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# OVERALL ECONOMIC DEVELOPMENT COMMISSION

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## COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY COMMITTEE

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IMPERIAL COUNTY COMMUNITY AND ECONOMIC DEVELOPMENT • 940 W. Main St., Suite #203, El Centro, CA 92243

### **MEETING MINUTES**

Wednesday, January 29, 2014  
1:30 p.m.  
SDG&E Renewable Energy Resource Center  
1425 W. Main St., El Centro, CA 92243

#### **PROCEEDINGS**

A meeting of the Comprehensive Economic Development Strategy Committee was held on Wednesday, January 29, 2014, at 1:30 p.m., in the Conference Room of the San Diego Gas and Electric Renewable Energy Resource Center, located at 1425 West Main Street, El Centro, CA 92243.

#### **ATTENDEES**

##### **Public Sector**

Miguel FIGUEROA  
Jose M. LOPEZ

I.C. Workforce Development Office  
Campesinos Unidos, Inc.

WORKFORCE DEVELOPMENT BOARD  
MINORITY/LABOR GROUP

##### **Private Sector**

Mario CONDE  
Eusebio ARBALLO  
Sierra JAIME  
Mark GRAN

Rook Public Relations  
San Diego Gas and Electric  
Marriott of Imperial Valley  
Strictly Business Consulting

##### **Coordinating Staff**

Esperanza M. COLIO  
Juan SALGADO

I.C. Community and Econ. Development  
I.C. Community and Econ. Development

#### **MINUTES**

##### **I. Call meeting to order**

###### a. Roll call

Meeting was called to order by E. ARBALLO at 1:30 p.m. Roll call was performed by J. SALGADO. With six (6) members present, it was determined that quorum was met. **Present: two (2) public entity members, four (4) private entity members, two (2) coordinating staff.**

###### b. Approval of minutes from 05/06/2013

E. ARBALLO opened discussion on the minutes from 03/06/2013. M. CONDE noted that the entity he represents should be changed to "Rook Public Relations". *M. CONDE motioned to approve the minutes dated 05/06/2013, as amended.* J.M. LOPEZ seconded the motion. E. ARBALLO put the motion to a vote. **6 aye, 0 nay, 0 abstain. Motion carries.**



U.S. Department of Commerce  
Economic Development Administration



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## II. Discussion/action

### a. 2013-2014 CEDS update

E. ARBALLO opened discussion on the 2013-2014 CEDS update. E. ARBALLO distributed a draft of the projected timeline for finishing the 2013-2014 CEDS update document. E. ARBALLO noted that the timeline was developed following the last meeting of the CEDS Committee 05/06/2013, and due to delays, the timeline would need to be adjusted. E.M. COLIO noted that the EDA granted the County an extension for its grant last year, in order to complete the Retail Analysis. This led to a delay in OEDC/CEDS activities. The new EDA grant (for FY 13-14) came in late, and the County hopes to conduct another Retail Analysis with this grant funding. The new Retail Analysis should be completed by March 2014, and thus the 2013-2014 update to the CEDS would not be able to be completed before April 2014. E. ARBALLO noted that only information from the first Retail Analysis would be included in the 2013-2014 CEDS update.

E. ARBALLO noted that the deadline for submitting a final CEDS update document to the EDA is June 30, 2014. E.M. COLIO requested that the CEDS committee set a deadline for at least a week in advance of the EDA's deadline. The CEDS committee set a deadline of June 20, 2014, for submitting the finalized CEDS update. E. ARBALLO noted that the CEDS document requires approval from the Board of Supervisors prior to submittal to the EDA. E.M. COLIO requested that the date for submitting to the Board be set for June 10, 2014, allowing a back-up date of June 17, 2014. E. ARBALLO noted that on June 10, 2014, presentation to the Board would require a submittal date of May 29, 2014, to the Board. The final OEDC meeting and the final CEDS meeting to approve the final CEDS update were set for May 27, 2014. E. ARBALLO noted that prior to approving the final document, the EDA requires a thirty (30) day public comment period. E.M. COLIO requested that the public comment period close at least a week prior to finalizing the document, in order to allow time for any changes to the document. The public comment period end date was set for May 20, 2014, and thus the start date was set for April 21, 2014. E. ARBALLO noted that a CEDS and OEDC meeting (on the same day) would need to occur before the update document is sent out for public review. E.M. COLIO noted that these meetings occur one week before the public comment period. An OEDC meeting and a CEDS meeting for reviewing the document before public review were set for April 14, 2014. E. ARBALLO noted that a CEDS meeting to present a final draft of the update document should occur two weeks before the CEDS meeting regarding public approval. E.M. COLIO opined that this date (March 31, 2014) would not leave sufficient time for the consultants to complete a Retail Analysis. The CEDS meeting for reviewing a final draft was set for April 7, 2014. E. ARBALLO noted that prior to the CEDS meeting for reviewing the final document, the CEDS committee should meet every two weeks. Meeting dates for the CEDS committee were set for February 10, February 24, March 10, and March 24, 2014.

E. ARBALLO distributed a draft of the assignment list for the 2014 CEDS update. This document is to ensure that CEDS committee members are working on updating sections that are relevant to their fields of expertise. M. CONDE was assigned to Section 1 (Background), and noted that he planned to update it with more information on U.S.-Mexico border crossing data, the Gran Plaza Outlets center, and renewable energy efforts throughout Imperial County. Coordinating Staff (ICCED) was assigned to Sections 2 (OEDC Membership), 3.1 (Demographics), 3.2 (Income and Poverty), and 3.6 (Housing). Imperial County Workforce Development Office (ICWDO) was assigned to Section 3.2 (Employment). A representative from Imperial County Public Health will be called upon to complete Section 3.4 (Health and Safety). Imperial Valley College will complete Section 3.5 (Education). Imperial County Transportation Commission will complete Section 3.7 (Transportation). All CEDS committee members will contribute to Section 3.8 (Conclusion). Section 4.1 (SWOT Analysis) will be completed by Imperial Valley Economic Development Corporation (IVEDC). Section 4.2 (Opportunities for Workforce Training and Development) will be completed by ICWDO. All CEDS committee members will contribute to Section 4.3 (Quality of Life). ICCED will complete Section 4.4 (Incentive Zones and Designations), while Section 4.5 (Military) will be completed by M. GRAN. S. JAIME volunteered to assist M. GRAN on completing Section 4.5. Section 5 (Vision, Goals, Objectives, and Implementation) will be completed by representatives from Cities throughout the County. Section 6 (Action Plan) will be completed by M. GRAN. Section 7 (Program Evaluation) will be completed by J.M. LOPEZ and M. CONDE, with assistance from ICCED in providing Tables demonstrating OEDC Projects requesting EDA funding. Section 8 (Incentive Zone Maps) will be completed by ICCED.



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### III. Future agenda items and other business

a. Future agenda items

E. ARBALLO noted that future agenda items include: (1) 2013-2014 CEDS update.

c. Other business

Nothing to note.

### IV. Next meeting date

a. February 10, 2014, 2:00 p.m.

### V. Meeting adjourned

a. Meeting was adjourned at 2:28 p.m.

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