

25TH
ANNIVERSARY
EST. 1989



South/East San Diego County Comprehensive Economic Development Strategy Committee

Friday, December 06, 2013
9:00am-10:30am
(New ECEDC Location)
Conference Room
1908 Friendship Drive
El Cajon, CA 92020

MINUTES

List of Attendees

	Name	Company
1	Mark Nanzer	San Diego Workforce Partnership
2	Cherly Mason	SANDAG
3	Juan R. Durruthy	Complete Media Works
4	Xema Jacobson	Trilogy PR Group
5	Libby Day	City of San Diego
6	Christine Moore	AT&T
7	Jo Marie Diamond	East County EDC
8	Kristy Gregg	US Bank
9	John W. Minto	City of El Cajon
10	Tony Ambrose	City of Santee
11	Dana Quittner	East County EDC
12	Doug Paul	The Paul Company
13	Billie Jo Jannen	Independent Writer
14	Rosa Elena Enriquez	City of San Diego
15	Cindy Gompper-Graves	South County EDC
16	Efrain Ibarra	South County EDC

Excuse: Bill Tunstall, Elsa Saxod, Jim Janney, and Ricardo Macedo.

1. Welcome and Introductions

Jo Marie welcomed members and called meeting to order. Self-introductions commenced.

2. Minutes of July 19, 2013 Meeting

John W. Minto made motion to approve the minutes of July 19th, 2013. Kristy Gregg seconds the motion. Abstentions: Xema Jacobson and Libby Day. Motion carries.

3. CEDS Member Mark Nanzer, Workforce Partnership

- Discussions: Cindy mentioned that Nathaniel Buggs is no longer with SDWP. Mark Nanzer expressed an interest to be part of the CEDS Committee, and to be more involved with the business community by participating in the CEDS Committee.
- Dana Quittner made motion to welcome Mark Nanzer from the San Diego Workforce Partnership (SDWP) to the South/East San Diego County CEDS Committee. Xema Jacobson Seconds. Motion passed unanimously.

4. Update Gillespie Field Aerotropolis (Jo-Marie Diamond)

- Jo Marie mentioned ECEDC, in partnership with SCEDC, received the U.S. EDA grant of \$40,000.
- Press release has been put together and ready for review before release.
- The federal EDA funds are matched by a cash grant of \$50,000 from the San Diego Foundation.
- ECEDC has formed an Aerotropolis steering committee.
- Steering committee to keep process and work on the fund raising.
 - Xema questioned if the Proposal to CALTRANS can be sent to State?
 - Jo Marie Diamond mentioned that Bill Figgie, CalTRANS District 11, that they can schedule a debriefing to discuss options.
 - Xema opened up the discussion about the South and East Committees' roles.
 - South and East Committees will merge and follow what ECEDC want, and South County EDC will follow East County EDC's lead. Cindy mentioned that we believe that the airport is an economic engine. We will put a strategy around it to help form the concept to maximize the opportunities.
 - The two Steering Committees will meet the week of December the 10th.
 - Dana Quittner said that ECEDC was very careful that committee members are not focus only on pilots and their needs. Members may have a background as pilots but they were recruited because of their knowledge and experience around aviation to maximize the opportunities.
 - Jo. Marie added that transportation and housing will be considered.
 - Cindy thanks everyone because without the CEDS would not have founded this great project.
 - South County follows the lead of ECEDC.

5. CEDS Report- Accomplishments

- Efrain presented to the committee the updated report and distributed it to the members. Further discussions resulted in changes to be made before submitting to EDA.

- John Minto added that he will reach out to the tribal association chairman about encouraging their involvement in the CEDS steering committee.
- Aerotropolis: John said that Santee had made a \$20M commitment in redevelopment funds before the State's dissolution of redevelopment agencies for street improvements on Prospect Avenue, just to the north of the Gillespie Field perimeter fence. John said that Santee used SANDAG as the fiscal agent on this project. Santee chose Prospect as the site for this redevelopment investment because of the economic potential of the Aerotropolis.
- Santee is collaborating with property owners and governments on the eminent domain process for the Prospect Avenue project.
- El Cajon Marriott and El Cajon are in discussions to locate a business class hotel in downtown El Cajon.
- Cindy asked committee to accept report with changes discussed and to empower SCEDC to make any changes that EDA may require for submittal.
 - Xema makes the motion to empower SCEDC to make any changes to the updated report that EDA may require for submittal. John Minto Seconds the motion. Motion passes unanimously.
 - Discussion- John Minto highlighted the growth that the brewing industry is having.

6. CEDS Brochure

- Efrain presented the brochure that was handed out to the members. Committee members agreed to change or add a picture that will depict East County's Aerotropolis project. Brochure with changes will be presented at next meeting in February.

7. Member Commitment

- Cindy mentioned that EDA requires that we have more private companies to be part of the committee.
- We need to have sub-committees that work as standing committees and know what is going on throughout the year.
- The sub-committees may meet Quarterly.
- Need to push projects to get in because there is money now available.
- Cindy said that she is very concern about the smaller cities that their economic programs have been modified or removed by the state government's dissolution of redevelopment agencies.
- Xema added and asked that we have commitment to have subcommittees, but who will write up the grants?
- Jo Marie added that we are more regional and we can help the cities to write a proper white paper to gauge EDA's interest in a project.
- Cindy added that we can offer our services to cities for them to know that we can help craft a white paper.
- Cindy said we will send an email with a list of committees and ask who will champion.
 - Kristy and Mark added that there is a need to have alignment among committees.

8. Other Business

- Juan announced that his company is changing from Print Rite to Complete Media Works, and have already received calls from customers from Ukraine and Croatia.

9. Meeting adjourned at 10:30a.m.