



San Diego's Voice for
Binational Business

South County EDC, Imperial Valley EDC, East County EDC, San Diego County & Imperial County CEDS Oversight Committee

CEDS Oversight Committee MEETING
South County Economic Development Council
East County EDC
1870 Cordell Ct., Ste 202
El Cajon, CA 92020
Thursday October 15, 2009
9:30 a.m. to 11:30 a.m.

MINUTES

Attendees

Doug Paul
Jo Marie Diamond
Thomas Topuzes
John Minto
Alan Ziter
Christina Luhn
Deanna Weeks
Esperanza Colio
Christine Moore
Kristy Gregg
Tony Ambrose
Cheryl Mason
Claire Carpenter
Timothy Kelley
Daniel Fitzgerald
Clarissa Falcon
Caroline Braun
Elsa Saxod
Billy Jo Jannen
Bill Tunstall
Efrain Ibarra
Maggie Gonzalez

The Paul Company
San Diego East County EDC
Thomas Topuzes and Associates, LLC
City of Santee
Liberty Station
San Diego EDC
East County EDC
Imperial County
AT & T
San Diego National Bank
Burkett and Wong Engineers
SANDAG
El Cajon EDC
Imperial Valley
CCEZ Manager
Senator Ducheny 40th District
County of San Diego, District 2
San Diego County Water Authority
Guest, Eastern Empire News Services
SCEDC
SCEDC
SCEDC

1. Welcome and Introductions

Cindy called meeting to order. Deanna Weeks talked about their building. Cindy thanked Deanna for hosting the last CEDS meeting.

2. Acceptance of Minutes

Cheryl Mason moved minutes for acceptance for September, July and June. Tony Ambrose second. Changes to minutes suggested and approved unanimously. Cheryl said the July 23rd meeting was at Cuyamaca College. Cheryl also said the July 23rd meeting was worse than the numbers showed. Cheryl made a motion to accept minutes, Esperanza seconded. Motion passes unanimously. Cindy notes Tony's comment; she said we take off hats. This is it. Last CEDS meeting and the final draft is the way it is. This is an economic study and plan and is not political. The border is the biggest economic engine. At the end we will take questions.

3. Presentation of final DRAFT CEDS Report

Reviewing the draft: On page IV changed to transcend borders. The East County will have a major role. The IVEDC the second role. On page V at the border (we know so it was taken off). On page 1 EDD. On page 2 added investigate and the note bullet point on the bottom. On page 3 at the bottom was added- is new to you. On page 5 if there is an alternative we will add it. On page 6 delete BECC. Page 7, at the end, marked light pink. On page 9, don't leave agriculture out, fix the paragraph in pink located at the top. Type SR 98 and SR 7. Keep I-8. On page 10, clean up highways. On page 11 including Maquiladoras- added as other business in Mexico. Change at the bottom. Last paragraph on page 12 needs work. On pages 13, 14 & 15 need little bit of clean up. On page 16, should we delete this if we can, or back it up with facts? Daniel says to remove it, it is an assumption. Deanna Weeks agrees because you can't compare it. On page 19 disproportions, Cindy asking to leave it in or take it out? Cindy suggests taking it out because of the obvious about foreclosures. Change Chula Visa to Chula Vista. Page 24 & 25 highlighted is new to you, Cindy invited all to read.

- Welding Fabrication
- Metal Fabrication

Daniel says Metal Fabrication. Delete Medical Assistance vs. Health. Cindy will verify with Workforce Partnership. Everyone agrees to leave it in. On page 26, Cheryl will verify actuals on percentages. On page 29, added FTZ & Enterprise Zones. Take out comment with tag number 529. Bilingual comment is an opportunity to put it outside the charts. Cheryl comments to put it somewhere in the chart as strength. Cindy says on strengths to add bilingual, adding multicultural in Opportunities. On page 31, the pink area was added and all agree. On page 32, about SENTRI and RFID, Tom says to add US in front of Customs and delete ID. Spell out RFID. On page 34, delete dark pink section. Change transcends borders to borderless. On page 35, committee suggest to move paragraph in dark

pink located on the bottom of the page to the top, in front of “Imperial County’s construction...”, to keep San Diego discussion together. Also, note that farmers follow or use a conservation method. Among other conditions to change. For the other pink areas see changes, as suggested on the comments tags. Page 36, all changes are ok. On page 37 Grossmont instead of grossmont. On page 38, second paragraph take out the last sentence after the word units. Owner occupied housing instead of renter occupied or instead of Homeownership at the top. Must start as “Owner occupied homes are...” On the hot pink section: taking all off. Need to include transit oriented. On page 41 & 42 Algae based and other bio fuels. On page 43, separate bullet as “deliverably systems”

- Energy Delivery
- Ensure an adequate delivery system

On page 51, under Goals 5 – Quality of Life, third bullet point needs to add “and cultural institutions.” Delete “essence of Mexico into the CEDS Study Area shipping districts” located under Initiative on first bullet point. On page 52, delete last paragraph in dark pink.

Workforce: Significant job loss in construction industry creates an opportunity to reposition workers through training and cross/training. About the construction industry doesn’t generate permanent jobs. Those construction workers can be re-trained to green efforts. Tony notes that these workers are on job all the time. There is a large amount of people that are still doing construction work. Do we put them on a separate industry (or construction related jobs)? The opportunity is still that these workers can be retrained in new construction related jobs. . About: “in the CEDS region, construction has gone down due to the economy” (see Cindy’s notes). This part goes in workforce part. Cindy and Cheryl will work on additional “shaping forms” that include unemployment and per capita income. Page 19 there is still a typo.

Need a motion to accept CEDS. John Minto moved to accept study with changes discussed at today’s meeting and to submit to County Board of Supervisors. Thomas Topuzes second. Approve unanimously.

What happens next? This goes to the San Diego Board of Supervisors, Supervisors Jacobs and Cox. Then to Imperial Valley, Says yes or no. Then goes to State and then to EDA. SCEDC only hosts CEDS for 1 year.

4. Adjourn