



# IMPERIAL VALLEY FOREIGN TRADE ZONE

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

## MEETING MINUTES

Wednesday, May 15, 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 May 15, 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*

Rom Medina  
Nick Wells

#### *Alternate*

Andrea Montano

#### *Consultants*

IMS Worldwide, Inc.

Trey Boring  
Rob Richardson

#### *Coordinating Staff*

I.C. Workforce & Economic Development  
I.C. Workforce & Economic Development

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 1:44 P.M. Roll call was performed by J. PADILLA with two (2) JPA members present; it was determined that quorum was not met.

P. Lopez noted that, as quorum was not meet, we will be reviewing information items, but not taking any action.

R. MEDINA joined the meeting at 1:45 P.M. As there are only three (3) members present, quorum is still not met.

### *II. Discussion/direction/action/update*

#### a. Discussion regarding Strategic Marketing Plan – IMS Worldwide

J. PADILLA announces ROM MEDINA has joined the meeting.

J. PADILLA mentions the Strategic Marketing Plan has been discussed during the last few FTZ meetings. She notes IMS Worldwide has requested to get more direction on the plan in order for them to proceed on providing the JPA with a draft. J. PADILLA notes a consensus was met during the previous meeting to gather direction via email, which she did not follow through with. T. BORING noted that, while this topic was discussed in the last meeting, formal direction was not provided. He, presented the outline that was developed based on what they had previously done based on clusters. He proceeds in providing examples to how the JPA could group their clusters. He notes the importance of personnel to have a common message, the same information, and the same training; which would give everyone the same chance of getting an FTZ project. P. LOPEZ agreed to the importance of a universal message for our FTZ. A. MONTANO confirmed the accuracy of T. BORING's recollection of previous discussions to date. T. BORING highlights Section B of the outline. He suggests the JPA look at the key sectors and business units in our region to consider how we determine how to structure talking points and marketing materials. Create a key identifier list of industries that we might want to focus on to which IMS can tailor and create talking points for each industry. Using a cluster approach, everyone gets the same information relative to our zone. The object is to run it like a public utility; meaning everyone should have equal access to the zone program. Regarding Section C, T. BORING mentions seminars can be scheduled either live or done over a Zoom call. He suggests marketing materials could include a brochure that is universal; made and branded just for our zone with the universal marketing message. He also mentions making the webpage across the board for each



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JPA member, leading all to the same information. T. BORING also mentioned the availability of a data input sheet and a cost benefit analysis we have access to. P. LOPEZ asks the JPA if they have any comments. N. WELLS notes he does not have any comments, but appreciates the information as they have yet to access the FTZ benefits. A. MONTANO concurred with the comments made by N. WELLS and noted some of the information she had obtained for a recent conference she attended. Her hopes are that the County can capture some of the markets being lost to Nevada by some of the other California Counties. P. LOPEZ there is also a lot of growth coming in with the lithium and minerals extraction industry. P. LOPEZ notes we can go back to the original plan (consensus via email) to get some direction from the JPA. T. BORING mentions R. RICHARDSON can provide introductory letters as a formal invitation to join marketing clusters as examples. R. MEDINA submitted a comment that he agrees with the direction given during this meeting.

b. Update regarding FTZ Annual Report

J. PADILLA noted the inclusion of the FTZ Annual Report, which is submitted by the National FTZ Board, that IMS prepared. J. PADILLA asked if there were any comments regarding the report. No comments were made by the members present. R. RICHARDSON and T. BORING were thanked for their work and submittal of the Annual Report as well as their participation in the meeting.

c. Update regarding FTZ FY 21-22 Expenditures

J. PADILLA presented the expenditures, noting that while the spreadsheet notes Actual as of May 13, 2022, what was provided is actually the estimated expenses through June 2022. She presented the workbook and noted the only differences from the actual and the estimated was the consultant fees still pending through the year, and Auditor's Office expenses for their Annual Report. She does mention that additional staff time from what has been projected will be incurred as additional FTZ activity has and will take place prior to the end of the fiscal year. No comments or concerns were expressed by the members present.

d. Approve the FTZ FY 22-23 Budget

This item was not discussed as we did not have quorum.

e. Approve the FTZ 22-23 Meeting Calendar

This item was not discussed as we did not have quorum.

f. Discussion/Action regarding selecting a chair and vice chair of the IVFTZ-JPA and membership forms



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There was a discussion between staff and the JPA members present regarding the past patterns with the selection of chair and vice chair. It was noted that action will need to be taken at a later date due to lack of quorum. It was noted the fiscal year 2022-2023 Membership Forms will need to be submitted.

g. Discussion regarding upcoming NAFTAZ Training Opportunities

J. PADILLA noted a budget line item for the annual NAFTAZ conference and trainings. Provided in the agenda is a current list of webinar offerings from NAFTAZ. She noted we can continue to include this list so JPA members can see if there are trainings they would like to participate in. A. MONTANO noted it doesn't hurt to include them and would be good in case anything pops up of interest. P. LOPEZ reminds that they have funding for trainings allocated every year in the budget. N. WELL agrees with the notations made by A. MONTANO. He also suggests highlighting them two or three months in advance if anyone is interested in attending.

### **III. Future agenda items and other business**

f. JPA potential agenda items or issues

N. Wells notes all of the action items will need to be moved to the next meetings.

P. LOPEZ suggests we include an opportunity early in the meetings for JPA Members to give reports or updates in their area.

### **IV. Next meeting date**

Date: July 21, 2022 at 1:30 P.M.

Location: Zoom Meeting

### **V. Meeting adjourned**

a. Meeting adjourned at 2:23 P.M.