



The City of



Economic Development

MEETING NOTES



Increasing Economic Activities

Wednesday, Jan. 8, 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.

- 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