



**Increasing Economic Activity
Jacobs Center for Neighborhood Innovation
404 Euclid Ave, San Diego, CA 92114
April 11, 2018, 1:30-3:30 p.m.”
Meeting Notes**

In Attendance: Harder + Co, City of San Diego Promise Zone, AmeriCorps VISTA, HUD, City of San Diego Economic Development Department, San Diego Futures Foundation, Accion, YouthBuild, Dreambuilders, Small Business Development Centers (SBDC).

Welcome and Introductions

Co-chairs Christina Bibler, City of San Diego Economic Development Department, Elizabeth Studebaker, City of San Diego Economic Development Department, and Gary Knight, San Diego Futures Foundation opened the meeting.

Review of March 2018 Working Group Meeting

At the March meeting, the working group received updates about the workplan activities. Council Policy 900-12 is being revised to provide a menu of inclusive economic activities that San Diego base sectors can contribute to and corresponding incentives provided by the City. The City's Storefront Improvement Program will grow in FY19 and include more benefits for SDPZ businesses taking advantage of the program.

A small group has formed around the SDPZ Asset Map, they announced they would continue to meet to make progress on this activity. The group will continue to look for opportunities to expand car-sharing and the SDPZ hopes to soon collaborate with the City to expand multimodal transport options.

900-12 Update:

Initial Discussion:

The new 900-12 draft now includes a tiered menu of inclusive economic activities San Diego businesses can contribute to and corresponding incentives provided by the City. Jobs created must be full-time, exist for three years, and cannot be homebased. The draft will go to the Economic Development & Intergovernmental Relations Committee in June and go before City Council in July.

Tier 1- \$25k

Choose 1:

1. "25 jobs that pay 80-120% AMI or more OR Capital Investment of 5 million".
2. Open new business in LMI area.

Tier 2 - \$50k

Tier 1 requirements + 2 more goals

Tier 3 \$ 100k

Tier 1 requirements + 5 more goals

PlacemakingInitial Discussion:

The Land Development Code is being revised to define and give guidelines for “placemaking”. Placemaking is a project located either in the public right-of-way or on private property that improves the space by adding character, increasing safety, etc., and is motivated by the community. Some placemaking project types include benches, library stands, trash cans/recycling bin with community branding, murals, etc. In the past, placemaking has been expensive, time consuming, and required a confusing permitting process. A second reading of the code revision will take place in May, expected to take effect in June.

Activation Grants of up to \$200,000 (\$10k max allocation per project) will be available starting July 1 for permits and Placemaking Loans of up to \$400,000 (\$100k max allocation per project) will be available for larger expenses e.g. stages, shade structures. Grant and loan funds will only be available for projects and applicants located in the former Regional Enterprise Zone.

Revision Features:

- Defines placemaking as a Process 1 Ministerial Project. Resulting in a decrease in project price.
- A five-year permit that requires assigned upkeep and a review of any complaints for renewal.
- Project caretaker must post their contact information for the public.

Clarifying:

- Murals on private property don't require a permit if they are compliant with the City of San Diego Sign Ordinance.
- Loans are interest free and borrowers have three years to repay loan.
- Placemaking projects cannot be permitted as a Process 1 in city parks, industrial zones, or residential single unit zones (in the public right-of-way).

Business WalkInitial Discussion:

The working group is planning on implementing SDPZ business walks in June. These walks will educate business owners on SDPZ assets and build relationships between current SDPZ partners and SDPZ business-owners.

Suggestions:

- The group suggested educating business owners on the Get it Done App, the Diamond Co-working Space, and why they should be proud of the SDPZ.

- The group highlighted the importance of giving notice before the walk and being consistent with timing and individuals representing the SDPZ.
- The group felt, unlike other business walks, the SDPZ walk should not include a survey.

Updates

- Store Front Improvement (SIP):

The program's process has been automated on the City's website. On July 1st there will be a push to increase SIP rebates to two-thirds. The City's Community Development team has committed to matching SIP funds.

- Asset Map

The Asset Map currently has SDPZ zoning, planned use, SDPZ boundaries, searchable businesses based on City Tax certificates and County Business Property statements.

- The All-Partner Meeting is set for June 28th at the Jackie Robinson YMCA.
- The SDPZ team has a new office space at Ochi Courts.
- DreamBuilders' Project 100 Youth Leadership Competition - Saturday, April 14, 2018 .
- Small Business Development Centers- Women's Business Center opening mid-May.
- Accion- business owners can learn if approved for loan pop-up center this Friday.

Next Steps and Closing

- Accion and the Economic Development Department will meet to discuss partnering on SIP funding.
- The SDPZ team will send the Diamond BID, SDPZ Co-Star reports.

Next Meeting Date:

Joint Meeting

San Diego Workforce Partnership

May 16th, 2018, 2-4 p.m.