



e-Connection

Southeastern Economic Development Corporation E-Newsletter

May 2010

President's Message

I am extremely pleased to report on March 22nd the City Council and Redevelopment Agency Board finally approved SEDC's revised Operating Agreement, By-Laws, and Articles of Incorporation. The revised Operating Agreement is the result of well over 1 year of work involving close to a dozen public hearings and clarifies SEDC's continuing and important role in leading redevelopment activity in Southeastern San Diego. Kudos to Council member Tony Young of the 4th District for his leadership on this critical issue. He personally guided this matter through rough waters to keep SEDC alive and well. This action officially closes the book on SEDC's recent past and opens the door to the future, a future filled with hope and opportunity for the residents living and working in SEDC's area of influence. There are too many people to thank for getting this matter put to bed, but it is safe to say we couldn't have done it without the support and involvement of the community or without the tireless work of SEDC's staff. We may be few in number, but we are

Board of Directors:

D. Cruz Gonzalez,

Chair

Gina Champion-Cain,

Vice Chair

Richard Lawrence,

Secretary

Vernon Evans,

Treasurer

Richard Geisler

Derryl Williams

Simon Wong

Jimmy Ayala

Acting President/CEO:

mighty. Now, it's time to get back to work making your dreams come true. Have a great day and dare to dream big.

Brian L. Trotier
Acting President/Chief Executive Officer

The Entrepreneur Academy

Over the past ten years the SEDC Entrepreneur Academy has served over 600 individual business owners in southeastern San Diego. The program continues to receive positive acclaim from participants and community leaders. There will be a new Advanced Series of the Academy scheduled for the Spring of 2010 and a Basic Series scheduled for the Fall of 2010. Continued support and upcoming sponsorships from Wachovia Wells Fargo, Bank of America Foundation, U.S. Bank and CDC Small Business Finance will ensure that small independent businesses remain a vital component in the communities of southeastern San Diego.

Upcoming Spring Academy Schedule:

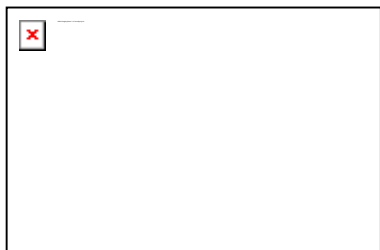
April 8 - Strategic Business Planning,
"Progress by Planning"

April 15 - Business Financial Management,
"Managing Your Business Finances"

April 22 - What It Takes to Get a Business Loan,
"Understanding Your Finances"

April 29 - Sales & Marketing,
"Sell Ice to Eskimos"

Imperial Ave Corridor Improvements - 62nd Street Trolley Station Transit Shelter Enhancements



Artists begin painting the mural

The new melodic vibe known as "Liquid Harmony," a design concept derived from the minds of the artists, Miguel Godoy, Todd Stands and Pose 2, has already begun to make its presence felt on the wall located between Imperial Avenue and the 62nd Street Trolley Station. This is Phase I of the Transit Shelter Enhancements that will occur at the 62nd Street Station. The collaboration continues as Council member Tony Young, District 4 staff, Writerz Blok, MTS, Groundwork San Diego and SEDC staff are working hand in hand with the artists to complete the project in the next few weeks.

Wakeland Renovation of the Vista Grande Apartments



On March 9, 2010, the Redevelopment Agency approved \$781,073 from SEDC's redevelopment areas for the renovation of the Vista Grande

Brian L. Trotier

In This Issue:

[President's Message](#)

[Entrepreneur Academy](#)

[Imperial Ave Corridor - 62nd St. Trolley](#)

[Wakeland Apartment Renovation](#)

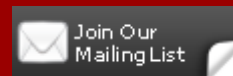
[Southcrest Park Trails - 252 Corridor Park](#)

[Business Forum](#)

[Guest Correspondence](#)

[Board of Directors](#)

[Contact Us](#)



For more information, contact us at:
SEDC
4393 Imperial Avenue,
Suite 200
San Diego, CA 92113
(619) 527-7345
info@sedcinc.com
www.sedcinc.com

Sincerely,

Southeastern Economic
Development Corporation

Apartments, located at 54th and Santa Margarita Streets. This project will provide 48 renovated, energy and water-efficient affordable homes, and is a public/private partnership between SEDC and the San Diego Housing Commission, and the developer, Wakeland Housing and Development Corporation, a non-profit affordable housing developer in San Diego and throughout California. At the Redevelopment Agency meeting, Wakeland made a commitment to provide construction job opportunities for local residents. The rehabilitation of the property provides 'green' interior and exterior improvements, including a new community room, computer lab, and playground improvements. Programs for resident youth, adults and seniors are included in the development. Construction is scheduled to begin in December 2010.

Southcrest Park Trails - 252 Corridor Park



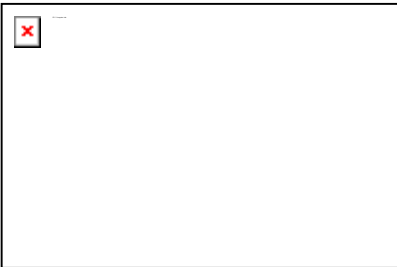
Council President Hueso of District 8 presented the residents of Southcrest community \$1.6 million for design and development of Phase II of the 252 Corridor Park. It's since renamed Southcrest Park Trails by the park's recreation council. Phase I of the 252 Corridor Park was completed in 2005 and renamed Dorothy Petway Park by the park's recreation council. SEDC provided the land for both phases of the park to the Parks and Recreation Department. SEDC also provided \$500,000 for design and development of Phase I as well as the \$1.6 million of funds for Phase II.

Business Forum

SEDC is proud to announce that the 2010 Business Forum sponsored by The Voice & Viewpoint held on March 6, 2010 was a SUCCESS! This was our first and we had 25 members from the community in attendance representing both 4th and 8th Districts. The focus of this forum was to educate residents and expand economic opportunities for local businesses. The theme was "Doing Business in Difficult Times" and allowed opportunities for attendees to interact with our panel of presenters and hold a productive Q&A. Some of the topics highlighted were tax advantages, marketing and cross promotion, loan programs, and community development. We would like to extend a special thanks to The San Diego Storefront Improvement Program, Accion of San Diego, Harris Consulting LLC, Small Business Development Center and the Cal Tax Group for assisting in making this a successful event.

Guest Correspondence

(Continuing Education offers Free Open Computer Labs for Adults)



San Diego Continuing Education offers free computer classes and open labs to adult students at six campuses throughout San Diego. Self-paced, open labs are staffed by Continuing Education instructors. During some labs, there may be an occasional demonstration on a specific topic, but mostly students complete exercises from tutorial books at an individual pace. "One student may be working on a word processing program, and the person next to them could be learning spreadsheets," said Jim Vincent, Continuing Education Dean of Business Information Technology.

The instructor is able to answer questions, but the class is not formal instruction. Open labs are perfect for anyone who is just beginning to use computers, or for someone interested in learning a specific topic.

Examples of subjects offered in labs include Access; Business Communications; Business Math; Computer Basics; Excel; Internet Basics; Keyboarding; PowerPoint; and Word. Students work at their own level and pace, and choose to attend in the morning, afternoon, or evening. Weekend labs are also available.

Classes are free and pre-registration is not necessary. Simply visit the class on the date and time the class meets, and enroll in class. Space is available on a first come, first-served basis. For a complete list of classes, visit www.sdce.edu, and type "OPEN LABS" in the search box.

Locations:

Centre City Campus (downtown) // 619-388-4600 Cesar Chavez Campus (near Chicano Park) // 619-230-2895 Educational Cultural Complex (Ocean View Blvd.) // 619-388-4956 Mid-City Campus (Fairmount Avenue) // 619-388-4500 North City Campus (Aero Drive) // 619-388-1800 West City Campus (Point Loma) // 619-388-1873

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to sedcstaff@sedcinc.net by e-news@sedcinc.net.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Southeastern Economic Development Corporation | 4393 Imperial Avenue, Suite 200 | San Diego | CA | 92113