



The City of



Economic Development

MEETING NOTES



Creating Jobs and Improving Educational Opportunities Working Groups

Nov. 20, 2019, 2:30–4:30 p.m.

San Diego Continuing Education Educational Cultural Complex Room 169
4343 Ocean View Drive, San Diego, CA, 92113

Meeting Notes

In Attendance: City of San Diego Promise Zone (SDPZ), City of San Diego Economic Development Department (EDD), San Diego Workforce Partnership (SDWP), Workshops for Warriors, GRID Alternatives, Local Direct San Diego, Jacobs Center for Neighborhood Innovation, Office of Councilmember Monica Montgomery (District 4), South Bay Community Services (SBCS).

Welcome and Introductions: Welcome to new partner. Local Direct San Diego.

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:

Sean Karafin, Project Manager, Neighborhood Investment Unit, City of San Diego EDD

- Karafin will be taking over as the interim Promise Zone director while Katherine Crow is out on medical leave
- Kelsey Baird and Connor Lareau have just joined the Promise Zone as new AmeriCorps VISTAs, and will be serving in the Economic Department for one year
- Terri Steele announced that Workshops for Warriors will be having graduation ceremonies within the coming weeks, as well as a job fair on Friday
- Steven Colon announced that SDWP is looking into creating posters and outreach materials about job sectors and positions within the Promise Zone

Propel San Diego: Driving Defense Resiliency

Propel San Diego is a grant-funded initiative from the U.S. Department of Defense Office of Economic Adjustment (DoD-OEA). Funds were granted to the City of San Diego in 2016 and 2017 to develop a more robust and resilient defense ecosystem.

Through the collaboration of six key partner organizations, custom programs are being designed to assist businesses who sell products and services to DoD in order to develop a resilient defense supply chain that can stabilize despite changing budget, regional economic, and DoD readiness priorities. Support programs include access to services and expertise in marketing, ITAR compliance, export assistance, lean supply chain, business collaboration, cybersecurity compliance, workforce training and recruitment.

- Sarah Burns from the San Diego Workforce Partnership gave a presentation on program
- Propel works to support small businesses in San Diego County that provide services within the Defense Industry
- Most of the businesses in the Professional, Scientific & Technical (PST) sector are small scale and need support. Several surveys have indicated a plethora of employment opportunities in this sector, but limiting factors prevent local candidates from securing these jobs
- Limiting factors include education and certification requirements, drug screenings, and security clearances
- SDWP is looking to increase Propel's appeal to residents, students and Opportunity Youth by improving outreach and creating opportunities for mentorships. This can have a direct impact in the Promise Zone.
- Propel has already created infographics outlining career paths, along with employment and education statistics within the industry

Career Crawl and Career Pathways Expo Discussion:

- Conversation continued about the evolving Career Crawl
- Luis Ojeda, co-chair of the Increasing Economic Activities Working Group, discussed focusing the event on businesses that are geographically close to one another, and central to their respective neighborhoods
- Luis would like this to help change the narrative between residents and businesses, as gentrification is a major concern in these neighborhoods
- The intended audience for this event is largely Opportunity Youth, with the potential to also create a dialogue between business owners and prospective entrepreneurs
- The tentative date would fall within late February or early March

- Tasks to accomplish before the event include setting up sub committees, planning logistics, corralling local interest, and securing support from local community-based organizations