



IMPERIAL VALLEY FOREIGN TRADE ZONE

IMPERIAL COUNTY WORKFORCE AND ECONOMIC DEVELOPMENT • 2799 S. Fourth Street, El Centro, CA, 92243

MEETING MINUTES

Wednesday, January 17, 2024 @ 1:30 P.M.
1250 Main Street, El Centro, CA

PROCEEDINGS

A meeting of the Imperial Valley Foreign Trade Zone – Joint Powers Authority (IVFTZ-JPA) was held on January 17, 2024 @ 1:46 P.M. In person at the conference room of the Imperial County Business Center. Members of the public were encouraged to submit their comments via email prior to the day of the meeting.

ATTENDEES

JPA Members

City of Brawley

City of Calexico

City of Calipatria

City of El Centro

City of Holtville

County of Imperial

Primary

Tommy Garcia

Adriana Nava

Nick Wells

Miguel Figueroa

Alternate

Edgar Self

Rosa Lopez

Coordinating Staff

I.C. Workforce & Economic Development

I.C. Workforce & Economic Development

I.C. Workforce & Economic Development

Priscilla Lopez

Jade Padilla

Tabita Velarde

Other Invites

IMS Worldwide, Inc.

IMS Worldwide, Inc.

Coppel Corporation

Coppel Corporation

Consultant

Consultant

Operator

Operator

Trey Boring

Rob Richardson

Lorena Padilla Saucedo

Yadira Perez

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



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MINUTES

I. Call meeting to order

- a. Roll call.

Tommy Garcia called meeting to order at 1:46 A.M. Roll call was performed by J. PADILLA with four (4) JPA members present; it was determined that quorum was met.

- b. JPA Member Updates

None

- c. Approval of Minutes

ROSA LOPEZ motions to approve the minutes as presented. ADRIANA NAVA 2nd the motion. **Vote:** 4 in favor, 0 against, 0 abstain at the time of the vote. **Motion Approved.**

II. Discussion/direction/action/update

- a. Discussion regarding Strategic Marketing Plan – Sample Brochure

ADRIANA NAVA mentioned during the minutes that the City of El Centro is working with someone that may be able to assist with the graphic design for the brochure.

P. LOPEZ identifies the Strategic Marketing Plan outline previously provided by IMS Inc. and opens the floor for any input and comments by the JPA members. She proceeds to introduce IMS consultants ROB RICHARDSON and TREY BORING participating in the meeting via Zoom. J. PADILLA asks IMS if there are any comments and concerns they would like to address. It was noted that IMS has not received any feedback to date and there is a list of industries pending to be received. P. LOPEZ emphasized the importance of providing IMS with an industry focused marketing/cluster marketing that we (IVFTZ-JPA) would like to include in the plan. J. PADILLA mentions she can send an email chain to serve as a living, working list of potential industries. A. NAVA notes a few industries to be included in the plan: food



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industry (canning), aeronautics (challenging due to lack of engineers), and telemarketing.

N. WELLS joined the meeting.

P. LOPEZ confirms we can proceed with the email chain method to move this item forward and focus it on FTZ. T. BORING mentioned the “Site Book” project, which will gather information from the existing FTZ operators that will also help with the marketing and highlight existing locations. J. PADILLA clarifies staff will send letter to current operators to gather the information T. BORING referred to so that we can assure we have the same documentation as our operators.

T. BORING notes the second set of information that needs to be identified by the JPA is specific communities that they will be expecting industrial development. Since we know your FTZ is now capable of designating zones anywhere in the region, this opportunity can be utilized to highlight specific areas/properties; specifically those that are FTZ accessible. J. PADILLA mentions she can include “locations” in the email so that we can keep those focal points logged as well.

b. Discussion/Action regarding Coppel’s shared zone usage

P. LOPEZ noted the presence of the Coppel representatives and introduced the item. She mentioned that the contract has been reviewed by IMS to allow this activity and a meeting was held with CBP to address any of their questions. J. PADILLA clarified that it is Coppel’s intention to allow other users to utilize their FTZ zone and status. M. FIGUEROA emphasized that, during the meeting with CBP and as emphasized in the draft concurrence letter, making sure all proper documentation is accounted for, everything has been looked at by our consultant, and a determination be made by the JPA to properly proceed with the implementation by Coppel. A. NAVA asked what kind of services are to be provided. YADIRA PEREZ noted Coppel is a warehouse where the items are exported to Mexico and go to Coppel’s retail stores. They currently have a large space in their warehouse that is being unused and would like to utilize it by marketing it to other customers that might have import/export under Coppel’s FTZ status. P. LOPEZ notes they need a letter from the JPA approving their multiple customer uses under their zone. She also mentions that staff has previously received phone calls asking if there are any zones willing to temporarily store items. A. NAVA mentions that, if Coppel knows the types of industries that would use their facility, we could include them to be marketed to. A draft letter was included in the



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meeting packet for the JPA members to review. ROSA LOPEZ asked if the individual businesses would need to be included in the Coppel contract, to which PRISCILLA LOPEZ mentions they will be covered under the umbrella of the existing contract. Thus, Coppel is responsible for all compliance matters.

ADRIANA Nava motions for the Chair to move forward in signing the letter allowing Coppel to move forward and leasing out their facility. Motion 2nd by NICK WELLS. **Vote:** 5 in favor, 0 against, 0 abstain at the time of the vote. **Motion Approved.**

c. Discussion/Action regarding upcoming NAFTAZ training opportunities

P. LOPEZ noted this was a standing item in the agenda to inform JPA members of the training opportunities available in case there is any interest in participation. Mrs. LOPEZ brought attention to the Spring Seminar as it is in Long Beach (nearby) and was recommended by the consultant to participate in. She notes if anyone would like to attend, or if there is a desire to have staff attend, to please let us know. J. PADILLA presented an estimate of the costs to participate in the upcoming Fundamentals of FTZ Seminar. Interest was shown for participation in the Spring Seminar, to which J. PADILLA notes to include an estimate for attendance in the March meeting agenda.

III. Future agenda items and other business

a. Discussion regarding potential agenda items, issues, or operators

J. PADILLA noted that she provided an update previously during the meeting regarding El Remate. This update noted that direction had previously been given that they would need to reactivate the zone they were interested in and then they could apply to become a zone operator. Additionally, they would need to provide a letter of intent and supporting documentation for the JPA to review and approve. No further correspondence has been received from El Remate.

T. BORING, IMS Worldwide, noted they have not had any new interest on operators since the (El Remate) phone call.

T. GARCIA noted that the City of Brawley has the Ranchos Los Lagos development. Is is approximately 1,076 acres, encompassing 3,800 homes, potential golf course, hotel, and a commercial area. The developers are interested in getting their commercial area included in the FTZ. P. LOPEZ provided T. GARCIA with a summary of the process,



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the first step being to contact staff to set up an appointment with the consultant. T. GARCIA mentioned that this area could be included as a part of the Strategic Plan, to which J. PADILLA notes can be included as a location focal point. As of now, there is no specific plan for the type of commerce to be placed in this area, so this leaves open a lot of opportunity and potential for any business that aligns with the FTZ services.

ADRIANA NAVA requested an update on the Comprehensive Economic Development Study, which may affect new developments and projects. A discussion took place regarding the draft 5-year update and the membership vacancies.

b. Potential Operator Updates

This topic was covered during the previous discussion item. No further comments were presented.

IV. Next meeting date

Date: March 20, 2024 at 1:30 P.M.

Location: 1250 Main Street, El Centro, CA

J. PADILLA noted that, during the previous meeting, the members present elected to hold all future FTZ meetings at the Imperial County Workforce & Economic Development administration office. As the department that oversees these meetings has moved to the new Imperial County Business Center, it was asked if the JPA would like to continue holding meetings at the Business Center Location or the previous location. After some discussion, it was determined to continue meetings at the Imperial County Business Center.

V. Meeting adjourned