



Carolina Chavez  
COUNCILMEMBER  
District 1

## Memorandum

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DATE: November 26<sup>th</sup>, 2024  
TO: City Manager, Maria Kachadoorian  
FROM: Councilmember Carolina Chavez and Councilmember Alonso Gonzalez  
SUBJECT: Report Back to The Chula Vista City Council on the recommendations and findings of the Economic Development and Binational Affairs Ad-Hoc Subcommittee

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### Economic Development and Binational Relations Ad Hoc Sub-Committee

Title: Report Back to Council for the Chula Vista Ad Hoc Sub-Committee on Economic Development and Binational Relations

#### Members:

- ❖ District 1 Councilmember Carolina Chavez
- ❖ District 3 Councilmember Alonso Gonzalez

The Economic Development and Binational Relations Ad Hoc Sub-Committee was formed on October 1st, 2024.

The subcommittee has engaged in discussions focused on promoting local businesses, strengthening the city's binational business relationships, and considering policy changes to support these goals.



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The subcommittee asks the Council to support the following recommendations to be referred to the City Manager and staff:

Development Services

- ❖ Return with a policy that requires a response to applicants within 3-4 days of receiving their correspondence.
  - The Council has repeatedly received feedback from our business community and residents that the complex nature and long process related to many of the permit processes often are at risk for communication regarding where an applicant is in the process and what the permit is waiting on. Maintaining clear lines of communication is essential to provide our community with security so they can proceed with their business/residential projects within a reasonable timeframe.
- ❖ Require quarterly updates to the city council regarding major applications and observed trends.

Binational Affairs

- ❖ Establish a Binational Affairs Liaison position in the Economic Development department to coordinate and promote cooperation between government and business on both sides of the border.
  - Our city is next to the most-crossed land border in the world, with over 90,000 people crossing every day.
  - Our city continues to benefit from a large binational workforce, shared community, and cross-border tourism that supports Chula Vista businesses. This relationship is even more crucial with the imminent opening of Gaylord Pacific next year.

Local Business Support

- ❖ Return with options for a scoring advantage for local businesses in the Request for Proposal (RFP) process.
  - Encourage investment in services offered locally to ensure that more of the value generated by a project is returned to the community.
- ❖ Explore a partnership with the Chula Vista Chamber of Commerce for outreach, education, creating new jobs, industry diversification, and local business promotion.
- ❖ The subcommittee recommends that staff examine policy B-74 from the County of San Diego regarding contracting standards for janitorial, landscaping, and security services and return it to the Council to consider adopting the policy ensure best practices across our service contracts.