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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., Ste. #203, El Centro, CA 92243

### MEETING MINUTES

Monday, February 10, 2014  
2:00 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 Monday, February 10, 2014, at 2:00 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***

Mindy HERNANDEZ	City of Calipatria	PUBLIC OFFICIAL
Virginia MENDOZA	I.C. Transportation Commission	COMMUNITY LEADER
Francisco J. MARQUEZ	I.C. Workforce Development Office	WORKFORCE DEVELOPMENT BOARD
Miguel FIGUEROA	I.C. Workforce Development Office	WORKFORCE DEVELOPMENT BOARD
Efrain SILVA	Imperial Valley College	INSTITUTION OF HIGHER EDUCATION
Jose M. LOPEZ	Campeños Unidos, Inc.	MINORITY/LABOR GROUP

#### ***Private Sector***

Josue MERCADO	Hutchinson and Bloodgood LLP
Mario CONDE	Rook Public Relations
Eusebio ARBALLO	San Diego Gas and Electric
Jennifer DONATT	Imperial Valley Press

#### ***Volunteer***

Rosa Maria GONZALES	Imperial Irrigation District
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#### ***Coordinating Staff***

Esperanza M. COLIO	I.C. Community and Econ. Development
Juan SALGADO	I.C. Community and Econ. Development



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## MINUTES

### *I. Call meeting to order*

#### a. Roll call

Meeting was called to order by E. ARBALLO at 2:00 p.m. Roll call was performed by J. SALGADO. With six (6) members present, it was determined that quorum was met. **Present: three (3) public sector, three (3) private sector, one (1) volunteer, two (2) coordinating staff.** *NOTE: Three (3) public sector and one (1) private sector arrived after roll call was conducted.*

#### b. Approval of minutes from 01/29/2014

E. ARBALLO opened discussion on the minutes from 01/29/2014. *M. CONDE motioned to approve the minutes dated 01/29/2014.* J.M. LOPEZ seconded the motion. E. ARBALLO put the motion to a vote. **7 aye, 0 nay, 0 abstain. Motion carries.**

### *II. Discussion/action*

#### a. 2013-2014 CEDS update

E. ARBALLO opened discussion on the 2013-2014 CEDS update. R.M. GONZALES inquired as to whom the audience is for the CEDS document. E.M. COLIO responded that the CEDS document is a public document for use by any entity that is involved in economic development. E. ARBALLO presented the projected timeline for the CEDS update, for the benefit of CEDS members whom did not attend the previous meeting. V. MENDOZA inquired as to when preliminary edits would be expected completed. E. ARBALLO noted that they would be expected by March 10.

M. CONDE presented his update to Section 1, noting a greater emphasis on the Gran Plaza Outlets and renewable energy. F.J. MARQUEZ suggested expanding the section to include a greater emphasis on the agriculture sector of the economy. E. SILVA inquired as to why demographics information was not included in Section 1. E.M. COLIO noted that demographics information is included in Section 3.1. E. SILVA suggested that at least a small paragraph about demographics be included in Section 1, to accurately portray the County. E.M. COLIO suggested a revision to the language about renewable energy, placing the emphasis on the IVEDC, rather than the County itself.

E. ARBALLO went through each individual section of the CEDS document to discuss what needs to be updated for the 2014 revision. M. FIGUEROA noted that the ICWDO would have new labor market data for updating the document. E. SILVA noted that he would update Section 3.5 to include information about CETYS University in Mexicali. V. MENDOZA noted that she would update Section 3.7 with information about changes to the Calexico Port of Entry, and the Imperial-Mexicali Binational



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Alliance. E.M. COLIO suggested meeting with the Cities to identify what their goals are for economic development, in order to focus the CEDS. E. ARBALLO noted that information from the Retail Analyses conducted on behalf of the County of Imperial with EDA funding would be incorporated in Section 4.1 (SWOT Analysis). E.M. COLIO noted that the County would try to meet with Cities to complete Section 5. E. ARBALLO noted that Section 6 would largely go unchanged. E. ARBALLO noted that M. CONDE and J.M. LOPEZ provided an update for Section 7. V. MENDOZA inquired about why demographics information was not up-to-date. E.M. COLIO noted that EDA must approve the information submitted in the CEDS. The County of Imperial is designated as in “distress”, and is only required a 20% matching of funds when applying for grants, as opposed to other areas that are often required to match 30-50%. The CEDS document and the data contained within are used as demonstration of the economic distress within Imperial County.

### **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 24, 2014, 2:00 p.m.

### **V. Meeting adjourned**

a. Meeting was adjourned at 3:07 p.m.

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