



San Diego's Voice for
Binational Business

Comprehensive Economic
Development Strategy
Committee

South/ East San Diego County (CEDS)
Date: September 7, 2012
Times: 9:00-10:30 a.m.
South County Regional Education Center
800 National City Blvd.
National City, CA 91950

Attendee:

| | |
|----------------------|---------------------------------------|
| Juan R. Durruthy | Complete Media Works |
| Christina Luhn | San Diego Regional EDC |
| Tony Ambrose | City of El Cajon |
| Dr. Noori Barka | Chaldean American Institute |
| Gladys Selfridge | East County EDC |
| Deana Verbeke | East County EDC/ Helix Water District |
| Nathaniel Buggs | San Diego Workforce Partnership |
| Kristy Greg | US Bank |
| Doug Paul | Paul Design Group |
| Bill Tunstall | South County EDC |
| Rosa Elena Enriquez | City of San Diego |
| Libby Day | City of San Diego |
| Cheryl Mason | SANDAG |
| Billie Jo Jannen | Information Services |
| Carmen Sandoval | SD Regional Chamber |
| Jo Marie Diamond | East County EDC |
| Cindy Gompper-Graves | South County EDC |
| Efrain Ibarra | South County EDC |

1. Welcome and Introductions

Cindy welcomes members and called meeting to order.

2. Minutes of May 10, 2012

- Cindy asked for corrections (see corrections)
C. Luhn made motion to approve with changes. Tony seconds motion. Motion passes unanimously. Bill Tunstall and Deanna Verbeke abstain.

3. Status of city boundary amendment

- We are working on it.

Wil Marshall Confirmed to Cindy- There is a need to update the census data.

Cheryl said that there was some overlap, and we need to include the 151 census tracts. 462 is the total of census tracts. The reason why the city of San Diego is including many census tracts is because a portion of the tract is in the city limits.

Cindy mentioned that we need to update the map with new census tracts for the updated report. Jo Marie mentioned that there is nothing in Carlsbad that is eligible for public works EDA grant funding as an example. Tony asked if it is beneficial for East and South County to include the entire City of San Diego. Cindy says yes because the City of San Diego is required to have a CEDS.

If they don't partner with the current CEDS, they will do their own CEDS and probably include Chula Vista. If San Diego and Chula Vista were to join and do their own CEDS, South County EDC would join and thus bifurcate the existing CEDS.

Jo Marie added that EDA likes to see that we all collaborate across jurisdictional lines.

4. An Aerotropolis Plan

Jo Marie reported that all airports in East/ South San Diego County will benefit from this plan. We have listed the benefits in the past minutes. All pieces can be put together to demonstrate how it is eligible for EDA funding. Wil had asked to add all of the county of San Diego. Jo Marie mentioned that we need to evaluate which airport can be added. A form application will be passed around to share updates.

Jo Marie will have conversation with Wil Marshall. Jo Marie mentioned that we need co-applicants and she mentioned that East and South County EDC is the co-applicant.

Jo Marie said that everyone who wants to join the task force may join for the Aerotropolis committee. We can include education and others that the CEDS committee would like to include or suggest others, such as developers. We know that airports generate lots of money and we need to know how to include and put it together.

Jo Marie will email the white paper (update). As for the revisions, pay attention to buzz words such as innovation and generate jobs. Jo Marie will send letters of support to have the option to choose from. Bill Tunstall added that it will be very important to add the sub business cluster in aerotropolis, especially to businesses. Manufacturers that sub-contract to make specific component of an aircraft will be a good addition.

Jo Marie added that Grossmount College is the only ones certifying students to become aircraft mechanics.

5. CEDS Annual Report

Cindy mentioned the CEDS report needs to be updated once a year and Wil said to include changes within a year. Cindy asked to email us the updates. After speaking we needed an extension and the letter requesting an extension has been sent to Wil (EDA). The table of contents is included in the packet for everyone to review and add input.

Jo Marie added that we need to add in the report regarding challenges in economic development. Billie Jo Jannen asked about how to address the problems businesses have in hub zones? Jo Marie said that SBA handles it.

6. Add Xema Jacobson and Dr. Noori to CEDS Committee

Jo Marie introduced Dr. Noori Barka and asked the CEDS committee to welcome Dr. Noori as a new member. Dr. Noori introduced himself and his company that exports to 40 countries. Close to 40,000 Chaldeans are in East County in San Diego. Cindy introduced Xema to the committee and ask committee to welcome her as a new member who will begin on the CEDS committee at the next meeting. Nathaniel moves to accept Dr. Noori and Xema Jacobson to the CEDS Committee. Bill seconds motion. Motion passes unanimously.

7. Next Meeting

We need to meet Friday October 26th.
Location- no preference.
SCEDC will work it out with ECEDC

8. Other Business

- Luhn updated about the broadband projects.
 - 3 year plan
225 million dollars by May 15th and was moved to October 1st. This is the first date to include project in the underserved area by February of 2013. There has to be a 70% match. Billie Joe suggested meeting with Rural Economic Development entities. Jo Marie will get together with Billie Jo to formulate a plan with the help of rural entities.
 - Anyone wants to go to the Summit we will comp.

9. Adjourn

Juan makes a motion to adjourn at 10:15 am. Kristy second.