



Making Sense of California's Economy: Real Cost Pressures and Household Impacts Facing San Diego

Informational Hearing

**California State University San Marcos
Innovation Hub**

288 Campus Way, Suite 102
San Marcos, CA 92096
Friday, July 11, 2025
2:00pm-3:30pm

I. Welcome

- Assemblymember José Luis Solache, Jr. Chair- Committee on Economic Development, Growth and Household Impact
- Assemblymember Dr. Darshana Patel- District 76

II. Panel 1- San Diego's Economic Landscape: Drivers, Data, and Disparities

This panel will explore how regional economic trends are impacting San Diego's innovation ecosystem, with a focus on small businesses, R&D sectors, and the talent pipeline. Experts from academia, business, and economic development will examine the forces shaping affordability, workforce readiness, and regional competitiveness. CSUSM and other partners will share insights on how higher education is adapting to meet the evolving needs of local employers, entrepreneurs and leading the way in economic mobility.

- Dr. Ellen J. Neufeldt, President of California State University San Marcos
- Dr. Carl Kemnitz, Provost CSU San Marcos, Innovation Hub
- Eduardo Velasquez, Sr. Director of Research & Development, San Diego Regional Economic Development Corporation

III. Panel 2- Resilient by Design: Small Business and Community Adaptation in Real Time

This panel elevates the voices of small business owners, community innovators, and university-affiliated leaders working at the intersection of economic pressure and regional resilience. Panelists will share firsthand experiences navigating rising operational costs, recruiting and retaining talent, and maintaining local impact. Grounded in lived realities and solution-oriented dialogue, this discussion will offer practical insights from the people building San Diego's economic future from the ground up.

- Jason Paguio, President & CEO, Asian Business Association San Diego
- Sven Davison, Principal, Amai
- Dr. Debbie Chen, Founder & CEO of Hydrostasis

IV. Public Comment