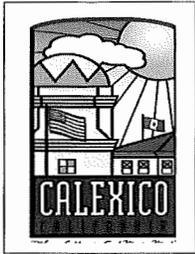


**AGENDA  
ITEM  
5**



# AGENDA STAFF REPORT

**DATE:** May 1, 2019  
**TO:** Mayor and City Council  
**APPROVED BY:** David B. Dale, City Manager *DD*  
**PREPARED BY:** Miguel Figueroa, Assistant City Manager *MF*  
**SUBJECT:** Ratification of Economic Development/Financial Advisory  
Commission Minutes for the Meeting of November 13, 2018.

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## Recommendation:

Ratification of Economic Development/Financial Advisory Commission Minutes for the Meeting of November 13, 2018.

## Background:

Commission staff liaison shall prepare minutes of the proceedings of each Economic Development/Financial Advisory Board Meeting and present to the commission for approval. Once approved, a copy of the signed minutes is submitted for Council ratification.

## Discussion & Analysis:

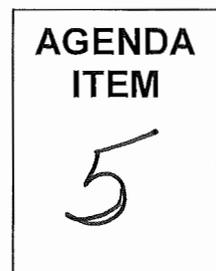
Attached minutes of the Economic Development/Financial Advisory Commission for the Meeting of November 13, 2018 have been approved by the commission and signed by the chairperson for ratification by Council.

**Fiscal Impact:** None.

**Coordinated With:** None.

## Attachments:

Minutes for Economic Development/Financial Advisory Commission  
Minutes for the Meeting of November 13, 2018.



**THE ECONOMIC DEVELOPMENT AND FINANCIAL ADVISORY COMMISSION MET IN SPECIAL SESSION ON THE 13<sup>TH</sup> DAY OF NOVEMBER 2018 AT 6:00 P.M. AT THE FERNANDO “NENE” TORRES COUNCIL CHAMBERS, 608 HEBER AVENUE, CALEXICO, CALIFORNIA.**

**CALL TO ORDER**

Commissioner Ben Horton called the meeting to order at 6:03 p.m.

**ATTENDANCE:**

Chairman: Benjamin Horton  
Commissioner: Enrique Roman Ramirez  
Commissioner: Bruno Suarez  
Mayor ProTem: Jesus Eduardo Escobar  
Vice-Chair: Ismael Lopez - Absent

**PLEDGE OF ALLEGIANCE**

Benjamin Horton led those present in the Pledge of Allegiance.

**APPROVAL OF AGENDA**

Chairman Horton opened the floor for EDFFA Agenda approval as presented. Motion to approve the agenda as presented was made by Commissioner Ramirez and seconded by Mayor ProTem Escobar, and passed by the following vote to wit

AYES: Horton, Ramirez, Suarez, Escobar  
NOES: None  
ABSENT: None  
ABSTAIN: None

**ANNOUNCEMENTS/PUBLIC COMMENTS:**

None at this time.

**BOARD MEMBER COMMENTS:**

Chairman Horton reported that he had attended the Martha Carr art exhibit at the Carmen Durazo Cultural Arts Center, Martha Carr was Dr. Fareed’s mother. The event was well attended by residents from the valley, specifically the north end of Imperial Valley. Chairman Horton stated that the exhibit was a success and the art displayed was impressive.

**DIRECTOR’S REPORT:**

None at this time.

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**CONSENT AGENDA:**

**APPROVAL OF ECONOMIC DEVELOPMENT AND FINANCIAL ADVISORY COMMISSION  
MINUTES FOR MEETING OF SEPTEMBER 25, 2018.**

Motion was made by Commissioner Suarez to approve the Economic Development and Financial Advisory Commission minutes for the meeting of August 21, 2018. Motion was seconded by Commissioner Ramirez and passed by the following vote to wit:

AYES: Escobar, Ramirez, Suarez, Horton  
NOES: None  
ABSENT: Lopez  
ABSTAIN: None

**DISCUSSION AND POTENTIAL ACTION ITEMS:**

**DISCUSSION: YEAR END REPORT 2017 & 1<sup>ST</sup> QUARTER REPORT FOR 2018 – PRESENTED  
BY FINANCE DIRECTOR KARLA LOBATOS**

Finance Director Karla Lobatos reported that she had positive news for the commission. Director Lobatos stated that HDL Companies reported that property taxes had increased, thus more funds would come into the city. Director Lobatos further reported that the State of California would be adjusting their sales tax numbers due to a system malfunction that had occurred in their new system. Director Lobatos stated that this would increase the sales tax revenue by \$200,000 and those funds should be received by the city by the end of November 2018. Director Lobatos further reported that this new sales tax revenue would also be reflected on Measure H numbers for year end. Director Lobatos also reported that the salary expenses for the city are projected to be lower than expected for year end 2017. Director Lobatos advised that all the new hired police officers would be replacements and not new positions.

When asked what the police department's sworn personnel numbers were at, Director Lobatos stated that there were 20 sworn officers in the police department. Mayor Pro Tem Escobar stated that for a city the size of Calexico, the department should be at 50-60 sworn officers, but that was not the case since the city was not receiving revenue to fund that number of positions. Director Lobatos stated that there would be about \$150,000 in salary savings, and Measure H and other grant reimbursement assisted in funding the department's staffing.

Director Lobatos stated that a large expense for the police department was also traffic control. Director Lobatos added that all traffic controllers are temporary employees and are employed as needed. Director Lobatos stated that the traffic controllers cost was a significant expense. Director Figueroa reported that delineators were installed on the new exit into Mexico, which should alleviate some of the chaos on Second Street and Cesar Chavez Boulevard. Commissioner Suarez stated that it would be a good idea to put out something on social media to advise of the all the changes taking place for travelers going into Mexico.

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Director Figueroa further stated that funds were coming in from Department of Housing and Community Development and that should provide a reimbursement for salaries in the Housing Department, for both the Economic Development Director and Housing Specialist.

Commissioner Ramirez inquired as to how the police department budget was doing. Director Figueroa stated that Director Lobatos was monitoring police and fire expenses, which included payroll and overtime expenses. Commissioner Ramirez inquired as to how much was the proposal presented by Imperial County Sheriff's Office (ICSO). Director Figueroa stated that the last proposal presented to the city by ICSO was significant (high). Director Figueroa further reported that the CPOA and the city had negotiated and signed an agreement for cuts and that was significantly less than ICSO's proposal. It was further presented to the commissioners that the police department's deployment of sworn staff should be 4 officers and 1 sergeant, but unfortunately it was taking some time to get to those numbers due to the low staffing levels. Recruitment for police officers is continuously on-going with the city. Chairman Horton advised that ICSO had a great reserve program and that the police department should model their program after ICSO's. Chairman Horton inquired as to what was the current number of reserve officers that the number police department had. Director Figueroa advised that that was a question for the Chief of Police

The city's TOT's (Transient Occupancy Tax) will be increasing as a result of Measure "J" being voted in November. The TOT's will increase approximately \$38,000 per year. Director Lobatos reported that hotels/motels bring in tax documentations when they present their payments to the City.

Director Lobatos reported that staff is still working to collect the full extent of the newly established ambulance fees. Director Lobatos reported that new contracts need to be worked on with both Medicare and MediCal, so that the new fees could be collected from the state. Director Lobatos stated that until new contracts are entered with Medicare and MediCal, the city cannot collect on the new rates, and this will impact the budget. Director Lobatos stated that this matter would be resolved, and everything should be in order within 90 days. Mayor ProTem Escobar stated that it should have been nice to have been receiving the new rates already but was hopeful that it would be taken care of soon. Director Lobatos further reported that contracts also needed to be re-negotiated with other insurances too. Director Figueroa stated that the city is fortunate that Director Lobatos was knowledgeable in the area of medical billing and was willing to tackle the immense job that was the ambulance billing.

Director Figueroa asked the commissioners if they wanted to make a recommendation to the City Council on Director Lobatos presentations (Items #2 & #3). Mayor ProTem Escobar made a motion to present items as presented with noted commissioner comments. Motion was Commissioner Suarez, and passed by the following vote to wit:

AYES:	Escobar, Ramirez, Suarez, Horton
NOES:	None
ABSENT:	Lopez
ABSTAIN:	None

**PRESENTATION:**

**ECONOMIC DEVELOPMENT ACTIVITY REPORT AND PROPOSED RECOMMENDATIONS  
FOR 2018-19 – PRESENTED BY ASSISTANT CITY MANAGER MIGUEL FIGUEROA**

Director Figueroa presented to the commissioners an activity tracker of all the projects and accomplishments for 2018 by the EDFA Commission. Director Figueroa presented both projects that were accomplished and not accomplished.

The points brought up by Director Figueroa were as follows:

- Performance Assessment on Promoting City – Director Figueroa reported that funds were used on marketing the city; on what could be used or not used in streamlining services in Development Services. Director Figueroa stated that plans were underway in re-structuring the Development Services Department, with anticipation that the streamlining and new departmental structural would be welcoming to new business.
- Reviewing Ordinances – Director Figueroa advised the commissioners that the City Council had addressed the issues facing the city’s downtown area, and how City Ordinances would allow for the downtown area to be re-zone to both residential and commercial. Director Figueroa stated that he hoped that the ordinances changes would revitalize the downtown area with new plans
- Overall Assessment of ALL Businesses in the City – Director Figueroa advised that an analysis of the city’s businesses was being done to address their needs and why certain business are closing.
- SDSU Research – Director Figueroa advised that the questionnaire that SDSU would be using for survey had been finalized. The survey would be to assist in determining what is the area of industries should be coming into the city, in addition to what areas of service should be performed, and what type of businesses should be attracted to the city.
- Transient Occupancy Tax (TOT) Increase – Director Figueroa reported that the TOT Measure “J” had been voted in and that this would provide more revenue to the city.
- Partnering with City of Mexicali – Director Figueroa stated that he really wanted to partner with the City of Mexicali so that the City of Calexico could also be considered for future development of industrial parks. Mayor ProTem Escobar stated that he has been after this partnership between the City of Mexicali and the City of Calexico.

Mayor ProTem Escobar stated that the revitalization of the downtown area was very important. Commissioner Suarez stated that he hoped that the future plans for the downtown area included residential lofts and that the transportation issues were resolved.

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**ADJOURNMENT**

There being no further business, motion to adjourn the meeting was made by Mayor ProTem Escobar and seconded by Commissioner Ramirez. Meeting was adjourned at 7:27 p.m.

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Benjamin Horton, Chairperson

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Martha L. Gomez, Deputy Clerk