



IMPERIAL VALLEY FOREIGN TRADE ZONE

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

MEETING MINUTES

Wednesday, July 20, 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 July 20, 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

Tommy Garcia

Nick Wells
Miguel Figueroa

Alternate

Andrea Montano

Adriana Nava

Consultants

IMS Worldwide, Inc.
IMS Worldwide, Inc.
IMS Worldwide, Inc.

Trey Boring
Rob Richardson
Ohdi Williamson

Coordinating Staff

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

Priscilla Lopez
Jade Padilla
Maria Sanchez

Other Invites

None



IMPERIAL VALLEY FOREIGN TRADE ZONE

MINUTES

I. Call meeting to order

- a. Roll call.

Meeting was called to order by M Figueroa at 1:42 P.M. Roll call was performed by J. PADILLA with four (4) JPA members present; it was determined that quorum was met.

- b. JPA Member Updates

None

- c. Approval of 03/16/22 Minutes

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

- d. Approval of 05/18/22 Minutes

ANDREA MONTANO 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

J. PADILLA mentions the Strategic Marketing Plan has been discussed during previous meetings and explains the inclusion of documentation provided by IMS Worldwide. She announces IMS Worldwide consultants present during the meeting: TREY BORING, ROB RICHARDSON, and OHDI WILLIAMSON. J PADILLA opens the floor for JPA members to provide direction or IMS Worldwide to request specific direction on the plan. T. BORING summarizes the progress to date, which is the general portion, but asks the JPA if industries and leaders have been identified to include in the plan to make it more specific to our area. P. LOPEZ asks if the JPA has questions or feedback for the consultants. A. NAVA asks for the status of the draft of the general information that shows the FTZ land available, floating zones, and some of the opportunities. T. BORING notes they are working on putting the draft together now, but it will only be general. A. NAVA asks to see the draft so the JPA will know what is being proposed and what to build on. IMS Worldwide will put it together to provide to the JPA. A. NAVA also mentions the potential inclusion of lithium and information available. M. FIGUEROA



IMPERIAL VALLEY FOREIGN TRADE ZONE

concur, noting the benefits of including the information at this stage. P. LOPEZ and A. NAVA added possibly rebranding and updating the logo, which T. BORING mentions this can be done so long as the zone number is still the focus and the official grantee does not change. He proceeded in providing the JPA examples. A. NAVA provided some input on other industries that can be included (different ag chemicals, geothermal, and cattle). T. BORING notes, in terms of AG and livestock, what can be included is what aspects come from overseas to be included in the plan. IMS will start putting together the general marketing elements to provide as a draft.

b. Update regarding FTZ FY 20-221 Expenditures

P. LOPEZ introduced MARIA SANCHEZ, staff accountant, who will be providing the expenditure updates moving forward. J. PADILLA notes the updates being provided were as of the end of the previous fiscal year, June 30th (2022). M. SANCHEZ notes all membership dues are paid to date. The payment for Vertiv was received after the end of the fiscal year and will reflect on the current fiscal year budget. NAFTAZ increased their fees by \$5. A. NAVA asks for clarification on the marketing budget. Staff noted they anticipate expenses once the marketing plan is complete and the amount budget has been repeated annually. They note there were no proposed changes to the proposed budget during the previous meeting. They further clarify, as the JPA has put in these funds, any unspent funds roll to the beginning balance for the next fiscal year.

c. Approve the FTZ FY 22-23 Budget

M. SANCHEZ notes the membership fees for this year, inclusion of the Vertiv FY 21-22 payment, and inclusion of the NAFTAZ increase. J. PADILLA clarifies slight increases to the NAFTAZ Conference based on increases to registration fees. A brief discussion took place regarding the consultant fees. A. Nava motioned to approve the 22-23 fiscal year budget for the Foreign Trade Zone. M. Figueroa 2nd the motion. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion Approved.**

d. Approve the FTZ FY 22-23 Meeting Calendar

J. PADILLA presented the meeting calendar, which followed the same pattern as the previous fiscal year. A. NAVA asks if we are still able to have meetings via Zoom, to which a small discussion was held. Staff will need to look into the matter. N. WELLS motioned to approved the FY 22-23 meeting calendar. M. FIGUEROA 2nd the motion. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion Approved.**

e. Discussion/Action regarding selection of FY 22-23 chair and vice chair of the IVFTZ-JPA and membership forms

The JPA members present discussed potential nominations and the most recent chairs. The City of Brawley was nominated as chair. The City of El Centro volunteered to be



IMPERIAL VALLEY FOREIGN TRADE ZONE

vice chair. No other official nominations and suggestions were made. N. WELLS motioned to approve the City of Brawley as chair and the City of El Centro as vice chair. M. FIGUEROA 2nd the motion. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion Approved.**

J. PADILLA notes FY 2022-2023 membership forms have been received from the City of El Centro and the City of Brawley.

f. Discussion/Action regarding upcoming NAFTAZ Training Opportunities

Staff noted what is provided is an NAFTAZ list of upcoming trainings in case any of the members would like to participate. The agenda and cost estimate for attendance at the NAFTAZ Annual Conference was also provided. No interest to participate in any of the training opportunities was expressed at this time.

g. Authorization to submit the Minor Boundary Modification for JE Export's FTZ location change and execute the Concurrence Letter for FTZ Board Approval

J. PADILLA provided background of the previously submitted MBM application and new application for JE Exports to utilize a new location they own. The new property is larger and will allow for more space for their activities. M. FIGUEROA motions for staff to proceed with the JE Exports MBM application process. N. WELLS 2nd the motion. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion Approved.**

III. Future agenda items and other business

a. Discussion regarding potential agenda items, issues, or operators

A. NAVA asks if staff can gather a testimonial from JE Exports or if they could potentially attend a meeting.

IV. Next meeting date

Date: September 21, 2022 at 1:30 P.M.
Location: Zoom Meeting

V. Meeting adjourned

a. Meeting adjourned at 2:29 P.M.