

IMPERIAL VALLEY FOREIGN TRADE ZONE

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

MEETING MINUTES

Monday, September 11, 2017 11:00 AM
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 September 11, 2017 at 11:00 a.m. at the Imperial County Planning and Development Department conference room located at 801 Main St. El Centro, CA. 92243.

ATTENDEES

JPA Members

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

Primary

Rosanna Bayon MOORE
Armando VILLA

Alternate

Marcela PIEDRA
Andy HORNE

Consultants

ITC-Diligence, Inc.

Coordinating Staff

I.C. Community & Econ. Development Esperanza Colio WARREN David HERNANDEZ

Other Invites

MINUTES

I. Call meeting to order

- a. Roll call

Meeting was called to order by A. VILLA at 11:05 a.m. Roll call was performed by David Hernandez with three (3) JPA members present; it was determined that quorum was met. R.



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MOORE called in at 11:25 am and notified the Board that the appropriate posting for this meeting was made at her location to notify the public.

- b. Approval of 03/20/2017 minutes

M. PIEDRA motioned to approve minutes as presented, A. HORNE 2nd. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion passed.**

II. Discussion/action

- a. Discussion regarding Foreign Trade Zone website, contact information and protocol for consultant services.

E. WARREN spoke about the IVFTZ being the point of contact and the responsible party for all FTZ issues. E. WARREN also spoke about the Imperial Valley Economic Development Corporation's (IVEDC) promotion of the FTZ and their ability to use IVFTZ resources such as consultants. E. WARREN also informed the IVFTZ Board that the point of contact for the IVFTZ on IVEDC's website is not E. WARREN or the FTZ Board but an IVEDC employee. After further discussion, direction was given by the Board that a letter be drafted and sent to the IVEDC requesting that the point of contact for the IVFTZ be Esperanza C. Warren and that the link to the IVFTZ website also be listed. A. HORNE motioned that this letter be drafted as requested and sent to the IVEDC, M. PIEDRA 2nd. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion passed.**

- b. Discussion/action regarding attendance to NAFTAZ annual conference.

A budget was presented to the Board for 4 members of the IVFTZ-JPA to attend the annual conference. After further discussion it was determined that it would be beneficial that the entire Board go if their schedule allows. A motion was made by M. Piedra to amend the budget and transfer appropriate funds to allow up to 5 members attend the NAFTAZ conference. A. Horne 2nd. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion passed.**

D. HARLOW asked the Board if the IVFTZ-JPA would like to sponsor and event at the annual NAFTAZ conference. Direction was given by the Board to research the possibility and costs. D. HARLOW offered to get this information together for the next meeting.

- c. Update on new city IVFTZ memberships

E. WARREN notified the Board on the status on the remaining cities that are not IVFTZ members. E. WARREN informed the Board that the CITY of Holtville has already had this added to their budget for membership and that the City of Imperial has not agreed to meet with the IVFTZ staff to discuss membership. The Board would like to allow for a meeting with the City of Imperial and further discuss the situation. A motion was made by R. MOORE to table this item until the next IVFTZ-JPA meeting. A. Horne 2nd. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion passed.**



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d. Discussion/action regarding proposed ITC-Diligence marketing plan

D. HARLOW presented his revised marketing plan and answered questions that the Board had on the original proposed marketing plan. After further discussion was had on the proposed marketing plan, the Board requested further information be given on the steps that will be taken to promote the IVFTZ. Further requests by the Board for more detail on a breakdown of costs associated to the proposed marketing plan be given and to provide some examples of prior marketing efforts and their results. This item will be continued for further discussion.

e. Discussion regarding Operator audits conducted by ITC-Diligence

D. HARLOW gave an explanation of the FTZ Board guidelines on compliance and explained that ITC-Diligence does not do a complete audit on the operators on behalf of the grantee as this may hold the grantee liable for any compliance or more serious issues. As the IVFTZ #257 consultant, Mr. Harlow advised that keeping official audits would not be in the best interest of the IVFTZ #257.

III. Future agenda items and other business

Update on city participation
Marketing Plan by ITC-Diligence
Update on operator collections effort
Sponsorship Possibilities at the NAFTA conference

IV. Next meeting date

September 26, 2017

V. Meeting adjourned

a. Meeting was adjourned at 12: 40 p.m.