



IMPERIAL VALLEY FOREIGN TRADE ZONE

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

MEETING MINUTES

Wednesday, November 17, 2021 @ 1:30 P.M.
Zoom Meeting

PROCEEDINGS

A meeting of the Imperial Valley Foreign Trade Zone – Joint Powers Authority (IVFTZ-JPA) was held on November 17, 2021 @ 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
Rom Medina

Nick Wells

Alternate

Gordon Gaste

Esperanza Colio Warren

Consultants

IMS Worldwide, Inc.

Trey Boring
Rob Richardson

Coordinating Staff

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

Priscilla Lopez
Jade Padilla
Tyler Mayo

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 1:34 P.M. Roll call was performed by J. PADILLA with four (4) JPA members present; quorum was met

- b. Approval of 09/15/2021 Minutes.

MIGUEL FIGUEROA motions to approve the minutes as presented. NICK WELLS 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/Action regarding Strategic Marketing Plan – IMS Worldwide

J. PADILLA introduced IMS Worldwide, Inc., and informed the JPA that they have not provided IMS Worldwide, Inc. specific direction to perform marketing tasks.

TREY BORING presented the May 19, 2021, Strategic Marketing Plan example and opened the meeting up for discussion and comments.

ROM MEDINA joined the meeting on behalf of the City of Calipatria.

ESPERANZA COLIO WARREN requested more information from IMS Worldwide regarding in person meetings/workshops with clusters. T. BORING informed the JPA that they plan to meet in person or online to go through the training/workshop with each client. E.C. WARREN noted that the City of Calexico has been receiving a lot of foreign trade zone attention. M. FIGUEROA commented that the City of Calexico has been receiving interests from potential clients, because of their City Perspectives document, which has helped promote the foreign trade zone program in their area.

J. PADILLA requested direction from the JPA in regards to how they would like to begin marketing. M. FIGUEROA commented that the JPA and IMS Worldwide can begin the marketing plan by reviewing the City of Calexico's foreign trade zone information and use that as a way to disseminate future information to the FTZ. P. LOPEZ recommended that the JPA review the existing information provided from the City of Calexico and revisit the marketing plan next meeting with more direction for IMS Worldwide in regards to how to proceed.



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b. Discussion/Approval regarding NAFTAZ Break Through: The Fundamentals of FTZs Conference/Training

P. LOPEZ presented a training opportunity/conference to the JPA and discussed how the group may benefit. E.C. WARREN commented that the fundamentals training being presented is covered under the annual conference and the JPA should avoid participating in smaller conferences and focus on specific trainings for grantees. E.C. WARREN recommended that the JPA wait to attend the 2022 FTZ Spring Conference. P. LOPEZ informed the JPA that County staff will make the 2022 FTZ Spring Conference a topic of discussion in a future FTZ meeting.

c. Discussion regarding FTZ Applicant Debrief draft

J. PADILLA presented an applicant debrief/evaluation form to the JPA for review and comment. No comments were received from the JPA. PRISCILLA LOPEZ informed the JPA that staff will begin implementing the debrief/evaluation form and if there are any future suggestions or comments they can be added to the document.

d. Update regarding JE Exports Minor Boundary Application

J. PADILLA provided the JPA with an update regarding the JE Exports Minor Boundary Modification Application. No comments were received.

E.C. WARREN asked P. LOPEZ if she has received any other FTZ applications. P. LOPEZ informed the JPA that there has not been any new applications submitted but there was one inquiry, which has been forwarded to consultants IMS Worldwide for review.

III. Future agenda items and other business

J. PADILLA informed the JPA that staff is requesting 2021-2022 Membership Forms from all primary and secondary members. J. PADILLA stated that an email will be sent out prior to the next FTZ meeting confirming the location.

IV. Next meeting date

Date: January 19, 2021 at 1:30 P.M.

Location: City of Holtville or Zoom Meeting

V. Meeting adjourned

a. Meeting adjourned at 2:10 P.M.