



CITY-COUNTY REINVESTMENT TASK FORCE



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

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

For information, contact Daisy Crompton, RTF Staff Aide
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ATTENDANCE

Present were Myrtle Cole, Kristy Gregg, Kathy Patoff, Ali Tarzi, Edward Lopez, Clare Crawford and Manny Aguilar. Ron Roberts, Wendell French, Judy Forrester, Peter Villegas, Gustavo Bidart, Vino Pajanor and Murtaza Baxamusa were absent.

10 CALL TO ORDER

Co-Chair Cole called the meeting to order at 12:19 p.m.

20 PUBLIC COMMENT

There was no public comment.

30 TASK FORCE MEMBER COMMENTS

There were no Task Force member comments.

40 REPORT FROM STAFF

Colin Parent announced that with the passage of RTF bylaws in January, all former members' terms expired and new members serving three-year terms have been appointed. Most of the previous members have returned for new terms, and the co-chairs filled vacant seats with Ali Tarzi, Edward Lopez, Clare Crawford and Gustavo Bidart.

Mr. Parent updated the RTF about the upcoming SmartMoney event in partnership with the United Way. It will be Saturday, March 22 at the Jacobs Center. There was a conversation about potentially revisiting the idea of the RTF doing another large scale event for the 2015 year. Mr. Parent explained that the focus toward smaller events in partnership with existing efforts was a response from RTF members requesting a focus away from events.

Mr. Parent shared that the Assembly's Banking and Finance Committee went to San Francisco for an informational hearing on the BankOn California program, which eases requirements for unbanked consumers to move into mainstream bank products. The RTF is interesting in finding a suitable opportunity for an Assembly or Senate committee to hold a similar hearing in San Diego.

Kathy Patoff commented that Union Bank and other banks have been involved in efforts to replicate the BankOn program model and would be happy to share best practices and lessons learned at a future RFT meeting.

50 APPROVAL OF THE MINUTES

MOTION BY TASK FORCE MEMBER MANNY AGUILAR TO APPROVE THE REINVESTMENT TASK FORCE REGULAR MEETING MINUTES OF JANUARY 16, 2014. SECONDED BY MEMBER KRISTY GREGG AND CARRIED BY A UNANIMOUS VOTE OF 7-0 WITH MEMBERS ROBERTS, FRENCH, FORRESTER, VILLEGAS, BIDART, PAJANOR AND BAXAMUSA ABSENT.

100 Presentation: Specialty Banking Services for Cultural Holidays

Trinh Le – SD National Asia Pacific American Women's Forum, Alexander Nguyen – Vietnamese-American Youth Alliance, and Mitz Lee and Tim Nguyen – Asian Pacific American Coalition (APAC) gave a presentation on the role of bank and teller cultural competency, sensitivity and training in facilitating access to mainstream financial services for the Chinese-, Vietnamese- and Korean-American communities. Ms. Le shared her experience of approaching various San Diego banks that had very different responses to her request for services related to the Lunar New Year holiday.

The RTF directed staff to collect data from local banks about cultural competency practices and to report back to the RTF, possibly with recommendations.

MOTION BY TASK FORCE MEMBER KATHY PATOFF TO DIRECT RTF STAFF TO COLLECT DATA ABOUT BANK CULTURAL COMPETENCY PRACTICES AND TO REPORT BACK TO THE RTF, POSSIBLY WITH RECOMENDATIONS. SECONDED BY MEMBER KRISTY GREGG AND CARRIED BY A UNANIMOUS VOTE OF 7-0 WITH MEMBERS ROBERTS, FRENCH, FORRESTER, VILLEGAS, BIDART, PAJANOR AND BAXAMUSA ABSENT.

101 Action Item: Creation of a Data & Reporting Advisory Committee

Mr. Parent led a discussion of the RTF's plan to create a data collection system for monitoring local banks' reinvestment activity. The RTF voted to create a committee to determine how to collect data from financial institutions. The committee will present a recommendation to the entire RTF to examine, amend, and ultimately approve.

MOTION BY TASK FORCE MEMBER KRISTY GREGG TO FORM A SPECIAL DATA AND REPORTING ADVISORY COMMITTEE TO INCLUDE KATHY PATOFF, ED LOPEZ, ALI TARZI AND WENDELL FRENCH. SECONDED BY MEMBER KATHY PATOFF AND

CARRIED BY A UNANIMOUS VOTE OF 7-0 ROBERTS, FRENCH, FORRESTER, VILLEGAS,
BIDART, PAJANOR AND BAXAMUSA ABSENT.

ADJOURNMENT

Co-Chair Cole adjourned the meeting at 1:15 p.m.

Respectfully submitted,
Daisy Crompton
Reinvestment Task Force