



The City of



# Economic Development

MEETING NOTES



## Increasing Economic Activities

Wednesday, Jan. 7, 2020, 2:30 – 4:30 p.m.

Diamond CoWork

5003 Imperial Ave., San Diego, CA 92113

## Meeting Notes

**In Attendance:** City of San Diego Economic Development Department, San Diego Futures Foundation, Diamond Business Association, San Diego District Attorney's Office, Workshops for Warriors, Councilmember Monica Montgomery's Office (District 4).

**Welcome and Introductions:** Working Group co-chairs Luis Ojeda and Gary Knight opened the meeting.

### Media Coverage Discussion:

- The Economic Development Department wants to make Promise Zone media coverage a bigger priority for the new year.
- Publicizing success stories could be a great way to engage the public with the Promise Zone and leverage more resources.
- Potential stories include Urethane Masters receiving a \$450,000 loan from CDC Small Business Finance, and the new roller derby opening near the Promise Zone.
- Partners are welcome to reach out to the City for assistance in getting coverage for such events and successes.

### 2020 Schedule and Priorities Discussion

- The current meeting schedule will remain the same for 2020.
- In addition to our current priorities, access to capital in the Promise Zone should be a major focus.
- A collaborative City and County reinvestment taskforce may be useful in encouraging investments in Southeastern San Diego.
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- Another priority could include creating a list of successful partners, which overlaps with some current projects in the Economic Development Department.

### **Community Perception Survey**

- The second part of this survey will be taking place in the spring, and is a joint effort between the Economic Development Department and San Diego State University.
- The survey is currently being reviewed for potential changes, although it will largely need to stay the same to be properly tracked.
- Partners are welcome to give feedback on the previous iteration of the survey.

### **Community Meetings in the SDPZ**

- Partners should be on the lookout for additional community meetings to attend in the Promise Zone.
- Attending community meetings could be a great way to engage new partner organizations and to gain insight on what future priorities and activities to focus on.
- Having quarterly meetings with the San Diego Regional Economic Development Corp. could help the Promise Zone with talent development and bringing business to areas in need of services.

### **Guest Speakers and other SDPZ Working Groups Discussion**

- Bringing guest speakers to working group meetings should be a focus for 2020.
- Having more joint meetings with the Creating Jobs working group could be beneficial for both groups.

### **Career Crawl Update**

- This event will be hosted in Barrio Logan, with the intention of connecting Opportunity Youth to employment.
- The intention is to create a model that can be replicated in the future.

### **Partner Announcements**

- Diamond BID hosted a financial literacy class on the Dec. 9, 2019.
- Workshops for Warriors received a \$100,000 grant for the Kushman Robotics Program.
- CARE Community Center is hosting a resource fair on Jan. 18, 2020, where participants can get connected to housing and health services.
- The Jacobs Center of Neighborhood Innovation and Circulate San Diego are hosting a community planning workshop on Jan. 15, 2020.

### **Next meeting**

Wednesday, Feb. 12, 2020, 2:30-4:30 p.m.

Diamond CoWork, 5003 Imperial Ave., San Diego, CA 92113