

Imperial-Mexicali Binational Alliance (IMBA)



MINUTES – 23RD MEETING

DATE:	January 14, 2016
TIME:	10 am to 12 pm
LOCATION:	CETYS Universidad, Room Heriberto Amarillas Heras Calzada Cetys s/n Colonia Rivera Mexicali, Baja California 92249

MEETING CALLED TO ORDER BY	Sergio Tagliaprieta
MEETING #	23 rd
# OF ATTENDEES	39
NOTE TAKER	Digna Herrera

ATTENDEES	<p>Abelardo Perez, L&A Shuttle Adriana Eguia, Cali-Baja Alejandrina Barajas, Instituto Nacional de Estadística y Geografía (INEGI) Anahí Castañeda, CDEM Angela Meléndez, Instituto Municipal de Investigación y Planeación Urbana de Mexicali, (IMIP) Armando Real, City of Calexico Armando Villa, Imperial County CEO's Office Aron Davidson, US Department of Commerce Ben Horton, Calexico Chamber of Commerce Bob Walking, Cali-Baja Carmen Posada, Mexicali Health Care Cynthia Mancha, Imperial Valley Economic Development Corporation (IVEDC) Daniel Romero, Calexico Chamber of Commerce Economical Committee Digna Herrera, Imperial County Transportation Commission (ICTC) Gustavo Magallanes, Agencia de Protección de Datos (DPA) Hector Araujo, Senator Ben Hueso Hector Lares, Ayuntamiento de Mexicali Jason Vorderstrasse, U.S. Consulate Jorge Wise, Centro de Enseñanza Técnica y Superior (CETYS) Jose Luis Arroyo, CETYS Juan Valente Mérida, CDEM Karina Cazares, IMIP Luis Esquivies, IMIP</p>
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	<p>Mariana Chávez, Comisión de Desarrollo Industrial de Mexicali (CDIM) Mario Conde, OEDC-CEDS Maritza Hurtado, City Council Calexico Meozotiz Torres, Secretaría de Protección al Medio Ambiente (SPA) Miguel Carrasco, CDIM Priscila Real, Barbara Worth Rakesh Pangasa, Northern Arizona University (NAU) Rene Acuna, Consejo de Desarrollo Económico de Mexicali (CDEM) Rodolfo Nelson, CDEM Sergio Tagliapietra, CDEM Supervisor John Renison, Imperial County Board of Supervisors Tom Dubose, IVEDC Tomas Oliva, Congressman Juan Vargas Victor Carrillo, Safer Communities Group Víctor Rangel, Secretaría de Infraestructura y Desarrollo Urbano del Estado (SIDUE) Virginia Mendoza, ICTC</p>
<p>WELCOME & INTRODUCTIONS</p> <p>RECAP OF STRATEGIC PLANNING</p> <p>APPOINTMENT OF CHAIR AND VICE CHAIR FOR 2016</p>	<ul style="list-style-type: none"> ➤ The meeting was called to order by Sergio Tagliapietra at 10:08 a.m. Self-introductions were made by all attendees. ➤ Tom Dubose gave a re-cap presentation regarding the Strategic Plan that was presented at the previous IMBA meeting. The presentation highlighted the steps that will be implemented to structure the Alliance. The topics discussed were: <ul style="list-style-type: none"> — Purpose of IMBA — IMBA goals and objectives for border infrastructure, economic development and environment — Proposed structure and membership — Proposed meeting calendar and priority topics ➤ Mr. Dubose provided an update on the upcoming letters of intent and letters of invitation that will be sent to IMBA members by March 2016. ➤ The IMBA Memorandum of Understanding signees appointed Sergio Tagliapietra to be IMBA's chair and Tom Dubose vice chair for 2016.
<p>BORDER INFRASTRUCTURE UPDATES</p>	<p>Calexico West/Mexicali I POE</p> <ul style="list-style-type: none"> ➤ Virginia Mendoza announced that General Services Administration (GSA) hosted the ground breaking event on November 12, 2015, for the Calexico West Port of Entry Expansion Phase I. Construction work is currently underway for Phase I. <p>Calexico East/Mexicali II POE</p> <ul style="list-style-type: none"> ➤ Ms. Mendoza provided an update on the re-submittal of Proposed Binational Toll Pilot Project (559 Proposal). The 559 Proposal was submitted in December 2014 and was rejected due to the proposed locations of Automated Toll Payment Machines (ATPMs); then CBP & GSA advised Safer Community Foundation, Inc. and partners to resubmit the proposal with different locations for ATPMs, and lastly in December 2015, Safer Community Foundation, Inc. in partnership with the County of Imperial and ICTC re-submitted the expansion proposal to CBP. ➤ Ms. Mendoza summarized the following project improvements:

- New toll collection locations for ATPMs at northbound exit for autos and trucks
- Construct toll operations building
- Covered pedestrian walkways & reduced walking distance for pedestrians from Mexico
- Cell phone lot/transit center, widen bridge for trucks and expand approaches in Mexico and U.S.
- Add 6 new primary auto lanes
- Add 3 new truck lanes
- Pay for CBP security operations for new lanes.

- Victor Carrillo mentioned that the project may include future studies to analyze and determine the cost of tolls.
- Ms. Mendoza also mentioned that a Sustainable Freight Action Plan Pilot project was submitted to the California Air Resources Board for funding of the freight elements of the Calexico East POE Expansion Project.

ECONOMIC DEVELOPMENT UPDATES

CDI

- Mariana Chavez mentioned that CDI and IVEDC visited chambers of commerce, manufacturing companies and promotion agencies in the cities of Seattle, Washington and Vancouver, Canada.
- Ms. Chavez promoted the “Soft landing in Mexico Business Seminar” which will take place in Seattle on April 13, 2016. She mentioned 35 participants are expected and stated these participants come from manufacturing companies, chambers of commerce, economic development agencies. She emphasized this seminar is focused on how to do business in the region and in the importance of promoting the region.
- Alfredo Garcia, President of CDI mentioned the following upcoming events:
 - MD&M WEST 2016. (Anaheim, CA / Feb 9-11),
 - Mexicali Supply Expo 2016. (Mexicali, BC / Feb 25th),
 - Renewable Energy Summit 2016. (Winterhaven, CA / Mar 9-11)
 - Forum for Foreign Direct Investment (San Diego, CA / April 3-6)
 - Seattle Business Seminar. (Seattle, WA / Apr 13th)
 - MEXPORT 2016. (San Diego, CA / Apr 21st)

IVEDC

- Cynthia Mancha of IVEDC expressed that in partnership with CDIM; IVEDC has been able to address economic issues in the border and reinforced the twin plan concept.
- Ms. Mancha mentioned that Julia Osuna from the city of Calexico was also a participant in the visits that CDI and IVEDC made in the cities of Seattle and Washington.
- Ms. Mancha concluded her announcements by highlighting the importance of working binationally, emphasizing that if Mexicali thrives Imperial Valley thrives and vice-versa.

CDEM

	<ul style="list-style-type: none"> ➤ Adolfo Nelson of CDEM announced that Constellation Brands is preparing to build a new 10 million hectoliter brewery in Mexicali, Mexico and further expand its Nava Brewery to fuel the continued industry-leading growth of its beer business. ➤ Mr. Nelson further added that the new Mexicali brewery is expected to cost approximately \$1.5 billion with completion in 4 - 5 years. CDEM said that by 2020 they should have a complete infrastructure. ➤ Mr. Nelson stated that within a week a public announcement will be made by the Governor of Mexicali in regards to the New Brewery. ➤ Sergio Tagliaprieta assured that this brewery is the biggest investment in Mexicali as of now. ➤ Mr. Nelson proposed to invite the director of Constellation Brands to the next IMBA meeting.
<p>MEXICALI AIR QUALITY PRESENTATION</p>	<ul style="list-style-type: none"> ➤ Dr. Juan Valente Mérida gave a presentation on the air quality conditions of Mexicali. Dr. Valente explained the following: <ul style="list-style-type: none"> — What is contamination — What causes contamination in the City of Mexicali — What are the consequences of having poor air quality — The consequences on public health — What is the socioeconomic cost of having poor air quality ➤ Dr. Valente stated that Mexicali is one of the most contaminated cities in the world. ➤ Dr. Valente continued his presentation by proposing research, education, citizen participation and legislation as a solution to address the contamination issues in the region. ➤ Dr. Valente expressed the need of working binationally to find reasonable solutions to these problems. He said this is a binational issue and should be treated as such. ➤ Dr. Valente stated that a major challenge in combatting the air quality problem is the lack of communication between the government entities in both Mexico and U.S. ➤ Sergio Tagliaprieta thanked Dr. Valente for his presentation and assured him that IMBA would welcome any future discussion on air quality issues. ➤ Angela Melendez from IMIP said she attended a public health awareness workshop in the city of Brawley in which funding mechanisms and different grants were presented as an option to address public health issues.
<p>ANNOUNCEMENTS & PROJECT UPDATES</p>	<ul style="list-style-type: none"> ➤ Virginia Mendoza updated meeting attendees on the Border Infrastructure Finance Workshop. Ms. Mendoza mentioned the workshop will be held on January 20 & 21, 2016 at the Caltrans office in San Diego. ➤ Adriana of Cali Baja Adriana invited meeting attendees to the 2016 World Forum for Foreign Direct Investment. She mentioned the event will take place on April (3-6) in San Diego, California. ➤ Rakesh Pangasa of Northern Arizona University (NAU) informed meeting

	<p>attendees that an MOU is about to be signed with CETYS University and will make available a new MBA Program.</p> <ul style="list-style-type: none"> ➤ Francisco Velez of CETYS University mentioned that Dr. Wolfgang Ketterle who was awarded jointly to Eric A. Cornell and Carl E. Wieman the Nobel Prize in physics in 2001 will host a presentation in CETYS University.
<p>AGENDA ITEMS FOR NEXT TIME & NEXT MEETING DATE</p>	<ul style="list-style-type: none"> ➤ The next meeting is scheduled for March 10, 2016 at Barbara Worth. <p>Agenda Items</p> <ul style="list-style-type: none"> ➤ Secretaria de Protección al Medio Ambiente presentation ➤ Constellation Brands presentation ➤ Energy and Water presentation
<p>ADJOURNMENT</p>	<ul style="list-style-type: none"> ➤ Meeting adjourned at 11:53 am