



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Economic Activity Meeting Minutes

Wednesday, October 12, 2022 | 2:30 – 3:30 PM

Via Zoom (Meeting ID: 160 198 7510)

Working Group Goal: Increase and improve access to capital, promote e-commerce systems, market neighborhoods, and improve infrastructure.

In Attendance

Accessity, Bank of America, California Coast Credit Union, City of San Diego CD9, City of San Diego Economic Development Department, Diamond Business Association, Governor's Office of Business and Economic Development (GOBiz), International Rescue Committee, Jacob's Center for Neighborhood Innovation, Local Initiative Support Coalition, Logan Heights Community Development Corporation, mohuman, Office of Juan Vargas 51st Congressional District, Small Business Development Center San Diego and Imperial Valley, South Los Angeles Transit Empowerment Zone (SLATE-Z)

Meeting Notes

Welcome, Agenda Review, and Partner Updates

- The City of San Diego's **Economic Development Department** [Community Development Specialist \(CDS II\) recruitment](#) deadline has been extended to October 24. Please feel free to pass this information along to anyone who may be interested in working on community and economic development projects for the City of San Diego.
- **Project New Village** launched their People's Produce Mobile Farmers Market (MFM) in Lemon Grove and National City. [See their weekly schedule here.](#)
- The **Economic Development Department** released the [Fiscal Year 2024 Community Development Block Grant \(CDBG\) Notice of Funding Availability \(NOFA\)](#) available to nonprofit organizations on September 23, 2022. The Request for Qualification submittal deadline is November 4th, 2022 at 5:00 PM (PDT).
- **Barrio Logan College Institute** will be having an Open House on Thursday, November 10th from 5:00 PM to 7:00 PM. Meet the students, families, staff and volunteers of BLCI while seeing their space and learning more about the work that they are doing in the community. [RSVP here.](#)
- The **Diamond Business Association** will be having a [Holiday Festival and Bridge Lighting Ceremony at the Diamond District](#) on Saturday December 3rd, from 3:00 PM to 9:00 PM.

[Promise Zone Partner Financial Assistance Q1 Reporting Summary](#)

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- On September 30, awardees were invited to a meeting with Cal Coast so that they had an opportunity to meet Sylvia as the new liaison to the Promise Zone. This was a chance for them to discuss with the funder directly further opportunities for support and collaboration and to share some of their project's highlights, successes, and challenges.
- That same day, 8 out of 9 Awards submitted their Q1 Report with one delayed due to a minor amendment.
- All working groups will receive an overview of the progress of the projects being completed.
- The Quarterly reporting periods were intentional.
- A little over \$20,000 has been spent of the \$120,000 awarded.

Voices of the Community

Sulma Hernandez, South Los Angeles Transit Empowerment Zone (SLATE-Z)

- The South Los Angeles Transit Empowerment Zone (SLATE-Z) collaborative successfully won the HUD Promise Zone designation in 2016. Their mission is to revitalize South L.A. by moving residents to economic opportunity. SLATE-Z seeks to increase economic activity by investing in businesses, entrepreneurs, and community-oriented infrastructure.
- SLATE-Z's five working groups are Transit, Small Business and Entrepreneurs, Education, Public Safety, and Jobs.

WORKGROUPS

 <p>Transit Increase the safety, affordability, and accessibility of different modes of active transportation for South LA residents</p>	 <p>Jobs Move 10,000 residents into living wage jobs</p>
 <p>Small Business & Entrepreneurs Boost economic activity in South LA by investing in businesses, entrepreneurs, and community-oriented infrastructure</p>	 <p>Education Prepare South LA students for degrees and careers by guaranteeing support in high school and college, connecting to career pathways, and completing certificates and degrees</p>
 <p>Public Safety Improve services for youth leadership development, gang-intervention, support for youth/adults reentering the community from incarceration, and community engagement</p>	



- SLATE-Z was awarded in the second round of planning grants for the Transformative Climate Communities (TCC) Program in order to address economic development and climate justice in neighborhoods that are adjacent to the [Rail To River Active Transportation Corridor Project](#) in LA county. SLATE-Z has done advocacy work to ensure there was funding at the federal, state, and city level to connect pathways to the LA River.
- SLATE-Z piloted 3 public transit pass programs. One program provided free public transit passes to highschoolers lacking transportation to school.
- SLATE-Z recently helped pass California Senate Bill 1052 which expands the boundaries of the Balwin Hills Conservancy to help promote access to green space.

- In terms of sustainability, SLATE-Z worked with the City of Los Angeles to help businesses meet upcoming sustainability requirements as the City transitions to be greener.
- In 2022, SLATE-Z worked with Council District 8 to designate zones and boundary maps to focus on economic activity. SLATE-Z surveyed local businesses of the promise zone and created asset maps for small businesses.
- SLATE-Z helped register 69 South Los Angeles business owners to participate in a 16-session training program to learn about entrepreneur competence, how to access capital, and how to facilitate growth. They partnered with the Advanced Manufacturing Partnership of Southern California and the US Small Business Administration to encourage small business growth.

Voices of the Community Communications Plan

- Staff discussed the importance of serving our small businesses, accommodating their current needs, and providing relevant resources.
- Partners were asked about the type of information that small businesses typically seek from community-based organizations.
 - Small businesses are always looking for funding and capital opportunities such as loans and grants.
 - Small businesses also typically have questions about bookkeeping during the tax season.
- Staff went over the communications plan for reaching small businesses that have participated in the Promise Zone's Voices of the Community guest speaker series. An email campaign will be sent out every month and will contain:
 - Updates on technical assistance provided by Partners.
 - Alerts on upcoming events such as live workshops or webinars for small businesses.
 - Highlights of relevant agenda items, such as policies that help inform small businesses about new regulations that may apply to them, from the City's Small Business Advisory Board (SBAB) monthly meetings.
- A Partner suggested for Staff to send out calendar invites asking certain Partners to provide material that would be relevant and beneficial towards small businesses. This would be done on the 3rd Friday of every month to prepare for the email campaign.

Wrap Up and Adjourn

- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>

Next Meeting

Wednesday, November 9th, 2022 | 2:30 – 3:30 PM

Via Zoom (Meeting ID: 160 198 7510)