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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

## UNOFFICIAL MEETING MINUTES

Monday, April 7, 2014

2:00 p.m.

SDG&E Renewable Energy Resource Center  
1425 W. Main St., El Centro, CA 92243

### PROCEEDINGS

An unofficial meeting of the Comprehensive Economic Development Strategy Committee was held on Monday, April 7, 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**

#### **Private Sector**

Rook Public Relations  
Strictly Business Consulting

Mario CONDE  
Mark GRAN

#### **Volunteer**

Imperial Irrigation District

Rosa Maria GONZALES

#### **Coordinating Staff**

I.C. Community and Econ. Development

Juan SALGADO

Jade PADILLA



**INFORMAL MINUTES**

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

A. Roll call

Meeting was called to order by J. SALGADO at 2:15 p.m. Roll call was performed by J. SALGADO.

**Members present: five (5):** *I.C. Transportation Commission, I.C. Workforce Development Office, Campesinos Unidos, Rook Public Relations, Strictly Business Consulting.* **Quorum was not reached.**

B. Approval of minutes from 03/10/2014

As quorum was not reached, approval of the minutes was tabled until the next CEDS committee meeting on 04/14/2014.

C. Review of minutes from 03/24/2014

As quorum was not reached, review of the minutes was tabled until the next CEDS committee meeting on 04/14/2014.

***II. Discussion/action***

A. 2013-2014 CEDS update

J. SALGADO opened informal discussion on the 2013-2014 CEDS update. R.M. GONZALES presented her revisions to each CEDS section that had been submitted thus far. J. SALGADO noted that Section 1.2 had not been submitted to CEDS members prior to R.M. GONZALES reviewing it. J.SALGADO noticed that this section was missing, and worked on updating it for R.M. GONZALES' review. R.M. GONZALES inquired the committee whether a phrase should read "...the city of Calipatria, which **resides** in the north...", or "...the City of Calipatria, which **is located** in the north..." CEDS committee members agreed on using the "located" language. In Section 2, R.M. GONZALES noted that M. CONDE's job title should be updated to "Chief Executive Officer". M. BAZA requested his job title be updated to "Executive Director". R.M. GONZALES inquired the committee whether addresses should be spelt out or abbreviated. The committee agreed upon using abbreviations.

J. SALGADO noted that the data and narrative in Section 3.3 would be changing, as the EDA representative who reviewed it send updated instructions for acquiring the data for this section. In Section 4.1, R.M. GONZALES noted that she missed some corrections: the word "County" should be lower case, and the word "disposal" should be "disposable".

J. SALGADO presented revisions to Section 3.5, submitted by Imperial Valley College. CEDS committee members had no further comments on the revisions to Section 3.5.

M. BAZA presented a revision to Section 3.7, noting that the only change on this section was a changed photo. CEDS committee members had no further comments on this section.



In Section 4.2, R.M. GONZALES noted that bulleted lists should be formatted like an extended sentence, with lower case words and semicolons to separate each item. In addition, R.M. GONZALES noted that several acronyms would need to be clarified, in addition to the "2+2 Program". In Section 6, R.M. GONZALES inquired as to the phrasing of a sentence, whether the word "**address**" should be used in place of the phrase "**be located in**". Given the context of the sentence, committee members agreed upon the "be located in" phrasing. R.M. GONZALES noted that several bulleted items must be formatted like a sentence, with lower case words and semicolons to separate the items.

In Section 7.1, R.M. GONZALES inquired as to the phrasing of a sentence, whether it should be changed from "**...make land ready** for development" to "**...ready land** for development." CEDS committee members preferred the "ready land" phrasing, but also suggested changing "ready" to "repair". The phrasing "**...repair land** for development" was agreed upon by the committee members as the best phrasing of the sentence.

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

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

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

April 14, 2014, 2:00 p.m.

### **V. Meeting adjourned**

Members ended unofficial meeting at 3:39 p.m.

