



Increasing Economic Activities Working Group

Valencia Park/Malcolm X Library

5148 Market St., San Diego, CA 92114

Aug. 8, 2018, 1:30 – 3 p.m.

Meeting Notes

In Attendance: Harder + Co, City of San Diego Promise Zone (SDPZ), AmeriCorps VISTAs, Department of Housing and Urban Development (HUD), City of San Diego Economic Development Department (EDD), Metropolitan Area Advisory Committee on Anti-Poverty (MAAC) Project, Local Initiatives Support Corporation (LISC), ACCION San Diego, Civic San Diego (Civic SD), Heartland Coalition YouthBuild (YB), GRID Alternatives, Logan Heights Community Development Corporation (CDC) and San Diego Futures Foundation (SDFF)

Welcome and Introductions

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

Review of July 2018 Working Group Meeting

At July's meeting, the working group reviewed two grants which it had previously discussed. The Economic Development Administration (EDA) Economic Development Assistance Programs Grant was discussed as a potential opportunity for collaboration between Urban Corps and SDFF to create an apprenticeship technology refurbishment program. Groundwork, which is looking to develop a job training center within the SDPZ, was also considered as a potential applicant in partnership with Lincoln High School and University of California at San Diego.

The Our Town Grant is currently being pursued by Media Arts Center, partnering with the City of San Diego Commission for Arts and Culture. Murals were suggested as good projects for this grant, with Logan Heights CDC as a viable source for information on open spaces. Other suggestions for this grant included: potential collaboration between San Diego Workforce Partnership and Kitchens for Good on a Makers Quarter project, an Art Place America project, Barrio Logan Arts Foundation, or Barrio Logan Maintenance Assessment District (MAD).

The group received updates on the City of San Diego Commission for Arts and Culture's RFP and the developing Business Walks.

All-Partner Meeting Recap

Feedback

- Partners enjoyed the networking opportunity and overlap activity. They expressed concerns

over the size of the space as well as lack of time to cover the full agenda.

- Suggestions for the next All-Partner Meeting included keeping the same location but moving to a new room, as well as “color coding” attendees by their chosen Working Group to make for easier networking.

Re-cap of topics discussed

- HUD Region Nine director Jimmy Stracner attended the meeting as a speaker. Updates on Opportunity Zone and SB 635 were given. The Promise Zone website revamp and new City of San Diego logo were also reviewed.

Opportunity Zones (OZ)

- Partners raised questions on how to use OZ to give spaces back to their communities, how to get people in the community to invest or borrow, and what qualifications potential investors must meet.
- SDPZ has results coming soon from a community perception survey regarding what people in SDPZ communities would like to see built/developed.

Promise Zone Business Walk

- In lieu of a formal working group meeting next month, all Partners are asked to participate in the upcoming City EDD Business Walk.
- The focus of the walk will be relationship-building within the SDPZ. Participants will visit businesses to start a dialogue: introduce them to the SDPZ as well as resources available to them, and find out how we can help them, and how can we get them involved in SDPZ operations.
- There will be a training prior. Dates are being solidified, and an email will be sent out soon requesting participation. Partners were asked to please respond and spread the word to invite others from their organization/different working groups.

Placemaking:

- An official Placemaking ordinance was recently approved by City Council. The SDPZ is prime location for a variety of different placemaking activities.
- Placemaking permits are good for a maximum of 5 years. They are not to be used for special events, but for activation of space that is ongoing (such as the development of small parks, additions of lights or benches to increase pedestrian activity and respite). Activation grants are also available. Partners were asked to pass along this information, as many constituents Citywide may be eligible.

Storefront Improvement Programs (SIP):

- The SIP has been updated. SIP in the SDPZ now receive a 30% bonus in rebates.
- There are restrictions on the type of business eligible, such as the number of employees (25 or less), no franchises, and restrictions on items which may be rebated.

Council Policy 900-12:

- CP 900-12 (the Business and Industry Incentive Program) had not been updated since 2001 but was recently restructured. It is now a tiered system with baseline criteria (Make a \$5M capital improvement, Create 10 jobs paying 80-120% of Area Median Income (AMI), OR Create 3 jobs paying 80-120% of AMI and be located in an LMI area), which, if met, can lead to result in \$10,000 at the first tier. If firms meet more Community Goal activities, they can increase incentive amount up to \$100,000 without needing Council approval.
- Multiple incentives are available, including expedited permitting as well as assistance and reimbursement for permit processing.
- Existing programs face a lower threshold to enter. Fifty percent of approved projects must be located in LMI communities.

Updates

- The SDPZ's Mapping Your Moving Train (MMT) tool will be sent out again. Partners are asked to respond and use the tool to allow for better tracking and more accurate results for access on the City website.
- Civic SD is closing on New Market Tax Credits for its Youth Access Academy.
- GRID Alternatives is currently working on a community solar project. SDPZ could be a potential partner.
- The next Youthbuild cohort begins in September and will need service hours. For any smaller projects, please reach out to YB for volunteers.

Next Steps and Closing

Co-chair Christina and VISTAs will coordinate to send out the updated SIP application and Placemaking information bulletin, as well as the MMT tool and updated Business Walk and Business Walk Training dates.

Next Meeting Date:

NO SEPTEMBER MEETING

Second Wednesday of each month

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5148 Market St., San Diego, CA 92114

Oct. 10, 2018, 1:30-3 p.m.