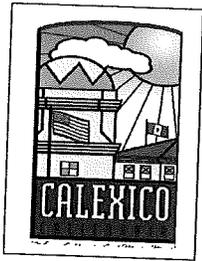


**AGENDA  
ITEM**

**22**



# AGENDA STAFF REPORT

**DATE:** August 1, 2018  
**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 Meetings of October 12, 2017, November 7, 2017, January 9, 2018, February 27, 2018 and May 9, 2018.

=====

**Recommendation:**

Ratification of Economic Development/Financial Advisory Commission Minutes for Meetings of October 12, 2017, November 7, 2017, January 9, 2018, February 27, 2018 and May 9, 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 Meetings of October 12, 2017, November 7, 2017, January 9, 2018, February 27, 2018 and May 9, 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 Meetings of October 12, 2017, November 7, 2017, January 9, 2018, February 27, 2018 and May 9, 2018.

AGENDA  
ITEM  
**22**

THE ECONOMIC DEVELOPMENT AND FINANCIAL ADVISORY COMMISSION  
MET IN SPECIAL SESSION ON THE 12<sup>TH</sup> DAY OF OCTOBER, 2017 AT 4:53 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 4:53 p.m.

**ATTENDANCE:**

Chairperson: Benjamin Horton  
Commissioner: David Romero  
Commissioner: Enrique Roman Ramirez

**ABSENT:**

Commissioner: Ismael Lopez  
Commissioner: Hector Araujo

**PLEDGE OF ALLEGIANCE**

Benjamin Horton led those present in the Pledge of Allegiance.

**APPROVAL OF AGENDA**

Motion was made by Commissioner David Romero to approve the agenda as presented. Motion was seconded by Commissioner Enrique Roman Ramirez and passed by the following vote to wit:

AYES: Horton, Romero, Ramirez  
NOES: None  
ABSENT: Lopez, Araujo  
ABSTAIN: None

**ANNOUNCEMENTS/PUBLIC COMMENTS:**

No public comments at this time.

OCTOBER 12, 2017

**BUSINESS ITEMS:**

**ITEM #1      PRESENTATION – INTRODUCTION OF MIGUEL FIGUEROA,  
COMMUNITY AND ECONOMIC DEVELOPMENT DIRECTOR**

Mr. Figueroa informed that this special meeting is important as it allows him the opportunity to introduce himself to the commission. Mr. Figueroa stated that he has been a City employee since September 5, 2017.

Mr. Figueroa stated that in the past month he has had the privilege to work on several business matters with Chairman Horton and City staff. Mr. Figueroa shared that he spent seven years working with the City of Calexico as the Executive Director of the Calexico New River Committee. Mr. Figueroa added that he comes from the County of Imperial as the former Workforce Office Director, he served as director for four years. In addition, Mr. Figueroa has been able to work and collaborate with all the Cities in the county along with the Governor's office in California.

Mr. Figueroa also stated that both he and Mr. Gutierrez from the Finance Department will co-staff the commission and it was agreed that at the next regularly scheduled commission meeting Mr. Gutierrez will provide an update on the financial report.

Mr. Figueroa stated that as part of future agendas, commissioners will be properly identified as Economic Development/Financial Advisory Commissioners.

**ITEM #2      DISCUSSION – PROPOSED STRATEGIC ECONOMIC DEVELOPMENT  
INITIATIVES AND STRATEGIES**

Mr. Figueroa presented to the commission a power point presentation regarding the proposed economic development strategies and initiatives for the City of Calexico. Mr. Figueroa stated that this presentation would cover six key points that will substantiate how the City plans to implement a successful economic growth and business retention strategy. Mr. Figueroa proceeded to share his department's philosophy and how in turn this philosophy would help streamline the business permitting process and promote an improved customer service environment with the overall goal to retain existing businesses and attract new developers.

Mr. Figueroa then stated the services that will be made available to local businesses, these services include but are not limited to resources and referrals, marketing activities, real estate services, and workforce recruitment services. In addition, Mr. Figueroa highlighted the perspectives in economic development that are elected officials, our community, our city government, and our local businesses must follow. Mr. Figueroa proposed that in order to fast track economic development in our city we must recognize our advantages and disadvantages, strengthen our partnerships, implement the city's proposed strategic plan and build a business friendly climate through up to date policies.

OCTOBER 12, 2017

To conclude Mr. Figueroa talked about the strategic goals and policy alignment that must happen in our City and shared the opportunities the City can look into, i.e. the Calexico Real Estate Hub Program, State and Federal grant opportunities, and the community leadership in our City.

### **INFORMATIONAL ITEMS**

#### **Board Member Comments:**

Commissioner Romero congratulated Mr. Figueroa and based on the presentation he really liked the philosophy on customer service and hopes with this concept it will help bring more business to the City. Commissioner Ramirez stated he likes the Real Estate Hub program. Chairman Horton concurred with the rest of the commissioners and in reference to real estate, Mr. Horton stated that we should start with meeting with the Board of Realtors and presenting at one of their meetings. This is a plan for success not a plan for failure and we are ready to move forward and is glad to be able to work with Mr. Figueroa.

#### **Items for Next Meeting:**

Chairman Horton stated this is the first meeting for a new beginning. Mr. Figueroa commented the bylaws state meetings are to be held on the second Wednesday of the month at 11:00 a.m. Chairman Horton stated the commission did vote to change the time and date for these meetings and past minutes should reflect this change, the minutes should state the meetings were changed to the first Tuesday of the month at 5:30 p.m.

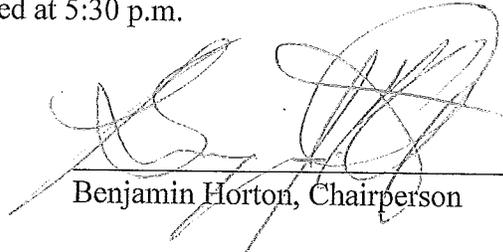
### **ADJOURNMENT**

Motion was made by Commissioner David Romero to adjourn meeting. Motion was seconded by Commissioner Enrique Roman Ramirez and passed by the following vote to wit:

AYES:	Horton, Romero, Ramirez
NOES:	None
ABSENT:	Lopez, Araujo
ABSTAIN:	None

There being no further business, meeting was adjourned at 5:30 p.m.

  
\_\_\_\_\_  
Veronica L. Alvarado, Commission Clerk

  
\_\_\_\_\_  
Benjamin Horton, Chairperson

THE ECONOMIC DEVELOPMENT AND FINANCIAL ADVISORY COMMISSION  
MET IN REGULAR SESSION ON THE 7<sup>TH</sup> DAY OF NOVEMBER, 2017 AT 5:37 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 5:37 p.m.

#### ATTENDANCE:

Chairperson: Benjamin Horton  
Commissioner: Ismael Lopez  
Commissioner: David Romero  
Commissioner: Enrique Roman Ramirez

#### ABSENT:

Commissioner: Hector Araujo

#### PLEDGE OF ALLEGIANCE

Benjamin Horton led those present in the Pledge of Allegiance.

#### APPROVAL OF AGENDA

Motion was made by Commissioner David Romero to approve the agenda of 09/17/17 with adjustment that the previous meeting was a special meeting with the adjustments that the previous meeting identified as a special meeting and moving Item #4 after Item #8 in the agenda. Motion was made by Commissioner Romero seconded by Commissioner Lopez and passed by the following vote to wit:

AYES: Horton, Lopez, Romero, Ramirez  
NOES: None  
ABSENT: Araujo  
ABSTAIN: None

#### ANNOUNCEMENTS/PUBLIC COMMENTS

No public comments at this time.

NOVEMBER 07, 2017

### APPROVAL OF CONSENT AGENDA

Motion was made by Commissioner Enrique Roman Ramirez to approve Items #1 and Item #2 of the consent agenda. Motion was seconded by Commissioner David Romero and passed by the following vote to wit;

AYES: Horton, Romero, Ramirez  
NOES: Lopez  
ABSENT: Araujo  
ABSTAIN: None

### DISCUSSION AND POTENTIAL ACTION ITEMS

#### ITEM #3 PRESENTATION – CITY OF CALEXICO DOWNTOWN ECONOMIC REVITALIZATION PROJECT ACTION PLAN

Mr. Figueroa informed that presenting this action plan will help engage and move forward the strategies and framework the City of Calexico will follow to move forward with specific projects that will serve as the foundation of addressing the needs of businesses downtown Calexico.

Mr. Figueroa informed that a forum where merchants can share their needs and City officials can share the vision for an improved and revitalized downtown will take place within the next six to eight weeks. Mr. Figueroa talked about having the first Business Improvement District meeting within the next four to six weeks to discuss an improvement plan and line up the activities that will enable the opportunity to establish cultural events that will serve as outreach and awareness opportunities to attract local vendors and members of our community. Mr. Figueroa added that the framework is being put together to reignite and work in tandem with our local merchants to implement economic development strategies.

To conclude Mr. Figueroa highlighted that we must first look to retain local businesses and invest to attract new development opportunities.

Motion was made by Commissioner Enrique Roman Ramirez to have the special meeting with the Calexico downtown merchants at Fernando “Nene” Torres Council Chambers. Motion was seconded by Commissioner David Romero and passed by the following vote to wit;

AYES: Horton, Lopez, Ramirez, Romero  
NOES: None  
ABSENT: Araujo  
ABSTAIN: None

NOVEMBER 07, 2017

**ITEM #5 PRESENTATION– CALEXICO REAL ESTATE HUB PROGRAM ACTION PLAN**

Mr. Figueroa introduced this item by stating that there is a dire need to bridge the real estate professionals in the region with the developments of new business within the City of Calexico. Mr. Figueroa introduced the components of the Calexico Real Estate Hub Program which include making sure that real estate professionals have a clear understanding of the development services application approval and procedure verification steps that any new entrepreneur or developer must follow in the City of Calexico.

Mr. Figueroa stated that this hub program will enable customer friendly practices such as real estate professionals being able to access the City's website and look up what the basic permitting process is and who to contact for further assistance. Mr. Figueroa proposed that the City host a seminar so we can present the structure of our hub program and share the overall strategy with real estate professionals of how new business can be easily developed in the City of Calexico.

Commissioner Lopez shared that he has been part of numerous industrial building projects and how he has encountered that local real estate professionals need to be up to par with the rule and obligations with financial institutions. Mr. Figueroa noted that this is a discussion item and that a status report on the work performed by staff will be presented at the next commission meeting.

**ITEM #6 NEW RIVER IMPROVEMENT PROJECT MEMORANDUM OF UNDERSTANDING BETWEEN CITY OF CALEXICO, COUNTY OF IMPERIAL AND IMPERIAL IRRIGATION DISTRICT**

Mr. Figueroa informed that on Monday, October 30, 2017 the City of Calexico, the County of Imperial and the Imperial Irrigation District approved a Memorandum of Understanding for the operation and maintenance of the New River Improvement Project remediation projects in the City of Calexico. Mr. Figueroa added how this is an important milestone and detonator of the economic development growth on the West side of Calexico.

Mr. Figueroa added that the Regional Water Quality Control Board issued an RFP on October 2, 2017 that has to do with the piping, pumping and trash components that will be implemented from the International border to the Second Street bridge in the City of Calexico. Mr. Figueroa concluded by stating that Assemblyman Eduardo Garcia authored AB 965 that helps secure additional monies to compliment the current scope of work of the New River Parkway Project.

**ITEM #7 CALIFORNIA ASSOCIATION FOR LOCAL ECONOMIC DEVELOPMENT- CITY OF CALEXICO'S PARTICIPATION**

Mr. Figueroa shared the importance of being able to be part of State wide organizations that are at the helm of implementing economic development policy. Mr. Figueroa added that by working and collaborating closely with agencies such as Governor's Office of Business and Economic Development and the California Association for Local Economic Development (CALED). Mr.

NOVEMBER 07, 2017

Figueroa recommended the commission consider having the City of Calexico become a CALED board member. Mr. Figueroa clarified that the City of Calexico is already a paid member of CALED, however becoming a board member would enable the City to have a presence and say in the decision making process of one of the most relevant economic development institutions in our state.

Mr. Figueroa informed that in the months of March and April CALED considers and reviews new applications. Mr. Figueroa recommended this commission take action on completing an application to CALED for board membership.

Motion was made by Commissioner Lopez to recommend the Calexico City Council to submit an application CALED for board membership. Motion was seconded by Commissioner Romero and passed by the following vote to wit;

AYES: Horton, Lopez, Ramirez, Romero  
NOES: None  
ABSENT: Araujo  
ABSTAIN: None

**ITEM #8 IMPERIAL COUNTY ASSOCIATION OF REALTORS LUNCHEON-  
KEYNOTE PRESENTATION**

Mr. Figueroa shared that on October 18, 2017 he provided a keynote presentation to the Imperial County Association of Realtors. Mr. Figueroa informed that over 30 real estate professionals from Imperial County were in attendance and thanked him for presenting the vision and priority plan of the Calexico Community and Economic Development Department.

**ITEM #4 CITY OF CALEXICO: 110<sup>TH</sup> ANNIVERSARY, STATE OF THE CITY  
ADDRESS AND THE BINATIONAL MAYORS' SUMMIT**

Mr. Figueroa provided a recap of the planning and organizing activities for the City's 110 Anniversary celebration, the State of the City Address, and the Binational Mayors' Summit. Mr. Figueroa informed that Mayor Hurtado is spearheading these efforts that are being planned to take place from April 11, 2018 to April 15, 2018.

Councilman Armando Real commented that the efforts to have a city flag and a city logo started when he became mayor and shared the importance of including the input of the Calexico Unified School District.

**ITEM #9 2017-18 1<sup>ST</sup> Quarter Budget Status Report**

Mr. Gutierrez informed that his presentation was the same report he presented to the Calexico City Council on October 18, 2017. Mr. Gutierrez shared that this report includes the 2017-2018 first quarter expenditures.

NOVEMBER 07, 2017

Commissioner Lopez recommended the following items be included as part of the Finance Department portion of the agenda:

- Report of open and past due balances
- Year to date revenue vs approved budget
- Cost of overtime / temporary staff vs hiring
- Status of software implementation

#### BOARD MEMBER COMMENTS

Commissioner Lopez made a statement regarding an email he received in reference to a potential violation to the Brown Act. Mr. Figueroa assured that he would do the appropriate follow up to this matter.

#### ITEMS FOR NEXT MEETING

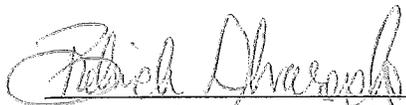
None at this time.

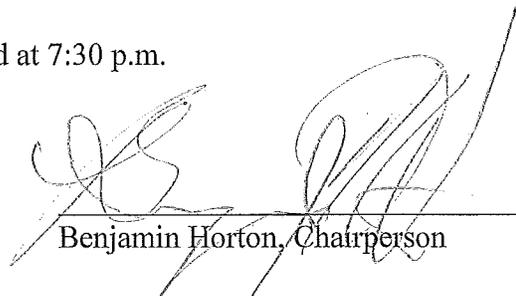
#### ADJOURNMENT

Motion was made by Commissioner Romero to adjourn meeting. Motion was seconded by Commissioner Lopez and passed by the following vote to wit:

AYES: Horton, Lopez, Romero, Ramirez  
NOES: None  
ABSENT: Araujo  
ABSTAIN: None

There being no further business, meeting was adjourned at 7:30 p.m.

  
\_\_\_\_\_  
Belinda Alvarado, Commission Clerk

  
\_\_\_\_\_  
Benjamin Horton, Chairperson

THE ECONOMIC DEVELOPMENT AND FINANCIAL ADVISORY COMMISSION  
MET IN REGULAR SESSION ON THE 9<sup>TH</sup> DAY OF JANUARY, 2018 AT 5:30 P.M. AT  
THE FERNANDO "NENE" TORRES COUNCIL CHAMBERS, 608 HEBER AVENUE,  
CALEXICO, CALIFORNIA.

**CALL TO ORDER**

Commissioner Ismael Lopez called the meeting to order at 5:35 p.m.

**ATTENDANCE:**

Commissioner: Ismael Lopez  
Commissioner: David Romero  
Commissioner: Enrique Roman Ramirez

**ABSENT:**

Commissioner: Ben Horton

**PLEDGE OF ALLEGIANCE**

Belinda Alvarado led those present in the Pledge of Allegiance.

**APPROVAL OF AGENDA**

Motion was made by Enrique Roman to approve the agenda of 01/09/18 with the adjustment to move Items # 6 – 9 for next meeting. Motion was made by Commissioner Roman seconded by Commissioner Romero and passed by the following vote to wit:

AYES: Lopez, Romero, Ramirez  
NOES: None  
ABSENT: Horton  
ABSTAIN: None

**ANNOUNCEMENTS/PUBLIC COMMENTS:**

No public comments at this time.

**APPROVAL OF CONSENT AGENDA**

Motion was made by Commissioner David Romero to approve consent agenda and seconded by Commissioner Lopez and passed by the following vote to wit;

JANUARY 09, 2018

AYES: Lopez, Romero, Ramirez  
NOES: None  
ABSENT: Horton  
ABSTAIN: None

## **DISCUSSION AND POTENTIAL ACTION ITEMS**

### **ITEM #2 CITY OF CALEXICO BUSINESS SECTOR STUDY-SDSU IV CAMPUS**

Mr. Figueroa discussed a partnership between San Diego State University, Imperial Valley Campus and the city's Community and Economic Development department to give students enrolled in the Public Administration program to engage in the development and implementation of economic development projects. Mr. Figueroa added that one particular project of emphasis would be an industry business assessment that would provide much needed data pertaining to business startups and retaining businesses.

Mr. Romero recommended that commissioners take part in planning meetings with university staff in order to have active participation and collaboration from this commission.

### **ITEM #3 STATUS REPORT-CALEXICO REAL ESTATE HUB PROGRAM ACTION PLAN**

Mr. Figueroa provided a status update on the work being performed by staff to implement the real estate hub program. Mr. Figueroa added that the work would be done in partnership with the city's development services department. Once all business services are reviewed, recommendations will be made to this commission for approval.

Mr. Figueroa emphasized that it is imperative to create new information and get all internal documentation ready to attract business to the City of Calexico. Vice Chairman Ismael Lopez stated the importance of having the appropriate processes in place to grow the local economy.

### **ITEM #4 DOWNTOWN MERCHANT MEETING: BUSINESS NEEDS AND CALEXICO WEST PORT OF ENTRY EXPANSION**

Mr. Figueroa provided a status report on the planning activities for the meeting with downtown merchants. Mr. Figueroa informed that it would be appropriate to have a representative from the U.S. General Services Administration give a presentation to the downtown merchants about the boarder expansion project. Mr. Figueroa informed that he is working on possible dates to host this forum, he added that once a date is set city staff with do an outreach campaign to inform the downtown merchants.

JANUARY 09, 2018

Mr. Figueroa recommended that the Business Improvement District should combine work and efforts with the Economic Development Commission as both groups strive for similar outcomes. Commissioners Enrique Roman Ramirez and David Romero added that including the Business Improvement District would benefit the overall economic development strategy for the city.

Motion was made by Vice Chairman Ismael Lopez to merge the Business Improvement District with the Economic Development and Finance Advisory Commission and seconded by Commissioner Romero and passed by the following vote to wit:

AYES: Lopez, Romero, Ramirez  
NOES: None  
ABSENT: Horton  
ABSTAIN: None

**ITEM #5 CITY OF CALEXICO ECONOMIC DEVELOPMENT PROJECT PLAN  
2018**

Mr. Figueroa presented an economic development tracker matrix that identifies a roadmap for the economic development goals and objectives the commissioners have prioritized. Mr. Figueroa informed the commissioners about the city's strategic plan and how it is being finalized for city council approval.

**BOARD MEMBER COMMENTS**

Vice Chairman Lopez and Commissioner Romero stated it would be appropriate to review the quarterly financial reports that the city's consultant Susan Mayer will present at an upcoming city council meeting in January.

**Items for Next Meeting**

Mr. Figueroa informed the commission that he would discuss future agenda items with the Chairman and Vice-Chairman of the commission prior to the next meeting.

**ADJOURNMENT**

Motion was made by Commissioner Lopez to adjourn the meeting. Motion was seconded by Commissioner Romero and passed by the following wit:

AYES: Lopez, Romero, Ramirez  
NOES: None  
ABSENT: Horton

JANUARY 09, 2018

ABSTAIN: None

There being no further business, meeting was adjourned at 6:40 p.m.

  
\_\_\_\_\_  
Belinda Alvarado, Commission Clerk

  
\_\_\_\_\_  
Ismael Lopez, Vice-Chairman

**THE ECONOMIC DEVELOPMENT AND FINANCIAL ADVISORY COMMISSION  
MET IN ADJOURNED REGULAR SESSION ON THE 27<sup>TH</sup> DAY OF FEBRUARY, 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 6:00 p.m.

**ATTENDANCE:**

Chairman: Benjamin Horton  
Vice-Chairman: Ismael Lopez  
Commissioner: David Romero  
Commissioner: Enrique Roman Ramirez

**PLEDGE OF ALLEGIANCE**

Benjamin Horton led those present in the Pledge of Allegiance.

**APPROVAL OF AGENDA**

Motion was made by Vice-Chairman Lopez to approve the agenda as presented. Motion was seconded by Commissioner Ramirez and passed by the following vote to wit:

AYES: Lopez, Ramirez, Horton, Romero  
NOES: None  
ABSENT: None  
ABSTAIN: None

**ANNOUNCEMENTS/PUBLIC COMMENTS:**

No public comments at this time.

**CONSENT AGENDA:**

APPROVAL OF ECONOMIC DEVELOPMENT AND FINANCIAL ADVISORY  
COMMISSION MINUTES FOR MEETING OF JANUARY 9, 2018.

FEBRUARY 27, 2018

Motion was made by Commissioner Ramirez to approve the Economic Development and Financial Advisory Commission minutes for meeting of January 9, 2018. Motion was seconded by Vice-Chairman Lopez and passed by the following vote to wit:

AYES: Ramirez, Lopez, Horton, Romero  
NOES: None  
ABSENT: None  
ABSTAIN: None

**DISCUSSION AND POTENTIAL ACTION ITEMS:**

**RECOMMENDATION TO ANNEX TWO AGRICULTURAL ZONES PARCELS, APN's 058-010-010 AND 51, TO THE CITY OF CALEXICO**

Mr. Figueroa stated that in December 2017 the City Council gave direction to the City Manager to complete the necessary documentation for the donation of this property. This property is located in the North West corner of the city and is approximately 40 acres. After a brief discussion it was agreed to approve the annexation so that it goes to City Council for approval.

Motion was made by Commissioner Romero to approve the annexation of the two parcels, APN's 058-010-010 and 51 to the City of Calexico. Motion was seconded by Commissioner Ramirez and passed by the following vote to wit:

AYES: Romero, Ramirez, Horton, Lopez  
NOES: None  
ABSENT: None  
ABSTAIN: None

**RECOMMENDATION TO IMPLEMENT THE SMALL BUSINESS DEVELOPMENT CENTER'S BUSINESS HUB PROGRAM IN THE CITY OF CALEXICO**

Mr. Figueroa stated that he had provided a presentation at the February 21, 2018 City Council meeting. As part of this presentation, working with key partners was discussed, as a result, SBDC approached the City with help implementing assistance to small businesses. Comments and questions were made by the commissioners regarding how the City will reach out to them; what type of incentives can the City provide them; can the City develop a form regarding their customer service experience? Mr. Figueroa addressed their questions and informed that this program is part of the overall strategy to improve economic development in Calexico.

Motion was made by Commissioner Romero to approve the implementation of the Small Business Development Center's Business HUB program in the City of Calexico. Motion was seconded by Commissioner Ramirez and passed by the following vote to wit:

FEBRUARY 27, 2018

AYES: Romero, Ramirez, Horton, Lopez  
NOES: None  
ABSENT: None  
ABSTAIN: None

DISCUSSION – CITY OF CALEXICO PROPERTY INVENTORY AND USE FOR FUTURE DEVELOPMENT PROJECTS.

Mr. Figueroa informed the commission that he will forward a copy of the presentation he presented and the council meeting to each commissioner and is preparing an actual property inventory report for their consideration in the month of April. Mr. Figueroa also stated that we can create commission driven projects on existing RDA properties that need to be resolved in the coming months to comply with the State.

DISCUSSION – STATUS REPORT ON ONGOING ECONOMIC DEVELOPMENT ACTIVITIES AND PROGRAMS.

Mr. Figueroa stated the City Council approved the two year extension on the Mega Park project which is located on Highway 111 and Jasper Road and is aggressively moving forward with this project. Mr. Figueroa added that the City continues to implement the projects that the commission has approved.

DISCUSSION – STATEMENT OF ECONOMIC INTEREST (FORM 700) AND ETHICS TRAINING.

Mr. Figueroa informed the commissioners that they have received the packet for the 700 form and staff will be sending them the information for the ethics training via email so they can take the training online.

**INFORMATIONAL ITEMS:**

Board Member Comments:

Vice-Chairman Lopez asked for a status update on the Finance Department. Mr. Figueroa replied that the City Manager asked him to oversee this recruitment, he added that he is expecting a resolution very soon. Vice-Chairman Lopez also wanted to know if we had a timeline to meet and discuss the BID. Mr. Figueroa stated that this commission took action to merge both commissions and he has contacted both City Attorney and BID members to let them that we are waiting on amending the bylaws. Commissioner Romero wants a status update on SDSU intern program. Mr. Figueroa stated that there will be four students assisting in his department.

FEBRUARY 27, 2018

Mr. Figueroa commented that he will work with financial consultant Susan Mayer to prepare a financial report for this commission. Commissioner Romero commented that he would like to see it in the March meeting agenda.

Items for Next Meeting:

Staff and Commissioners agreed that they had previously discussed the items for the next agenda.

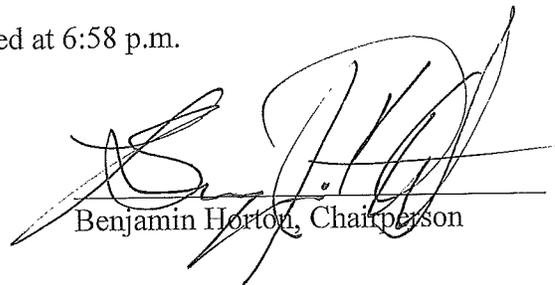
**ADJOURNMENT**

Motion was made by Commissioner Romero to adjourn meeting. Motion was seconded by Commissioner Lopez and passed by the following vote to wit:

AYES:	Romero, Lopez, Horton, Ramirez
NOES:	None
ABSENT:	None
ABSTAIN:	None

There being no further business, meeting was adjourned at 6:58 p.m.

  
Veronica Luna-Alvarado, Commission Clerk

  
Benjamin Horton, Chairperson

THE ECONOMIC DEVELOPMENT AND FINANCIAL ADVISORY COMMISSION MET IN SPECIAL SESSION ON THE 9<sup>TH</sup> DAY OF MAY, 2018 AT 5:30 P.M. AT THE CITY MANAGER'S CONFERENCE ROOM, 608 HEBER AVENUE, CALEXICO, CALIFORNIA.

#### CALL TO ORDER

Commissioner Ben Horton called the meeting to order at 5:43 p.m.

#### ATTENDANCE:

Chairman: Benjamin Horton  
Vice-Chairman: Ismael Lopez – arrived at 5:51 p.m.  
Commissioner: David Romero  
Commissioner: Enrique Roman Ramirez

#### PLEDGE OF ALLEGIANCE

Benjamin Horton led those present in the Pledge of Allegiance.

#### APPROVAL OF AGENDA

Motion was made by Commissioner Romero to approve the agenda as presented. Motion was seconded by Commissioner Ramirez and passed by the following vote to wit:

AYES: Romero, Ramirez, Horton  
NOES: None  
ABSENT: Lopez  
ABSTAIN: None

#### ANNOUNCEMENTS/PUBLIC COMMENTS:

No public comments at this time.

#### BOARD MEMBER COMMENTS:

Chairman Horton stated there is a vacancy on the ED-FA commission and requested that city council appoint someone. Chairman Horton added that in the absence of a commissioner a city council member can sit in if needed. Mr. Figueroa stated that he would reach out to city council to follow up on this appointment vacancy.

#### DIRECTOR'S REPORT:

- Mr. Figueroa stated he attended the annual Southern California Association of Governments conference in Indian Wells and informed about funding that the city can

ECONOMIC DEVELOPMENT AND  
FINANCIAL ADVISORY COMMISSION MINUTES

Page 2

MAY 9, 2018

obtain to develop projects. He added he will follow up with opportunities and will bring back to for commission consideration.

- Mr. Figueroa stated that in 2009 the city commission a strategic plan for downtown, he researched this plan and found out that there is a lot of relevant information, and this is the blueprint that the city needs to follow in developing and improving our downtown.
- Mr. Figueroa stated that through the Southern California Association of Governments' Active Transportation Program the city can fund shovel ready. Mr. Figueroa added that this is a competitive grant process and we might be able to get money for sidewalk repairs and parkway projects.
- Mr. Figueroa informed that on Monday, May 14, 2018, the Regional Quality Control Board-Region 7 will be in Calexico to convene their board meeting. The meeting will be at the Fernando "Nene" Torres Council Chambers at 9:00 a.m. and after the meeting a tour of the New River Improvement Project will take place, commissioners are welcome to attend.
- City Manager David Dale informed the commission that a water rate study is completed and available for review. The rate change is needed in order to boost up revenue so the city can fund capital improvement projects because in the past ten years it has not been done. Mr. Dale also stated that the city has over 70 miles of water pipelines that were installed 50 to 60 years ago. On average there are two to three water line breaks every week and need to be replaced along with sewer lines that are also outdated. Mr. Dale added that a lot of infrastructure needs to be replaced given that it has been neglected for many years and with the new proposed water rate, customers will only be charged for the amount of water they use.

**CONSENT AGENDA:**

APPROVAL OF ECONOMIC DEVELOPMENT AND FINANCIAL ADVISORY  
COMMISSION MINUTES FOR MEETING OF FEBRUARY 27, 2018.

Motion was made by Commissioner Romero to approve the Economic Development and Financial Advisory Commission minutes for meeting of February 27, 2018. Motion was seconded by Commissioner Ramirez and passed by the following vote to wit:

AYES:	Romero, Ramirez, Horton, Lopez
NOES:	None
ABSENT:	None
ABSTAIN:	None

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**PRESENTATION:**

**TACTICAL URBANISM AND ADAPTIVE REUSE**

A presentation was provided by Mr. Chris Velasco on how Tactical Urbanism and Adaptive Reuse can spur investment and revitalization in Calexico. Mr. Velasco provided handouts that describe his plan for future consideration by the City of Calexico to help improve among other areas downtown Calexico.

**DISCUSSION AND POTENTIAL ACTION ITEMS:**

**RECOMMENDATION TO PERFORM A FEASIBILITY ANALYSIS FOR CARGO AIRPORT SERVICES**

Mr. Figueroa presented the option to do a feasibility analysis for cargo airport services at the existing Calexico International Airport property. Mr. Figueroa stated this analysis requires the city to do research for future improvements to the existing terminal and consideration under the Calexico Airport master plan.

Motion was made by Commissioner Romero to perform a feasibility analysis for cargo airport services. Motion was seconded by Commissioner Ramirez and passed by the following vote to wit:

AYES:	Romero, Ramirez, Horton, Lopez
NOES:	None
ABSENT:	None
ABSTAIN:	None

**RECOMMENDATION TO IMPLEMENT ECONOMIC DEVELOPMENT MARKETING CAMPAIGN FOR THE CITY OF CALEXICO**

Mr. Figueroa discussed the elements that make up the economic development marketing campaign for the City of Calexico. Mr. Figueroa added the importance of highlighting the comprehensive strategies developed by City staff to showcase the benefits Calexico has to offer to future investors. As part of this marketing campaign the focus will be on the approved priorities the Economic Development/Financial Advisory commission approved in previous months.

Vice Chairman Lopez mentioned the importance of marketing the City of Calexico in a manner that stands out from other cities in the County. Mr. Figueroa concluded his presentation by stating that there are pending projects that will solidify this campaign, however at this moment it is important to begin to share the assets Calexico has to offer.

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Motion was made by Commissioner Romero to approve the implementation of the economic development marketing campaign for the City of Calexico. Motion was seconded by Commissioner Ramirez and passed by the following vote to wit:

AYES: Romero, Ramirez, Horton, Lopez  
NOES: None  
ABSENT: None  
ABSTAIN: None

DISCUSSION – ZONING ORDINANCE AMENDMENT TO COMMERCIAL SPECIALTY ZONES IN DOWNTOWN.

Mr. Figueroa informed that a zoning ordinance amendment to the commercial specialty zones in downtown will be presented at an upcoming planning commission meeting. This zoning change will allow for a mixed use that will allow for residential projects to be incorporated with commercial developments. Mr. Figueroa added that this change creates opportunities to entice developers to see downtown as an opportunity for economic growth and expansion. Chairman Horton recommended a letter be drafted on behalf of the commission in support of this zoning ordinance amendment.

Motion was made by Commissioner Ramirez to authorize Mr. Figueroa to draft letter on behalf of the commission for both the Planning Commission and City Council. Motion was seconded by Commissioner Romero and passed by the following vote to wit:

AYES: Ramirez, Romero, Horton, Lopez  
NOES: None  
ABSENT: None  
ABSTAIN: None

DISCUSSION – STATUS REPORT ON SAN DIEGO STATE UNIVERSITY CALEXICO BUSINESS SURVEY.

Mr. Figueroa stated that the draft business survey has been reviewed for submittal to the SDSU main campus. Mr. Figueroa added that before the survey can be conducted there is a four to six week review by SDSU officials. Once the city receives the survey we will invite two members of this commission and discuss the next steps.

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**INFORMATIONAL ITEMS:**

Mr. Figueroa commented that on May 21, 2018 new Finance Director will be on board. Mr. Figueroa added that the city also hired a certified accountant and are recruiting for a Finance Manager.

Items for Next Meeting:

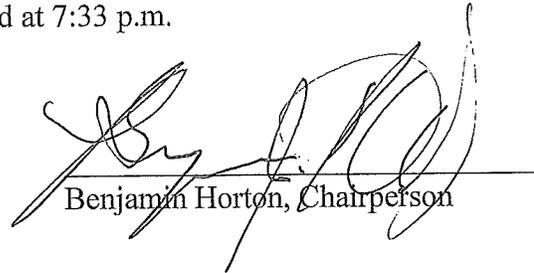
Update on housing development in Calexico.

**ADJOURNMENT**

There being no further business, meeting was adjourned at 7:33 p.m.



Veronica Luna-Alvarado, Commission Clerk



Benjamin Horton, Chairperson