
COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY COMMITTEE

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CEDS

IMPERIAL COUNTY COMMUNITY AND ECONOMIC DEVELOPMENT • 940 W. Main St., Ste. #203, El Centro, CA

MEETING MINUTES

CEDS Committee

Monday, April 16, 2018 2:00 p.m.

Imperial County Planning Department, Conference Room
801 W. Main Street, El Centro, CA 92243

PROCEEDINGS

J. GARCIA called a meeting of the Comprehensive Economic Development Strategy Committee to order on April 16, 2018, 2:00 p.m., at the Imperial County Planning Conference Room, 801 W. Main Street, El Centro, CA 92243.

ATTENDEES

Public Sector

I.C. Workforce Development Board
Campesinos Unidos, Inc.
City of Imperial
Imperial Valley College
I.C. Transportation Commission

Primary

Jose M. LOPEZ
Othon MORA
Efrain SILVA

Alternate

Carlos LOPEZ

Virginia MENDOZA

Private Sector

Rook Public Relations
Rabobank
CalEnergy
Strictly Business Consulting
The Holt Group
Imperial Printers

Mario CONDE

Diane CASON

Volunteer

Imperial Irrigation District
Imperial Valley EDC

Southern California
Association of Governments

Sean WILCOCK

David SALGADO

Coordinating Staff

I.C. Community and Econ. Development Esperanza C. WARREN Jonathan GARCIA



U.S. Department
of Commerce



County of Imperial

MINUTES

1. Call meeting to order

- a. Roll call

Roll call was performed by J. GARCIA

Present: Seven (7) committee members and four (2) Volunteers. Quorum was achieved.

- b. Approval of minutes from 02/05/18

M. CONDE opened the discussion with the approval of the minutes for 02/05/18 and motioned to approve the minutes. D. CASON seconded the motion. **Vote: 7 aye, 0 nay, 0 abstain. Motion carries.**

2. Discussion/action

- a. Introduction of Applied Development Economics.

E. Colio WARREN introduced the selected consultant, who will be assisting in the preparation of the 5 year CEDS document. D. SVENSSON, Applied Development Economics (ADE), introduced two members of his team via telephone: Peter Cheng and Tony Daysog. ADE explained their experience working with the County of Imperial in projects such as the Advanced Manufacturing Supply Chain Study and the Retail & Services Leakage Analysis for Brawley, Imperial, Calipatria & Westmorland.

- b. EDA-CEDS Guidelines.

D. SVENSSON explained the four major sections EDA outlines in their guidelines. The first section is a summary background, which contains information about the County, its demographics, socioeconomic factors, employment, unemployment, and a status of its economy. The second section focuses on the emerging and declining emergency clusters. The third section: strengths, weaknesses, opportunities, and threats, which is very important to EDA in its terms of the view of CEDS. The fourth element is the evaluation framework. D. SVENSSON stated that it is important to evaluate annually the progress of the goals that will be in future meetings.

- c. Anticipated Changes to Existing CEDS.

D. SVENSSON mentioned it is important to create an executive summary with the County's visions and goals for the public that will be easy to understand. S. WILCOX inquired if there is anything that can be done to make the CEDS more of a marketing document. E. SILVA mentioned he would like to see a more thorough analysis of the impact of having Mexicali across the border. C. LOPEZ mentioned he would like to include a detailed analysis of the housing with statistics such as the percentage of out of town people and locals who purchase houses.

- d. Proposed Project Approach and Schedule.



The summary background and SWOT analysis will be provided by mid-May. A third meeting will be held by the third week of May to review the analysis and have a discussion to determine if the vision and goals need to be changed and/or modified. ADE will develop an action plan and evaluation framework and return with a complete draft report by early June.

3. Future agenda items and other business

- a. Summary Economic Background and SWOT Analysis.
- b. CEDS Vision and Goals – Changes and/or Modifications.
- c. Action Plan and Evaluation Framework.

4. Next meeting date

TBD

5. Meeting adjourned

Meeting adjourned at 2:57 p.m.

