



# CITY-COUNTY REINVESTMENT TASK FORCE



**San Diego Reinvestment Task Force**  
**Thursday, Feb 17, 2011 at 12:00 PM**  
**202 C Street,**  
**Twelfth Floor Hearing Room**  
**San Diego**

## MINUTES

- Item 1: Call to Order:** Meeting called to order at 12:01 p.m. by Tony Young
- Item 2: Introductions**
- Members Present:**
- |               |                                     |
|---------------|-------------------------------------|
| Tony Young    | Councilmember District 4            |
| Vino Pajanor  | Housing Opportunities Collaborative |
| Jim Schmidt   | Public Member                       |
| Lynn Hastings | Public Member                       |
| Kristy Gregg  | US Bank                             |
| Bob Adelizzi  | Public Member                       |
| Kathy Patoff  | Union Bank                          |
- Co-Chairs' Staff:**
- |              |                              |
|--------------|------------------------------|
| Venus Molina | Councilmember Young's Office |
| Maggie Ruiz  | RTF Program Analyst          |
- Members Excused:**
- |                |                               |
|----------------|-------------------------------|
| Ron Roberts    | County Supervisor, District 4 |
| Mirta Schloss  | RTF Director                  |
| Mitch Thompson | Public Member                 |
| Angie Lucero   | Bank of America               |
| Peter Villegas | JP Morgan Chase               |
| Joe Horiye     | LISC                          |
| Wendell French | Wells Fargo Bank              |
- Members Absent:**
- |                  |                                   |
|------------------|-----------------------------------|
| Murtaza Baxamusa | CPI                               |
| Tim McClain      | County Supervisor Robert's Office |
- Participants:**
- |                   |                  |
|-------------------|------------------|
| Ron Wicks         | IRS - SPEC       |
| Jason Craparo     | Juma Ventures    |
| Eddie Ontiveros   | Juma Ventures    |
| Alex Mazloom      | Mind Treasures   |
| Valery Santacruz  | ACCION San Diego |
| Jacqueline Harris | SDHC             |
| Kelly Salmon      | HCD              |
| Angel Shaw        | HDWC             |

Clovis Honore	RCNU-SACC
Christine Salib	HOC
Michael Lengyel	City Redevelopment
Edgar Felix	SDHC

**Item 3: Public Comments:** No Public Comment.

**Item 4: Minutes:** Motion to approve minutes of Jan 20<sup>th</sup> by Lynn Hastings.  
Second by Kristy Gregg.  
All in favor.

**Item 5: Maggie Ruiz RTF Staff – Credit Union Project/Advocacy Committee:**

Ms. Ruiz announces plans for the creation of a Credit Union by the Housing Commission. She also announces the creation of an Advocacy Committee for the RTF and requests participation of community organizations as well as recommendations and feedback from the RTF Board. She states that Ms. Schloss will present on this two topic areas in March. Tony Young states that the Advocacy Committee will become very important as the RTF moves to operate with a group that may speak freely on the issues relating to lending institutions.

**Item 6: Presentation by Ron Wicks, IRS Stakeholder Partnerships Education Communication (SPEC) – Discussion on the Earned Income Tax Credit (EITC) Awareness Initiative and Voluntary Income Tax Assistance (VITA):**

Mr. Wicks states that SPEC is an outreach organization within the IRS designed to promote tax assistance through the VITA Program. Their strategy is to partner with government and community organizations to bring the program to fruition. Currently there are 89 sites providing tax service to low income individuals, helping provide tax education products and information on asset building. EITC enacted by Congress in 1975 is a refundable credit for eligible workers based on their tax filing status. Mr. Wicks details the points of eligibility and states the impact of the EITC tax credit is phenomenal. In California 2.9 million people have received the EITC with an average refund of \$2,200. Nationwide 26 million households have claimed 59 billion dollars. SPEC works with non-profits to provide sites around the county staffed with volunteers during the filing season to complete tax returns and apply for the EITC. Mr. Wicks thanked the San Diego City-County Reinvestment Task Force for coordinating the Smart Taxes event at the Joe and Vi Jacobs Center, in which they provided VITA services, along with the EITC Coalition among other agencies.

Kristy Gregg inquires as to the validity of “Credit Cards” into which tax returns can be deposited for the use of the individual filer. Mr. Wicks verifies the availability of the cards. Bob Adelizzi asks what about their goals to improve the SPEC program. Mr. Wicks states that it is their goal to increase the allocation of the EITC by 20%. Sites, logistics and resources are discussed in order to enable and assist in the efforts of the SPEC program.

Councilmember Young thanked Mr. Wicks and asked him if there was anything he needed from his office. Mr. Wicks responded that they need venues equipped with wireless communications,

in which they can set-up tax preparation workstations in a private setting. He also added that he has worked with the County Supervisors in launching an EITC Campaign in late January every year to raise awareness on the tax credit. He concluded by stating that he would like to invite the City to join this effort.

**Item 7: Presentation by Angel Shaw – Financial Awareness Expo:**

Ms. Shaw represents the faith based organization Higher Dominion Worship Center in the City of Vista. Ms. Shaw states that the primary objective of the Financial Awareness Expo is to serve the medium and low income communities and individuals in Vista and the surrounding areas. Ms. Shaw states that having such an Expo in the North County is very important as most financial events take place in the southern part of the county. The organization seeks to address the lack of financial literacy and the concerning increase of payday lending services and their business practices among other financial health issues. The organization plans to partner annually and deliver urban financial empowerment initiatives to bring about financial education. Providing families and individuals with better access to financial resources will enable them to manage their finances more efficiently. The title of this year's event is "Financial Empowerment Expo - Taking Ownership of Money Matters in 2011." Adult and youth financial literacy, money management, investing, understanding credit, affordable housing, foreclosure prevention and small business best practices are some of the concepts that will be covered at this event benefiting low income families and individuals within the Vista, Escondido and San Marcos communities. Workforce Development such as interview preparation and job retention is also a concept that the organization is looking to provide resources on. The organization is actively seeking additional sponsors, vendors and donations. The event is targeting approximately 350 individuals at the one stop shop to take place at the Higher Dominion Worship Center. Ms. Shaw thanked the San Diego City-County Reinvestment Task Force for the support it has given with the planning of this event. She concluded by stating her organization would like the continued support and partnership of the RTF board per the proposal submitted on January 20<sup>th</sup>, 2011. Board discussion regarding the RTF involvement in the event was led by Kathy Patoff and it was concluded that this type of events are the types that the RTF should be involved in and are included in the RTF Strategic Plan. Councilmember Young concluded by saying that this event sounds exactly like the Smart Money event and thanked Ms. Shaw for her presentation. He concluded by saying that he was looking forward to attending the event in April.

**Item 8: Presentation by Valery Santacruz from ACCION San Diego – U.S. Credit and Banking system Event March 15th:**

Ms. Santacruz started by stating that ACCION San Diego was awarded a grant in 2010 through the Jacob's Foundation in order to organize free workshops specifically for small business owners. Last year's program included events on Quickbooks, social media and different needs that clients request. Each event was at capacity, reaching approximately 50 individuals each time. ACCION has been awarded the same grant for 2011 to continue workshops and expand in capacity and scope. One of the workshops requested is a Spanish workshop on the U.S. Credit and Banking System. The workshop will consist of a panel of experts speaking to why it is important to have a bank account, what scope of services banks can offer, credit counseling, improved credit score and lending practices. Union Bank and Springboard along with ACCION will be participating in the workshop. She further stated it is very important to ACCION to be able to dispel any myths about the U.S. Credit and Banking Systems by providing the resources

that their clients may need in order to ensure the success of their businesses. Any help that can be provided by the RTF would be welcomed.

**Item 9: Presentation by Maggie Ruiz – Report from Staff:**

Ms. Ruiz announces a small victory in the fight against predatory payday lending. On February 1, 2011 the San Diego City Council unanimously voted to adopt Councilman Todd Gloria's proposal calling on the California State Legislature to enact a 36% APR Interest Rate cap on payday loans. This cap will now be included in the City's Legislative priorities in the State Capitol. As a result the City's Intergovernmental Relations Staff will allocate some time and resources advocating on behalf of this issue. The RTF has been working on these measures for more than 2 ½ years with these results now coming into fruition.

Ms. Ruiz also provided data regarding the Smart Taxes event. 25 individual's tax returns were processed with Federal refunds in the amount of \$32,797 with several of these individuals receiving the Earned Income Tax Credit (EITC) in the amount of \$7,740. Some of the partners for these events were Coronado's Bookkeeping, Dreams for Change, the Franchise Tax Board, Home Start, IRS SPEC, the Jacob's Center, La Voz, Phoebe Chongchua, SD EITC Coalition, the Southeastern Economic Development Corporation and the Solution Law Center among others. At this event services were bundled in regard to needs that might be related to any income tax issues by providing communities with options. U.S. Bank and wells Fargo also participated.

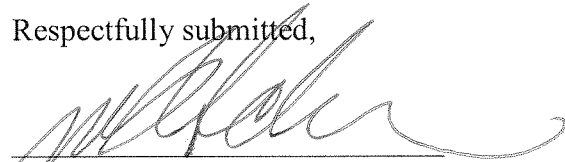
Ms. Ruiz states that the city has reviewed the RTF's CDBG application and has forwarded it to the City Council for approval.

**Before the meeting adjourned, the following Board Members made these comments;**

Jim Schmidt states that the L.A. Times has run an article moving for the removal of Fannie Mae and that the Board should take notice and discuss. Bob Adelizzi states that the Board should look at legislation and take a stand on support vs. opposition to Fannie Mae and Freddie Mac. Lynn Hastings states that she also would like to see the issues on Fannie Mae, Freddie Mac and the Redevelopment Agency addressed.

**Item 10: Adjournment:** Meeting was adjourned at 1:01 p.m.

Respectfully submitted,



Mirta Schloss, RTF Director  
March 17, 2011