



IMPERIAL VALLEY FOREIGN TRADE ZONE

IMPERIAL COUNTY WORKFORCE AND ECONOMIC DEVELOPMENT • 2799 S. Fourth Street, El Centro, CA, 92243

MEETING MINUTES

Wednesday, March 16, 2022 @ 1:30 P.M.
Zoom Meeting

PROCEEDINGS

A meeting of the Imperial Valley Foreign Trade Zone – Joint Powers Authority (IVFTZ-JPA) was held on March 16, 2022 @ 1:30 P.M. utilizing the Zoom meeting application due to the coronavirus pandemic. Members of the public were encouraged to submit their comments via email prior to the day of the meeting.

ATTENDEES

JPA Members

City of Brawley
City of Calexico
City of Calipatria
City of El Centro
City of Holtville
County of Imperial

Primary

Miguel Figueroa

Nick Wells

Alternate

Andrea Montano

Adriana Nava

Consultants

IMS Worldwide, Inc.

Trey Boring
Rob Richardson

Coordinating Staff

I.C. Workforce & Economic Development
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Priscilla Lopez
Jade Padilla

Other Invites

None



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MINUTES

I. Call meeting to order

- a. Roll call.

Meeting was called to order by NICK WELLS at 1:37 P.M. Roll call was performed by J. PADILLA with four (4) JPA members present; it was determined that quorum was met.

- b. Approval of 11/17/2021 Minutes.

ADRIANA NAVA motions to approve the minutes as presented. MIGUEL FIGUEROA 2nd the motion. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion Approved.**

II. Discussion/direction/action/update

- a. Discussion regarding Strategic Marketing Plan – IMS Worldwide

P. Lopez referenced the direction of the previous meeting was to review a sample plan from the City of Calexico to offer the JPA ideas to direct IMS Worldwide on what they want included in the Strategic Marketing Plan. N. WELLS asked if there was any direction or input the JPA members had regarding the plan. M. FIGUEROA clarified that the sample provided was to address specific needs that the City historically had not addressed. The sample provided did not have any marketing collateral. It was originally drafted in 2018 and has evolved. It has served its purpose and is now developing into a business development guide. M. FIGUEROA continues to note the JPA has a perfect opportunity to be able to build off what every participating JPA city is doing and incorporating it. If every city has a different tool, those elements can be rescued and passed on to the professionals as we look towards having some type of marketing plan. A. NAVA mentioned the City of El Centro does have a marketing plan; not targeted to FTZ, but it has data they use when they are meeting with developers.

A. NAVA is requesting clarification of the overall purpose of the marketing plan. P. LOPEZ noted the plan is for the FTZ specifically and recommended a focus on the outreach to potential FTZ clients. J. PADILLA reference the November (2021) meeting and the marketing outline provided by IMS Worldwide as a template for what they have done for other areas. She continues to mention the JPA was going to review samples in order to give direction to IMS Worldwide on what they wanted for their marketing plan.

A. NAVA asked what was needed from the members at this time, to which P. LOPEZ stated they needed to give IMS Worldwide direction as to what they want to include to move forward with developing the plan. J. PADILLA announced consultants TREY



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BORING and ROB RICHARDSON were present for the meeting. T. BORING presented the outline previously shared that includes the normal topics in the plan. He suggested we vet through the outline and come up with a marketing mix of the items that works for the IVFTZ. T. BORING mentions they previously mentioned working on some potential marketing clustering, trainings for personnel, building a plan, and coming up with something consistent that could be adapted by each of the individual cities. TREY BORING asks if the JPA members have any samples to what the current format and message is to provide the JPA with more formalized recommendations of changes or uniformity that can be applied. He further notes the need to pairing down the outline so it can become a better, more focused strategic marketing plan. P. LOPEZ recommends the outline be sent to the JPA members and a consensus be reached via email. A. NAVA requested some assistance from the consultants on the website. Direction was given for the County staff to provide IMS Worldwide with the link to the FTZ website. P. LOPEZ recommended the JPA move forward with approving the marketing plan and reach a consensus via email. A. NAVA made a motion to move forward with the marketing plan and reach a consensus collaboratively over email on the future language and information we would like to be sent out on behalf of our cities. A. Montano 2nd the motion. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion Approved.**

b. Update regarding FTZ FY 21-22 Expenditures

P. LOPEZ presented the update on the expenditures in comparison to the approved budget. J. PADILLA provided a more detailed description as well as updates on the expenses done after the finalization of the update spreadsheet. She also noted the second half of the year is still pending for staff fees as well as the pending report to be completed by the Auditor's office. M. FIGUEROA requested the verification that Coppel has paid their membership fees, to which J. PADILLA confirmed. A. NAVA asked if the dues from the City of El Centro had been received, to which J. PADILLA confirmed. JADE PADILLA noted the only pending membership fees were for the City of Brawley and the pending operator fees were from Vertiv. A. MONTANO noted she will follow up on the membership dues for the City of Brawley.

c. Discussion regarding draft FTZ FY 22-23 Budget

J. PADILLA presented the draft budget. She noted that previous concerns with the membership fee shares based off old data were addressed by applying the ACS 2019 5-Year Population data. J. PADILLA also mentioned the policy that, if there was more than \$50,000 remaining after budgeting the line items, 25% of the balance will go towards the membership fees. This policy was applied and a reduction proposed to the membership fees, but not following policy and making 100% contributions is also an option. The rest of the budget is consistent to what was previously done in the past. She also noted NAFTAZ appears to be going back to in-person conferences. No comments were made by the JPA. J. PADILLA did mention that the Projected balance included in the budget is based on the current balance, there will be a better projection in May. P. LOPEZ



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noted, if it is recommended, staff will proceed with the presented budget for approval at the next meeting.

d. Discussion regarding draft FY 22-23 Meeting Calendar

J. PADILLA provided the JPA with the draft meeting calendar that will be coming back to a vote in the next meeting. She noted the third Wednesday of every month at 1:30 was previously identified. Also, predetermined locations were made in a rotating fashion to ensure everyone can make travel arrangements and all jurisdictions are visited. A. NAVA mentioned it would be great to continue meetings via Zoom, maybe having one meeting in person if needed. P. LOPEZ agreed and recommended maintaining Zoom as an option or the new method of meeting as it has improved quorum.

e. Discussion regarding upcoming NAFTAZ Training Opportunities

J. PADILLA presented a list of the current training opportunities being offered by NAFTAZ in case there was any interest from the members to attend. A. NAVA asked how members can attend some of the trainings. P. LOPEZ noted staff would register the member if they are interested in attending a training. A. NAVA requested to be registered for the “Unmasking your FTZ Marketing Efforts,” webinar. P. LOPEZ reminded the JPA that there are funds in the budget to attend webinars or in-person trainings. J. PADILLA noted some of the trainings are free and others have a fee for members and non-members. She referenced the NAFTAZ website and noted the webinar identified was \$75 for non-members and free for members, which Priscilla has. If there is agreement in participation, anyone who is interested in a training staff can get their information and have them registered. A. MONTANO noted she would also be interested. P. LOPEZ stated staff can send out a reminder and provide the link to see if anyone else is interested in this or any other trainings.

III. Future agenda items and other business

f. IVFTZ-JPA Membership Forms

J. PADILLA informed the JPA that staff is requesting 2021-2022 Membership Forms from all primary and secondary members. She noted that, with recent changes, the ones previously received may also need to be revised and all members will need to submit new forms for this fiscal year. She noted that the forms can be received via email as well.

J. PADILLA noted that the Membership Forms for FY 21-22 and FY 21-23 were both included in the meeting package.

IV. Next meeting date

Date: May 18, 2022 at 1:30 P.M.



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Location: County of Imperial or Zoom Meeting

V. Meeting adjourned

- a. Meeting adjourned at 2:02 P.M.