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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 24, 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 24, 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***

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

#### ***Primary***

Mark BAZA  
Francisco J. MARQUEZ  
Jose M. LOPEZ

#### ***Alternate***

Virginia MENDOZA  
Miguel FIGUEROA

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

Rook Public Relations  
San Diego Gas and Electric  
Strictly Business Consulting

Mario CONDE  
Eusebio ARBALLO  
Mark GRAN

#### ***Volunteer***

Imperial Irrigation District

Rosa Maria GONZALES

#### ***Coordinating Staff***

I.C. Community and Econ. Development

Esperanza M. COLIO

Juan SALGADO



U.S. Department of Commerce  
Economic Development Administration



County of Imperial

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## MINUTES

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

#### A. Roll call

Meeting was opened by E. ARBALLO at 2:06 p.m. **Members present: three (3):** *I.C. Workforce Development Office, Rook Public Relations, San Diego Gas and Electric. Quorum was not reached.* Informal discussion regarding the 2013-2014 CEDS update followed. Meeting was officially called to order by E. ARBALLO at 2:21 p.m. **Members present: six (6):** *I.C. Workforce Development Office, I.C. Transportation Commission, Campesinos Unidos, Inc., Rook Public Relations, San Diego Gas and Electric, Strictly Business Consulting. Quorum was reached.*

#### B. Approval of minutes from 02/10/2014

E. ARBALLO opened discussion on the minutes from 01/29/2014. No comments or corrections were submitted. *M. CONDE motioned to approve the minutes dated 02/10/2014.* J.M. LOPEZ seconded the motion. E. ARBALLO put the motion to a vote. **5 aye, 0 nay, 1 abstain** (M. GRAN abstained, as he was not present at the 02/10/2014 meeting). **Motion carries.**

### ***II. Discussion/action***

#### 2013-2014 CEDS update

E. ARBALLO opened discussion on the 2013-2014 CEDS update. M. CONDE noted that at the previous CEDS committee meeting, F.J. MARQUEZ suggested adding information about the state mandate regarding renewable energy and about sales projections and sources of data for Gran Plaza Outlets to Section 1. R.M. GONZALES noted that she had some suggestions for improving Section 1, and passed them on to M. CONDE. M. BAZA suggested submitting the draft of Section 1 to Andy Horne, to review the paragraph regarding renewable energy, and to mention the population and traffic from Mexicali.

E.M. COLIO noted that the membership lists in Section 2 was updated, and asked the committee to review for any necessary updates. E.M. COLIO noted that Jim Minnick was named as the Alternate Representative for the County of Imperial on the OEDC. E.M. COLIO noted that I.C. Planning and Development Services would need to name a new representative to the OEDC, as Jim Minnick was now representing the County. E. ARBALLO noted that Rosanna Bayon Moore was erroneously listed as the representative for the City of Brawley. J. SALGADO noted that E.M. COLIO had requested that Rosanna Bayon Moore remain on the mailing list for the OEDC, and placed her on the Community Members (non-voting) list, in order to remember to send her agendas. E. ARBALLO noted that Mary Camacho from the I.V. Regional Occupational Program has retired, and would need to be removed from the list. It was noted that Martha Escobar from the Employment Development Department has retired, and is



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now represented by Dania Lopez. E. ARBALLO noted that the representative from the I.V. Joint Chambers of Commerce is now Les Smith.

E.M. COLIO noted that J. SALGADO submitted Sections 3.1 and 3.3 to the County's EDA representative for their review and approval. J. SALGADO noted that in Section 3.3, he removed a statistic about free lunch program participation in schools and replaced it with a statistic regarding food stamp participation. In Section 3.1, J. SALGADO noted that he expanded the section regarding single-mother households, including information regarding poverty levels, and brought all data in both sections up to date.

E.M. COLIO noted that ICCED staff has submitted Section 3.4 to I.C. Public Health for their assistance. She noted that a representative from Public Health suggested adding a section to address the homeless population of the County. The committee determined that such information would not necessarily be germane to economic development, and the population was statistically significant.

E. ARBALLO noted that more information about renewable energy would be available following the upcoming Renewable Energy Summit, and that the upcoming Retail Analysis would be used in updating the document once data is available.

M. FIGUEROA brought updates to Sections 3.2 and 4.2 for the committee's review. In Section 3.2, M. FIGUEROA noted that some of the data was updated with new 10-year periods that are available, in addition to adding more information regarding training provided by the Workforce Development Office. In Section 4.2, M. FIGUEROA added specific information regarding Solar Certification offered by Imperial Valley College, along with updating the Agribusiness section with updated data.

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

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

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

March 10, 2014, 2:00 p.m.

### **V. Meeting adjourned**

Meeting was adjourned at 2:53 p.m.

