



# IMPERIAL VALLEY FOREIGN TRADE ZONE

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

## MEETING MINUTES

Thursday, June 21, 2018 2:00 PM  
Imperial County Planning and Development Department Conference Room  
801 Main St. El Centro, CA. 92243

### PROCEEDINGS

A meeting of the Imperial Valley Foreign Trade Zone – Joint Powers Authority (IVFTZ-JPA) was held on June 21, 2018, at 2:00 p.m. at the City of Brawley Emergency Operation Center (EOC) conference room located at 351 Main Street Brawley, CA. 92227.

### ATTENDEES

#### ***JPA Members***

City of Brawley  
City of Calexico  
City of Calipatria  
City of El Centro  
County of Imperial

#### ***Primary***

Rosanna Bayon Moore  
  
Romualdo Medina

#### ***Alternate***

Marcela Piedra  
Andy Horne

#### ***Consultants***

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

I.C. Community & Econ. Development  
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Esperanza Colio Warren  
Jonathan Garcia

#### ***Other Invites***

City of Holtville – Nick Wells



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## MINUTES

### *I. Call meeting to order*

- a. Roll call.

Meeting was called to order by Jonathan Garcia at 2:08 p.m. Roll call was performed by Esperanza Colio Warren with four (4) JPA members present; it was determined that quorum was met.

- b. Approval of 05/30/2018 minutes.

Andy Horne motioned to approve minutes as presented, Marcela Piedra 2<sup>nd</sup>. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion passed.**

### *II. Discussion/action*

- a. Marketing Plan Presentation.

J. GARCIA provided feedback to the Board Members regarding the status of the Marketing Plan for the cities. Mr. David Harlow met with Mr. Horne from the County of Imperial, Mr. Figueroa from the City of Calexico, Mr. Medina from the City of Calipatria, and Ms. Moore from the City of Brawley to discuss future marketing plan ideas for the cities. A meeting is still pending between Mr. Harlow and Ms. Piedra from the City of El Centro to discuss their marketing plan. During these meetings, all of the City representatives decided they would like a simple marketing plan. Mr. Harlow will be presenting the marketing plan for the next meeting with a proposed cost based on their requests.

- b. Deactivation of Pimentel's agreement.

E. COLIO WARREN mentioned the latest attempts made from Imperial County Community and Economic Development office to reach Ms. Pimentel regarding her delinquent status. In addition to the phone calls, emails, and letters that were mailed to Ms. Pimentel; a notification of termination was also mailed to her office. Aside from sending the letter of termination to Ms. Pimentel, a notification of termination was also mailed to Officer Avila from Customs and Border Protection (CBP). Unfortunately, up to this date, there has been not a single response from Ms. Pimentel.

- c. Discussion on My Distribution Center.

E. COLIO WARREN mentioned the attempts that were made to contact Mr. Daniel Romero from My Distribution center regarding the \$5,000 activation fee, and a proof of Errors and Omissions policy insurance. Another letter will be mailed to his most current address with a deadline to reply with an answer of whether he wishes to continue with the IVFTZ activation process. M. Piedra motioned to re-issue the letter to Mr. Romero with the correct and updated address while establishing a deadline for his response; the board will proceed with cancellation



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of his pending application with the FTZ. 1<sup>st</sup> by M. PIEDRA, 2<sup>nd</sup> by R. MEDINA. Four (4) in favor, 0 against, 0 abstain at the time of the vote. **Motion passed.**

d. Cities Membership Contribution to the FTZ.

E. COLIO WARREN presented two budget proposals, one in which 50% will equal in \$26,000 in contribution and the other with 75% contribution. As of today, there is an estimated balance of \$56,000 dollars as carryover from the fiscal year 17/18. A second contribution was presented to the Board, in which they have the option of contributing 100% of their fees. Contributions are based on city's population. A. Horne suggested to vote for the 50% scenario, in which half of the money will come from the carryover (fiscal year 17/18). M. Piedra also mentioned that Mr. Harlow will be working on a promotional plan for each of the cities. As a result of the marketing plan, there will be some additional costs for the plan. Mrs. Colio Warren mentioned that there is \$5,000 allocated for workshops and \$3,500 for marketing materials.

A. Horne suggested sending an invoice to the cities for full amount, with a credit applied from carry over balance at 50% contribution. However, Holtville would have to pay the full amount to become a new member of the IVFTZ. A. Horne motioned to adopt the budget with 100% member contribution with an invoice reflecting a 50% credit for those members who are in good standing as of July 1, 2017. 1<sup>st</sup> by M. PIEDRA, 2<sup>nd</sup> by R. MEDINA. Four (4) in favor, 0 against, 0 abstain at the time of the vote. **Motion passed**

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

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

TBD

### **V. Meeting adjourned**

- a. Meeting adjourned at 2: 56 p.m.