmed)