



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Healthy Communities Working Group

Thursday, February 17th, 2022 | 1:00 – 2:30 PM

Via Zoom (Meeting ID: 979 7737 1015 Passcode: 486144)

Working Group Goal: To increase access to healthy food and healthcare.

In Attendance

Access Inc, Accessity, Barrio Botany, City of San Diego's Economic Development Department, Cook Alliance, County of San Diego Health & Human Services, Inner City Athletic Program, Logan Heights CDC, San Diego & Imperial SBDC Network, San Diego Food System Alliance, San Diego for Every Child, San Diego Futures Foundation, San Diego Parks Foundation, Second Chance, Southeastern San Diego Planning Group, Urban Collaborative Project, Urban Corps of San Diego County

Meeting Notes

Introductions, Agenda Review, and Partner Updates

- Culture Share: What is the best dish you cook?
- Working Group Updates:
 - Economic Activity heard from the Department of Financial Protection & Innovation about their CalMoneySmart grant, the founder of Soul Swap Meet about her experience as a business owner, and continued discussions about their policy platform.
 - Jobs & Education is continuing to prepare for their virtual job fair on March 24th and job readiness events and workshops in the two weeks leading up to it. Please reach out to Staff if you are interested in tabling.
 - Housing Affordability will meet in March to discuss local programs and incentives for affordable housing development.
 - Safety will meet in April and is still searching for permanent leadership. If you or someone you know is interested, please reach out to Staff.
- The Promise Zone's February newsletter last week, you can [read it here](#). If you would like to be added to the mailing list, please reach out to staff.

Upcoming Grant Opportunities

- [County of SD Microbusiness Grant](#) is state funding for businesses that did not receive prior Covid funding, are under \$50,000 in revenue in 2019, and are still in business. They can get a \$2,500 grant. The SBDC is helping the county administer the program, Asian

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[Newsletter](#) | [Website](#) | [New Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14th Floor, San Diego, CA 92101

Business Association and Logan Heights CDC are two of the outreach & technical assistance partners.

- [California Natural Resources Agency Urban Greening Program](#): Funds local green infrastructure projects to reduce emissions, expand green space, and create more sustainable communities. Draft guidelines are out now with webinars anticipated in February or March and an expected deadline in May or June.
 - \$47.5 million in specified general fund dollars
 - Proposals are being accepted from February 7th to March 28th
 - Workshops available on February 28th, March 2nd, and March 3rd
- [USDA Secondary Education, Two-Year Postsecondary Education, and Agriculture in the K-12 Classroom](#): The National Institute of Food and Agriculture is awarding grants to promote and strengthen secondary education and 2-year postsecondary education in the food and agricultural sciences
 - Awards: \$800,000 total funding, grants range from \$50,000-150,000
 - Applications Due on April 6th
- [California Native Plant Society](#): Mini grants (up to \$500) to fund supplies for educational & science projects, semi-public landscaping, habitat restoration, or competitive gardening events. Rolling deadline.
- [Healthy Day Partners + SDG&E Healthy Communities Tree Program](#): Offers a \$1,500 microgrant as well as 10+ fruit trees to community and school gardens in San Diego County. Rolling deadline
- [Google for Nonprofits](#): Google is offering free advertisements for qualifying nonprofits. Nonprofits can use these advertisements to grow their reach, attract donors, and recruit new volunteers.
 - Award: Up to \$10,000 per month in search ads shown on Google.com
 - Application deadline: Rolling
- [Stop the Hate Program Grant](#): The California State Library, in partnership with the California Commission on Asian and Pacific Islander American Affairs has \$10 million in funding for ethnic media outlets and organizations. Grantees will support the California Department of Social Services' Stop the Hate Program.
 - Application deadline: March 14th, 2022, at 5:00 PM
- [Partnerships for Climate-Smart Commodities](#) – Building Markets and Investing in America's Climate-Smart Farmers, Ranchers & Forest Owners to Strengthen U.S. Rural and Agricultural Communities: The Department of Agriculture has approximately \$1 billion in funding to build markets and invest in America's climate-smart farmers, ranchers, and forest owners.
 - Award range: \$250,000-\$100 million
 - Application deadline:
 - Funding pool 1 (proposals from \$5 million to \$100 million) April 8th, 2022
 - Funding pool 2 (proposals from \$250,000 to \$4,999,999) May 27th, 2022

Valencia Park Mural Project

Barry Pollard, Urban Collaborative Project

- The Secret Staircase in Valencia Park consists of 150 steps connecting Las Alturas Terrace across Trinidad Way and all the way to Churchward Street. ([See the KPBS article here](#))
- Urban Collaborative Project received funding from BlueShield of California to beautify and maintain the area. Currently, Urban Collaborative is creating murals of flowers throughout the stairway.
 - They also identified issues with flooding and erosion, which they are applying for further grants to address. Specifically, they are interested in constructing swales, a rainwater collection structure, to redirect water to community gardens.
 - Additionally, they hope to add dusk-to-dawn solar lighting to the pathway.
 - Please share any SDG&E contacts with Barry.
- Barry also requested that partners connect him with permaculturalists and landscape architects for this project.
 - Contact Barry Pollard: bpollard@ucproject.org
 - He also requested that partners share any contacts they have with SDGE.

2022 Policy Platform

- Co-chairs revisited last month's discussion on the 2022 Policy Platform and asked the following questions:
 - How can staff equip our partners to speak the same language when advocating for our various causes?
 - What are food policies or activities you would like to see in the Promise Zone?
 - One partner shared that Southeast San Diego is considered a "food swamp". In 2011, legislation was passed to establish a working group that would distribute fresh produce to corner stores. Partners were interested in seeing collaboration between local growers and corner stores with support from the City.
 - Partners also shared that they would like to see a document similar to the City's "[10 Key Steps to Starting a Business](#)" guide for small-scale urban farming and agriculture.
 - Other partners shared the organization [California Street Vendors](#) and that we could possibly bring Brightside Produce in to present.
 - How can we support active transportation and infrastructure?
 - Partners shared that it would be good to focus on communities that are least served, like Chollas View. Urban Collaborative Project did outreach to that neighborhood and found that there are almost no alternative transportation options like scooters and that crosswalk infrastructure is very poor. They are working to organize the community around these issues.
 - Partners added that securing more active transportation partners would be helpful.

Micro Enterprise Home Kitchen Operations (MEHKO) Overview

Karen Melvin, Food System Alliance, SD MEHKO Coalition

Roya Bagheri, COOK Alliance, SD MEHKO Coalition

- MEHKO, Micro Enterprise Home Kitchen Operations, builds upon the Cottage Food Law, permitting home cooks to legally sell most types of food directly to the public.
 - AB626, Homemade Food Operations Act, requires each county to opt into the law and authorize this type of food facility. San Diego County approved a 2-year pilot program in January 2022.
 - Applications open on February 25th, 2022.
- Some of the benefits of MEHKO include:
 - Entry for lower-income individuals who otherwise could not afford to operate their own food business, a new pathway for entrepreneurship
 - Safety guidelines and food manager instruction for those without formal training
 - The opportunity to test out restaurant ideas or to become a legal business
- It costs less than \$1000 to start a MEHKO:
 - Initial annual permit \$588 (renewal is \$294)
 - Updated standard operating procedures review \$153/hour
 - Business license ~\$50
 - Insurance: ~\$400
 - Food manager certification: \$100-200
 - Food safety supplies: \$0-100
- Limitations of MEHKO businesses are a maximum of 30 meals per day or 60 meals per week and no more than \$50,000 per year in verifiable gross sales. These ensure that MEHKOs and brick-and-mortar restaurants can coexist.
- Riverside County began issuing MEHKO permits in June 2019. Of the 130 MEHKOs in operation in the county, 85% are run by people of color and 60% are run by women. To date, they have had zero food safety-related complaints.
- The MEHKO Coalition is in the process of forming an education and outreach working group to provide resources for home chefs. There will be a six-month commitment to ensure the smooth rollout of the MEHKO program.
 - If you are interested in participating, contact Karen Melvin (karen@sdfs.org) or Roya Bagheri (roya@cookalliance.org).
- For more information, visit:
 - www.sdmehko.org
 - www.cookalliance.org
 - [How to become a MEHKO in San Diego County](#)

Next Meeting

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