

Imperial-Mexicali Binational Alliance (IMBA)



MINUTES – XXII MEETING

DATE:	November 5, 2015
TIME:	10 am to 12 pm
LOCATION:	CETYS Universidad, Sala Isóptica Calzada Cetys s/n Colonia Rivera Mexicali, Baja California 92249

MEETING CALLED TO ORDER BY	Mark Baza
MEETING #	22 nd
# OF ATTENDEES	31
NOTE TAKER	Digna Herrera

ATTENDEES	<p>Alejandra Amaro, Imperial County-Board of Supervisors Alejandrina Barajas, Instituto Nacional de Estadística y Geografía (INEGI) Anahí Castañeda, Consejo de Desarrollo Económico de Mexicali (CDEM) Angela Melendez, Instituto Municipal de Investigación y Planeación Urbana de Mexicali (IMIP) Araceli Saucedo, Calexico New River Committee Armando Villa, Imperial County CEO's Office Ben Horton, Calexico Chamber of Commerce Beth Landrum, California Department of Transportation (Caltrans) Carlos Flores, Consulado de México en Calexico Carmen Posada, Mexicali Health Care Cynthia Mancha, Imperial Valley Economic Development Corporation (IVEDC) Digna Herrera, Imperial County Transportation Commission (ICTC) Florentino Gutierrez, Consulado de México en Calexico Hector Lucero, Secretaría de Protección al Medio Ambiente (SPA) Jorge Wise, Centro de Enseñanza Técnica y Superior (CETYS) Julia Osuna, City of Calexico Luis Esquivés, IMIP Mariana Chávez, Comisión de Desarrollo Industrial de Mexicali (CDI) Mario Conde, OEDC-CEDS Maritza Hurtado, City Council Calexico Mark Baza, ICTC Miguel Miranda, Secretaria de Turismo del Estado (SECTURE) Rakesh Pangasa, Northern Arizona University (NAU)</p>
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Rene Acuna, Consejo de Desarrollo Economico de Mexicali (CDEM)
 Sergio Tagliapietra, CDEM
 Supervisor John Renison, Imperial County Board of Supervisors
 Timothy Kelley, IVEDC
 Vera Zdravkova, U.S Consulate
 Victor Carrillo, Safer Communities Group
 Víctor Rangel, Secretaría de Infraestructura y Desarrollo Urbano del Estado (SIDUE)
 Virginia Mendoza, ICTC

WELCOME & INTRODUCTIONS

- The meeting was called to order by Mark Baza at 10:02 a.m. Introductions were made.

BORDER INFRASTRUCTURE UPDATES

Calexico West/Mexicali I POE

- Mark Baza announced that General Services Administration (GSA) will host a Ground Breaking event on November 12, 2015. The Ceremonial Ground Breaking for dignitaries will be held at the Port of Entry (POE) with reception to follow at the Carmen Durazo Cultural Arts Center.
- Victor Rangel gave updates on the meeting he participated in Ensenada on October 27 and 28. He mentioned the New River Project has been completed.

Calexico East/Mexicali II POE

- Mark Baza talked about the Calexico East/ Mexicali II Expansion project/Proposal 559 (Toll Pilot Project). Next steps for this project will involve an agreement with stakeholder agencies and a Feasibility study. The Executive Director has been working with the County of Imperial, the private/non-profit group – “Safer Communities,” and U.S. federal agency staff toward our local effort to prepare for a successful proposal to the U.S. CBP and GSA to implement a toll pilot project that would pay for the port expansion infrastructure and required CBP staffing. In October 2014, the U.S. government released new regulations under Section 559 that would allow for proposals to complete land port of entry improvements using a public-private partnership (P3) model and toll pilot project as the financing mechanism. A proposal must include project specific details about the infrastructure improvements required and costs, operations and maintenance costs, CBP staffing costs, and a toll feasibility analysis.
- The project proposal involves expansion of the bridge over the All American Canal, 6 additional vehicle lanes and 3 additional commercial lanes at the Calexico East/Mexicali II POE.
- Victor Carrillo mentioned the 559 proposal is anticipated to be re-submitted to CBP and GSA by December 2015.

ECONOMIC DEVELOPMENT UPDATES

CDI

- Mariana Chavez of CDI gave a presentation about promotion activities (Economic Development) for the Mexicali-Imperial Valley region. Mariana mentioned 12 visits are expected to be made to companies and Chambers

of Commerce in the cities of Seattle, WA, Portland, OR/ and Vancouver, Canada.

- Ms. Chavez mentioned some statistics for the City of Seattle and the mature sectors they want to target such as Aerospace and IT. She continued by giving the statistics for Vancouver, a city with 2.4 million people. The mature sectors they want to target are renewable energy, electronics and automotive.
- Julia Osuna added that the City of Calexico looks forward to attracting investors. Part of the City's strategy for attracting new businesses is marketing housing for investors, owners and by offering storage solutions.

IVEDC

- Cynthia Mancha of IVEDC further added that in addition to the Aerospace and IT sector, Imperial Valley EDC will be reaching out to companies in the renewable sector and investments firms.
- Ms. Mancha highlighted the importance of working bi-nationally emphasizing that if Mexicali thrives Imperial Valley thrives and vice-versa.
- Ms. Mancha also mentioned that in promoting to attract target sectors, Imperial Valley incentives such as the Foreign Trade Zone are utilized, as well as showcasing the international trade and logistics opportunities for the region.
- Timothy Kelley mentioned that the Imperial Valley and Mexicali are in a unique situation because they are bilingual and bicultural. He said these unique features need to be emphasized when marketing the region.
- Mr. Kelley said that Governor Jerry Brown's signing of SB 350 will provide new development opportunities in Imperial Valley. In addition to SB 350, Kelley said that Mexico's energy reform policies will provide development opportunities for the region.

IMBA GOALS & OBJECTIVES PRESENTATION

- Timothy Kelley gave a presentation on the outcomes of the first Imperial/Mexicali Binational Alliance Strategic Planning meeting. The signing entities of the Alliance MOU met on October 20, 2015, to discuss the purpose, goals and direction of the Alliance moving forward.
- Mr. Kelley stated that IMBA is an advisory entity that will address action and information related items related to: border infrastructure, economic development and environment. He discussed the original goals and objectives for IMBA:
 - **Border Infrastructure:** optimize and expand capacity at POE's and collaborate to promote funding opportunities.
 - **Economic Development:** develop a true binational external marketing initiative.
 - **Environment:** collaborate to improve air quality in our binational region and develop strategies to implement environmental coordination efforts.
- Mr. Kelley further added the proposed goals and objectives:
 - **Border Infrastructure:** Border Security, Expansion of Calexico West POE, Calexico East POE Pilot Project, Pedestrian & Bicycle

Border Infrastructure, Short-term Operational Improvements and Water & Energy Infrastructure.

- **Economic Development:** Education, Workforce Development, Binational internships, Border Regional Economic Development Strategy, Promotion Mexicali/Imperial Valley:
 - Marketing – Eng/Spain
 - One (1) Collaboration
 - Export/Import Strategy
 - One (1) Industry Cluster
 - One (1) Tradeshow
 - Integration w/Calibaja Binational Mega Region
- **Environment:** Water & Energy, Wastewater, New River, Air Quality, and Green House Gas/Economic Impacts of Border Delay (SANDAG 2016 Study).

- Mr. Kelley also highlighted the proposed structure and membership for IMBA.
- Mr. Kelley mentioned the MOU entities for IMBA, which include the US Agencies, the MX agencies, the participating entities that are directly involved with the primary goals and objectives identified in the IMBA MOU, and the advisory entities that are interested stakeholders and may be involved in IMBA's economic development, infrastructure, and/or environment workgroups.
- Mr. Kelley discussed some proposed meeting logistics and finalized the presentation by mentioning proposed meeting calendar and priorities:
 - Program priorities will be consistent with the goals and objectives of IMBA
 - **2016 Mexicali meeting dates:** January 14, May 12, September 8
 - **2016 Imperial meeting dates:** March 10, July 14, November 10
 - A strategic planning meeting will be scheduled in the month of October every year – next Strategic Planning meeting – October 13, 2016

ANNOUNCEMENTS & PROJECT UPDATES

Caltrans

- Beth Landrum invited meeting attendees to the Border Infrastructure Finance Workshop. The workshop will be held on January 20 & 21, 2016 in San Diego (location: 4050 Taylor Street, San Diego, CA, 92110). The purpose of the workshop is to engage public and private stakeholders in discussion on funding sources for developers and sponsors of border related capital and operational projects. The workshop is a partnership initiative by the US-Mexico Joint Working Committee on transportation planning with the leadership of U.S. DOT Federal Highway Administration at MX Secretaría de Comunicaciones y Transporte (SCT). Some principal themes are: funding sources and mechanisms, the application processes/requirements, risk and risk mitigation for the innovative financing and approaches of the border crossing projects, bridging and accommodating sovereign processes and requirements in bi-national cross-border projects, the role of public resources in leveraging private

	<p>sources and recent case studies: (what we can learn).</p> <ul style="list-style-type: none"> ➤ Ms. Landrum gave updates on construction work that will occur on Interstate-8. Ms. Landrum mentioned that the work would be phased out and scheduled to begin in late 2015. She plans to share bilingual project factsheets at the next IMBA meeting. <p>Calexico New River Committee</p> <ul style="list-style-type: none"> ➤ Araceli Saucedo said that AB 965, California and Mexico border: water resources improvement was approved by Governor Brown on October 2015. This bill would require establishment of criteria to fund watershed restoration projects that improve conditions for cross-border urban creeks and watersheds. ➤ Ms. Saucedo mentioned that the committee wants to have a binational leadership summit to coordinate additional funding for the New River.
<p>AGENDA ITEMS FOR NEXT TIME & NEXT MEETING DATE</p>	<ul style="list-style-type: none"> ➤ The next meeting is scheduled for January 14, 2016 in the City of Mexicali.
<p>ADJOURNMENT</p>	<ul style="list-style-type: none"> ➤ Meeting adjourned at 12:05 pm