
OVERALL ECONOMIC DEVELOPMENT COMMISSION

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COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY COMMITTEE

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

MEETING MINUTES

CEDS Committee

Monday, March 9, 2015

1:00 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, March 9, 2015, at 1:00 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
City of Imperial
Imperial Valley College

Primary

Jorge GALVAN
Efrain SILVA

Alternate

Virginia MENDOZA
Camilo GARCIA

Private Sector

Rook Public Relations
San Diego Gas and Electric
Strictly Business Consulting
CalEnergy
Rabobank

Mario CONDE
Eusebio ARBALLO
Mark GRAN
Diane Cason
Randy TAYLOR

Volunteer

Imperial Irrigation District

Rosa Maria GONZALES

Coordinating Staff

I.C. Community and Econ. Development

Esperanza C. WARREN

Stefanie SIQUEIROS



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MINUTES

I. Call meeting to order

A. Roll call

Meeting was called to order by E. ARBALLO at 1:02 p.m. Roll call was performed by S. SIQUEIROS. **Present: seven (8) committee members. Quorum was achieved.**

B. Approval of minutes from 02/23/2015

E. ARBALLO opened discussion on the minutes dated 02/23/2015. D. CASON motioned to approve the minutes. M. CONDE seconded the motion. E. ARBALLO put the motion to a vote. **Vote: 7 aye, 0 nay, 0 abstain. Motion carries.**

II. Discussion/action

A. CEDS Committee Membership Update

Conveyor Group is the new member of the CEDS committee.

B. Revisions of assigned duties and timelines

E. ARBALLO explained no further discussion needed on this issue.

C. Update of Retail Analysis Review

E.C. WARREN commented that it was discussed between the OEDC members; the Retail Analysis should be a marketing tool that works for each city and for the entire County. OEDC members also discussed emphasizing in the Retail Analysis document, the impact that Mexicali has in the Imperial County. E.C. WARREN further discussed it was also decided by the OEDC members to find a way to include a Healthcare Services Cluster in the Retail Analysis and including these new categories to the CEDS document.

E.C. WARREN explained the background of the CEDS and the Retail Analysis: also the funding source for CEDS is from EDA.

J. GALVAN commented that the CEDS document needs to explain in detail what the CEDS document is and what the OEDC is. The Retail Analysis can be included into the CEDS by making reference to it, although not including the entire document.

E.C. WARREN mentioned the details of the discussion between OEDC members. E.C. WARREN explained to the members the proposed idea from T. KELLEY that each city should have their own document to be used as a marketing tool, as well as an entire County document.

E.C. WARREN discussed the guidelines EDA has in place to create the CEDS document.



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R.M. GONZALES explained how the Retail Analysis will be a part of the CEDS document. E.C. WARREN commented the decision of how to include the Retail Analysis into the CEDS falls upon the CEDS Committee.

III. Future agenda items and other business

E. ARBALLO opened discussion of the CEDS draft review. CEDS committee members were advised to submit their updated information of the CEDS by 03/19/15. Information should be sent to E.C. WARREN and S. SIQUEIROS by email. This information will be available as an attachment in the next meeting agenda.

C. GARCIA provided an overview of the current employment figures for Imperial County.

E.C. WARREN discussed CEDS is a federal document and it shows the reality of Imperial County. It is also necessary to make a reference regarding the absence of current employment information for the County per the State.

IV. Next meeting date

March 23, 2015 at 1 p.m.

V. Meeting adjourned

E. ARBALLO adjourned the meeting at 1:32 p.m.



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