



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Housing Affordability Meeting Minutes

Wednesday, January 8, 2025, | 10:00 - 11:30 AM | Via [Zoom](#) | Meeting ID: 161 652 8469

Working Group Goal / Increase access to quality affordable housing in the SDPZ.

In Attendance

City of San Diego (Amber Weber, Roosevelt Williams III, Michele Marano, Oscar Silva, Zach Engberg, Donika Moreno, Brandon Tran, Ronah Famorcan, Daniel Hamilton), **Communities for Global Sustainability** (Adria Fox), **Tierras Indigenas CLT** (Julie Corrales), **IRC Small Business Development Center** (Irene Bwayo), **Catalyst of San Diego & Imperial Counties** (Amy Denhart), **Logan Heights CDC** (Felix Lopez), **U.S Dept. Housing & Urban Development** (Megan Emme), **San Diego Housing Commission** (Jon Rios), **Youth Will** (Liliana Soriano), **Yes In Gods Back Yard** (Monica Ball), **YMCA of San Diego County** (Tya Valentine), **Community Housing Works** (Stephen Swiecicki), **San Diego Art Matters** (Michael Angel Camacho), **Abundant Housing LA** (Jessica Goldsmith)

Meeting Notes

Welcome & Introductions

- Co-chairs welcomed partners and reviewed the January 2025 agenda.
- Culture Share: *What is something you do to spread joy/happiness, or what is the kindest thing someone has done to make you happy?*

Partner Announcements

- AmeriCorps VISTA Oscar Silva shared an announcement on behalf of the YMCA in regard to their Youth Homelessness Systems Improvement (YHSI) Program Launch Meeting which was set for **January 15**. The purpose of the meeting was to bring service providers and youth advocates together to discuss at a systems level and support the community in becoming more effective at connecting youth to housing and ending youth homelessness in San Diego.

Promise Zone & Staff Updates

- The Promise Zone team provided an overview of the December 2024 All-Partner Meeting, and happily reported an increase in attendance from the previous All-Partner Meeting, as well as over 80 pounds of food donated to San Diego Voluntary Organizations Active in Disaster (VOAD) by attendees

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- Rebeca Nava-McClellan, Zachary Engberg, and Ronah Fe Famocran were acknowledged for all their hard work and dedication to the Promise Zone. Former Communications VISTA Rebeca ended her AmeriCorps service on January 2. Ronah will end her year-long internship on January 31 and Grants & Research VISTA Zachary will end his year of service in early February.
- The January community spotlight was shared. John Tucker, Program Manager at the Partnership for Environmental Progress (PEP) has supported various businesses in the Promise Zone, from landscaping to manufacturing, helping them evolve from small startups to thriving enterprises.

Promise Zone Presentations and Q&A:

Julie Corrales, founding Board Member, Tierras Indigenas Community Land Trust (TICLT)

- The Housing Affordability working group heard a presentation from Julie Corrales about the community land trust efforts in San Diego and the origins of TICLT
- Takeaways from the TICLT presentation and discussion:
 - The Barrio Logan neighborhood is highly susceptible to gentrification, with up to 67% of community is significantly rent burdened, and is currently in the top 20% for evictions
 - The Environmental Health Coalition was instrumental in the launch for TICLT by applying and winning grants at the State level through the California Strategic Growth Council
 - Having community input was also important; they provided stipends for 10 people to meet on a weekly basis for a year and 8 of those continued even after the stipends ended
 - The criteria were created by board members, and folks must align with values and mission to become members, including:
 - Live or work in the project area >5 years
 - Lessee
 - Kumeyaay person (tribalized or descendant)
 - Former resident, current volunteer, or regularly engaged artisan or service provider
 - Transformative Climate Communities (TCC) Displacement Avoidance Plan
 - TICLT receives funding to organize, work on policy reform, hold workshops on educating community such as their No Vendas workshops, which provide alternatives to community members being targeted by developers to sell their property
 - Monarch Midwives will be the first tenant on the first floor; they are a BIPOC-owned midwifery that focuses on Indigenous practices
 - The TICLT mission is 4-fold:
 - Provide affordable housing & curb displacement
 - Provide urban greening and eco-restoration
 - Preserve artists spaces and small businesses
 - Educate communities on ways to steward land
 - Some of the challenges TICLT faced during the launch process were:
 - Funding for canvassing and workshops

- Finding developers that want to share with the community and share knowledge; developers that are not looking to gain a profit
 - Discussions and questions focused on:
 - Community engagement and the role the stipends played in retention; each meeting was coordinated and had specific goals in order to be as efficient as possible throughout the year of meetings
 - Industry polluters such as welding shops, ports, warehouses; these are industries you do not see in more affluent communities; these industries highly affect the health of community members
 - Future goals and needs of TICLT:
 - CLTs require more funding, TICLT has a future goal to meet with the City of San Diego and the San Diego Housing Commission to carve out a budget for community stewardship and small non-profits

Logic Models & Breakout Rooms:

- Amber Weber introduced the logic model framework for the breakout rooms. The goal of improving Housing Affordability has three formal objectives, but the working group decided to narrow the focus to two objectives: First: Create and preserve affordable housing; Second: Supporting first-time homebuyers, renters, and people without housing.
- During the Steering Committee Retreat held on January 2, 2025, there was time allotted for wordsmithing the objectives to better reflect the work that is being done in the Promise Zone, as well as ensuring the objectives are achievable.
 - The wordsmithing of the objectives included potentially adding cultivate connections to create and preserve affordable housing
 - Wordsmithing also included potentially adding support knowledge transfer opportunities for first-time homebuyers, renters, and people without housing

Subgroup 1 Objectives: *1) Create and preserve affordable housing.*

- Topics covered in the first breakout room include:
 - Creating a list of churches that own land in the Promise Zone
 - Expanding list to include the San Diego Unified School District, as they are looking at land use and the importance of kids being able to access affordable housing in order to attend school
 - Teach churches about the land trust model and give them resources to prevent them from selling to developers
 - SB555 was mentioned as important legislation for attendees to learn about; this legislation could support schools reshaping their property to support a community land trust model

Subgroup 2 Objectives: *1) Support first time home buyers, renters, and people without housing.*

- Topics covered in the second breakout room include:
 - Increasing resource guides for residents that are looking to buy home or rent
 - Increase engagement between community members and developers

- Attendees mentioned the bus trips the Promise Zone used to host to see projects and developments in progress, and suggested this might be a way developers could learn about the communities
- Potential implementation of non-displacement and gentrification policies

Next Steps & Adjourn

- The co-chair thanked those who attended the meeting and encouraged them to leave any feedback through the [Digital Comment Box](#).

Next Meeting

Thursday, March 6, 2025 | 10:00 – 11:30 AM | Via Zoom
Via Zoom ([Link to Sign Up](#)) | (Meeting ID: 160 599 4171)