



SAN DIEGO CITY-COUNTY REINVESTMENT TASK FORCE



Minutes of the Regular Meeting Thursday, November 20, 2014, 12:00 PM

County Administration Center
7th Floor Meeting Room
1600 Pacific Highway, Downtown San Diego

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ATTENDANCE

Present: Manny Aguilar, Myrtle Cole, Wendell French, Kyra Greene, Ed Lopez, Vino Pajanor, Kathy Patoff, Elizabeth Schott, Richard Shea, Krista Torquato, and Racquel Vasquez.

Absent: Gustavo Bidart, Ron Roberts, Ali Tarzi and Peter Villegas.

ITEM 1 CALL TO ORDER

Co-Chair Myrtle Cole called the meeting to order at 12:10 p.m.

ITEM 2 PUBLIC COMMENT

No public comment.

ITEM 3 TASK FORCE MEMBER COMMENTS

Ed Lopez shared that San Diego LISC would host more than 150 attendees from around the country at national LISC's Financial Opportunity Centers conference in December.

Myrtle Cole congratulated and thanked Union Bank and Wells Fargo Bank for community events that included volunteer clean-up days and citizenship workshops. Kathy Patoff mentioned that roughly 100 Union Bank employees volunteered at the Encanto Recreation Center face-lift project, painting the aging building and installing new landscape.

ITEM 4 STAFF REPORT

Daisy Crompton asked San Diego Housing Commission staff Ted Miyahara, Director of Housing Finance, and Wendy DeWitt, Director of Business and Program Development, to update the RTF on programs of interest to the RTF. Mr. Miyahara also provided an overview of the first-time homebuyer programs administered by the Housing Commission for the City of San Diego and San Diego County's unincorporated areas.

ITEM 5 APPROVAL OF THE MINUTES

The minutes of the October 30, 2014 Special Meeting were approved on a motion by Manny Aguilar, seconded by Vino Pajanor, and passed by a vote of 10-0.

ITEM 6 Discussion and Approval: Lunar New Year Banking Practices

Daisy Crompton recounted that after a member of the Asian-American community shared her difficulties obtaining crisp “new money” for gift-giving during Lunar New Year, the RTF surveyed banks about their services and staff training related to Lunar New Year. When the survey found varying levels of services and training related to Lunar New Year, RTF staff worked with community members to develop a resolution asking the RTF’s member banks and the wider banking community to expand certain practices related to Lunar New Year:

- To keep bank branches stocked with crisp, new money in various denominations;
- To train tellers and frontline staff about the holiday and its customs; and
- To hire more staff with Asian language fluency.

Alexander Nguyen of the Vietnamese-American Youth Alliance (VAYA), which produces the city’s annual Tet Festival, spoke in favor of the resolution. Kathy Patoff and Wendell French spoke about the activities their banks undertake in support of Lunar New Year.

The RTF approved the resolution supporting wider adoption of these banking practices on a motion by Wendell French, seconded by Vino Pajanor, and passed by a vote of 10-0.

ITEM 7 Discussion and Approval: 2015 Meeting Schedule

Daisy Crompton announced that the RTF will continue meeting at the County Administration Center at noon on the third Thursday of each month except August and December. The calendar of meetings for 2015 was approved on a motion by Richard Shea, seconded by Ed Lopez, and passed by a vote of 10-0.

ITEM 8 Discussion Item: 2015 Strategic Planning

Co-Chair Cole opened a discussion of RTF goals and activities for 2015. After a year of rebuilding the RTF in 2014, the Task Force has a strong foundation in place for moving onto more substantive work that directly relates to increasing (re)investment in low and moderate-income areas. The Co-Chair’s priorities include educating current and potential small business owners about the process and requirements for obtaining small business loans. Ms. Vasquez and Mr. French expressed interest in storefront improvement programs.

Ms. Vasquez spoke of the need for information, education and outreach to potential homebuyers. Ms. Greene talked about using the group as a brain trust as we move into a post-redevelopment age and must work better across agencies and jurisdictions.

Several members expressed the desire to undertake an activity that would demonstrate a tangible and quantifiable impact. Mr. French recommended working collaboratively to identify a project that would be too challenging for one institution alone to implement. Ms. Patoff spoke of pooling RTF members' collective resources, both financial and technical. Mr. Lopez and Mr. Shea both mentioned sharing and contributing best practices, while Mr. Pajanor talked about looking at the allocation of funding across programs to find areas where programs overlap and can springboard off each other.

Ms. Patoff commented that the RTF and its members could do better at linking and leveraging all of the different programs and touchpoints possessed by the cities and the county. Mr. Shea spoke of using the RTF's big-picture perspective to assess where investments of human and grant resources would have the greatest leverage and impact in terms of increasing family homeownership and wealth.

Co-Chair Cole closed by saying that the co-chairs and their staff would work with Daisy Crompton to narrow the list of ideas discussed today and previously, and flesh out a workplan for 2015.

ADJOURNMENT

Co-Chair Myrtle Cole thanked RTF members for their service in 2014 and adjourned the meeting at 1:10 p.m.

Respectfully submitted,
Daisy Crompton
Reinvestment Task Force