



The City of



# Economic Development

MEETING NOTES



## Creating Jobs, Improving Educational Opportunities and Increasing Economic Activities Working Groups

December 11, 2019, 3:00–4:30 p.m.  
Border X Brewery – Barrio Logan  
2181 Logan Ave, 92113

### Meeting Notes

**In Attendance:** City of San Diego Promise Zone (SDPZ), City of San Diego Economic Development Department (EDD), SD Continuing Education, San Diego Second Chance, Accion, San Diego Futures Foundation, Able Disabled Advocacy, District 8 Councilmember Vivian Moreno, San Diego District Attorney, GRID Alternatives, Barrio Logan Maintenance Assessment District, United Way SD

#### Welcome and Introductions:

Working Group Co-chairs Lydia Moreno, City of San Diego Economic Development Department and Stephen Colon, San Diego Workforce Partnership opened the meeting.

#### Partner Announcements:

- a) Logan Heights Community Development Corporation (CDC):
  - Hosting a 12-week training program on starting a new business which will take place Saturdays from 9:00am – 12:00pm and begin on January 4<sup>th</sup>, 2020. To attend, please register on their website <https://www.loganheightscdc.org/>.
  - Offering 25 percent off small business loans for a limited time.
  - Looking for volunteers for tax preparation services for the local community, in addition to offering free tax preparation for Logan Heights families.
  - Hiring 2020 census canvassers.

- b) La Bodega Art Gallery will host their final show for the Barrio Logan Art Crawl this Saturday, December 21, 2019.

### **Career Crawl:**

Event Info: Wednesday, March 11<sup>th</sup>

1:30-2:00pm - Pre-event kick-off at *Barrio Station (tentative location)*

2:00-4:00pm – Career Crawl *Businesses TBD*

### Planning & Logistics:

Three sub-committees have been formed along with sub-committee leads:

- a) **Outreach to Employers**– Leads: Luis Ojeda (City of San Diego), Leslie xxxx/ Assisting: Gary Knight(Co-Chair)- *entrepreneurial track* **Outreach to Youth**- Leads: lady from Urban Corp. in black tee-shirt, Alana (Second Chance), Kim Eber (SDCE)- *continuing education*
- b) **Pre-Event Training**- Leads: Julie Hadfield (Grid Alternatives), Melissa Villalpando (City of San Diego)/ Assisting: Leslie (Library?), Gary Knight (Co-Chair)
- c) **Evaluation and Follow-up (registration)**- Leads: Lydia Moreno (City of San Diego), Alana (Second Chance) /Alex Southard (City of San Diego)-*registration*

### Career Crawl Discussion Notes:

- Barrio Logan will be the location of the next Career Crawl (CC). There was a meeting with the Barrio Logan Association on December 10<sup>th</sup>. More and more individuals from the neighborhood are participating in the conversation about the CC. The owner of *C Street* is also passionate about career development and has recommended small maps for different routes. He would also like the CC to not be one and done but rather to involve youth follow-up and an on-going relationship with both community youth and employers.
- Rachel Ortiz, Director of *Barrio Station* wants to be involved to help the community help themselves. She has ideas to provide kids with life skills classes, resume building, and pre-interview workshops which will prepare Opportunity Youth and also determine which track each youth should take on the day of.
- Some BL businesses do not have job opportunities but would like to assist in helping to create pathways for OY in starting their own business. This offers a second pathway for the CC.
- The idea of the CC is not to make this a 'one-off' event but rather to create a model that can be replicated across San Diego and within the Promise Zone.
- The SDPZ can use Eventbrite for registration
- We must make sure that it is clear to the OY that our programming matches their goals i.e. some OY want to pay bills versus get long term career mentoring.

- We should get info from business to be clear who is hiring for what positions.
- We should screen businesses to see if they are open to taking on paid interns from *Second Chance* so that youth can walk away with an opportunity even when businesses don't have capacity to hire. (100-160 hrs. paid per intern, usually minimum wage but depending on the type of business the wage will match industry standard).
- Idea to use tablets for on the spot registration – Gary knight has these tablets – this will help for accurate data gathering

Task List:

Everyone: Light project plan ready for next meeting

Everyone:

What are the measurable outcomes?

How will we engage and follow-up with youth?

How will we collect that information about youth if they get an apprenticeship, paid internship, business mentorship, or job?

Make a registration form in Eventbrite, post it on career crawl website and have it ready on iPads (provided by Gary Knight)

Raffle for computer provided by Gary Knight

Gary Knight – provide tablets for on spot registration

Marketing Materials- Opportunity Youth: SDCE materials targeted towards; Employers: Luis Ojeda

Day of Hand Outs- SDPZ has water bottles and bags to give out to OY

We should get info from business to be clear who is hiring for what positions

We should screen businesses to see if they are open to taking on paid interns from Second Chance so that youth can walk away with an opportunity

Open question around evaluation – Lydia and alana will take this on..

**Next Meeting Date:** *Wednesday*

Third Wednesday of each month

Location: San Diego Continuing Education,  
4343 Ocean View Dr., 92113 Room 169.