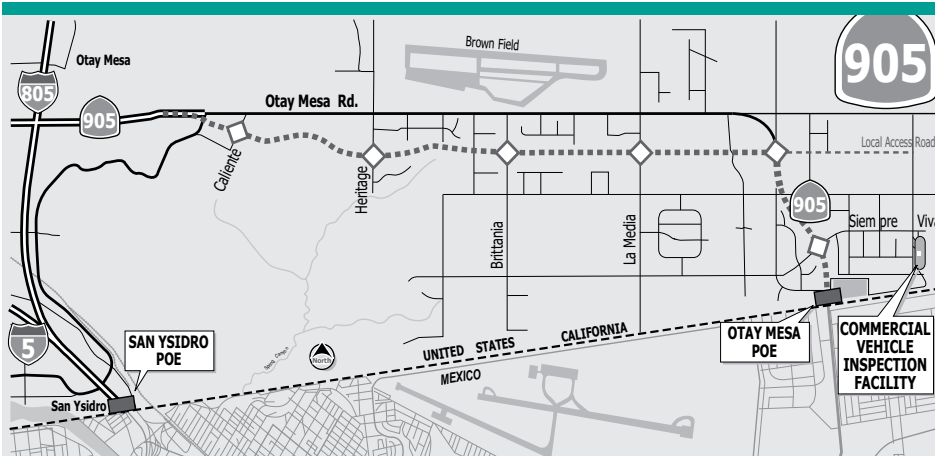




## SR 905 Construction Set to Begin This Month



vitality of the region. “The funding for the second border crossing in the Otay Mesa area will help to alleviate congestion from the current overtaxed San Ysidro point of entry, and I am pleased that the commission has recognized the importance of the second crossing at Otay Mesa,” said Paul.

The State Route 905 project will provide a six-lane freeway to serve the current Otay Mesa point of entry and the border-related businesses in the Otay Mesa area. It connects with other vital highways such as Interstates 805, 5 and the newly opened South Bay Expressway. The project will include grade-separated local access interchanges and a freeway-to-

*(continued on page 7)*

**Improvements to State Route 905 broke ground this month. The widening and renovations will help to alleviate congestion on Otay Mesa Road.**

Signaling a theme of renovations for the coming year, the long-awaited improvements to State Route 905 are beginning this month. The first phase of the project broke ground in March and has an estimated completion date of 2010.

The widening and renovations of the often-traveled truck commerce route will alleviate congestion on Otay Mesa Road, which serves as the only major east-west surface street in Otay Mesa. Additionally, the project is expected to provide greater mobility of regional, interregional and international traffic.

Late 2007 brought the exciting news that improvements would be possible for the region. County Supervisor Greg Cox spoke before a crowd of 175 members and guests of the South County Economic Development Council at the annual Holiday Breakfast in early December, where he announced for the first time that he and a delegation of officials had been successful in securing a recommendation for \$400 million in funding from the California Transportation Commission for

future projects in San Diego’s South County.

The commission choose to allocate more than 13 percent of its total \$2 billion pool of funds toward south San Diego projects, including \$75 million for the construction and extension of State Route 905; \$75 million for a second border crossing in the Otay Mesa area including its connector road and State Route 11; \$100 million for improvements at 32nd Street and National City ports to improve maritime commerce via enhanced truck routes, and \$139 million for a new rail line for freight use from downtown San Diego to Mexico, including new train yards and a logistics center.

“We are pleased to receive this necessary funding for these crucial projects in South County,” Cox said at the time. “With international business increasing rapidly, the state of our regional corridors is paramount.”

South County Economic Development Council President Doug Paul sees cross-border movement as essential for the

## What’s Inside?

- Port of San Diego Receives Major Security Grant **Page 3**
- Gaylord Entertainment Company Speaks Before SCEDC Members **Page 4**
- New Artwork and New Construction in National City **Page 5**
- Congressman Bob Filner Names Citizen of the Month **Page 8**

## María De Los Remedios Gómez Arnau Appointed as Consul General of Mexico for San Diego

The Senate of the Republic of Mexico has ratified María de los Remedios Gómez Arnau's appointment as consul general of Mexico in San Diego, which had been proposed by President Felipe Calderon Hinojosa on her behalf. Gómez Arnau had previously served as consul general of Mexico in Atlanta since 2001.

Between 1989 and 2001, Gómez Arnau served as academic secretary of the Center for Research on North America at National Autonomous University of Mexico. She previously was an associate researcher there, where she focused on Mexico-U.S. relations, the migration of Mexican workers and their consular protection abroad. She participated in the Mexico-U.S. Bi-National Study on Migration, organized by the Technological Autonomous Institute of Mexico and the Carnegie Endowment for International Peace, which in 2001 presented recommendations for a change in the bilateral relations on migration to both the Mexican and U.S. presidents.

An accomplished writer, Gómez Arnau is the author of the book "Mexico and the Protection of its Nationals" and coordinated the publications "Mexican Labor Migration to the United States: A Bilateral Perspective from Mexico," and "Visions of the U.S. and Canada from Latin America Early in the Twenty-First Century," as well as several articles. When she served as the consul general in Atlanta, Gómez Arnau also promoted the publication of the book

"Going North: Mexicans in Georgia, Alabama, Mississippi and Tennessee," which was the first book of its kind.

Active in human rights and foreign affairs, Gómez Arnau served as external consultant to the executive secretary of the National Commission on Human Rights, where she participated in the first report on "Human Rights Violations of Mexican Migrant Workers" and the first report on

"Undocumented Mexican Children." She was also external adviser to the assistant secretaries of North America and of Bilateral Affairs at the Ministry of Foreign

Affairs on issues of migration of Mexicans to the U.S. In the Ministry of Foreign Affairs, she served as director of consular protection, deputy director general of consular protection and head of the Department of Political Affairs with the U.S.

Gómez Arnau earned her B.A. in international relations from El Colegio de Mexico and her master's and Ph.D. in international relations from National Autonomous University of Mexico.



**María de los Remedios Gómez Arnau, an accomplished diplomat and scholar, is the new consul general of Mexico in San Diego.**

## PRESIDENT'S MESSAGE

With the local and national economies continuing to languish in the doldrums, it strikes me that planning for our future workforce housing should be among our top local issues of concern. Newspapers are full of articles about the freefall in home values, the sharp rise in foreclosures and the collapse of the sub-prime mortgage business. This slump has led to a significant cooling off in all forms of new housing construction, including new workforce housing, which is a key element in our "jobs attraction" infrastructure. It is also creating a dislocation of many low and moderate-income families who are being forced out of their entry-level "owned" homes into the increasingly competitive rental market. These two housing types, (entry-level and rental) are typically the segments of the housing stock that form most of a region's "workforce housing."

Generally, residential housing is not considered "infrastructure" but in the context of economic development, having an identifiable supply of affordable accommodations suitable for meeting a prospective new employer's projected labor force needs, is every bit as important to that employer as having an assured energy source or a reliable water supply. Workforce housing typically is not a subset of housing that is routinely tracked by the economists, so it sometimes gets overlooked, but it is a key factor that will certainly be

By **Doug Paul**, South County Economic Development Council considered by out-of-state employers, if/when they look at San Diego as a potential new business venue.

Even with the recent deflation of home prices, our region's average housing costs are still among the highest in the country. Add to that the growing realization by opportunistic investors that now is a good time to buy up the foreclosed-housing inventory, with the intent to reprice and sell at a later date for profit. The result is a growing scarcity of potentially available homes, in the lower price ranges suitable to support new workforce needs. There is also an extreme shortage of vacant land in our region zoned for building new affordable/workforce housing. This is why it is important now to encourage our region's public officials to recognize and acknowledge this impending scarcity of workforce housing. We need to work

*(continued on page 6)*



## New Board Installed For Port District

**M**ichael B. Bixler, Stephen P. Cushman, and Robert "Dukie" Valderrama, were sworn in as the new officers for the San Diego Unified Port's Board of Port Commissioners at a luncheon that was followed by a public port commissioners meeting.

Bixler, who represents the city of Imperial Beach on the port commission, was sworn in as chairman for 2008. Bixler delivered an inaugural speech, which highlighted his vision and goals for the rest of 2008.

First appointed to the board in June 2002, Bixler currently is a vice president of Merrill Lynch Private Client Group. He has many years of political experience behind him, having served as Imperial Beach mayor from 1990 to 1998 and is a past chairman of the San Diego Association of Governments. A naval aviator, he earned his master's degree at the Naval Postgraduate School in Monterey, Calif., and is a graduate of U.C. Berkeley.

Cushman was sworn in as the new vice chairman and Valderrama as the new secretary.



**Michael B. Bixler, Stephen P. Cushman and Robert Valderrama were sworn in as the new officers for the San Diego Unified Port's Board of Port Commissioners.**

## Port of San Diego Receives \$2.9 Million Security Grant

**T**he Department of Homeland Security announced that it will allocate up to \$2.9 million for security improvements to the Port of San Diego. The money is part of the \$388.6 million in security grants being awarded to more than 100 ports and ferry operations across the country.

John MacIntyre, the Port's Homeland Security program manager, said the money will go toward improved security. This could include surveillance equipment, possibly the installation

of fiber-optic communication networks and additional security for some port properties.

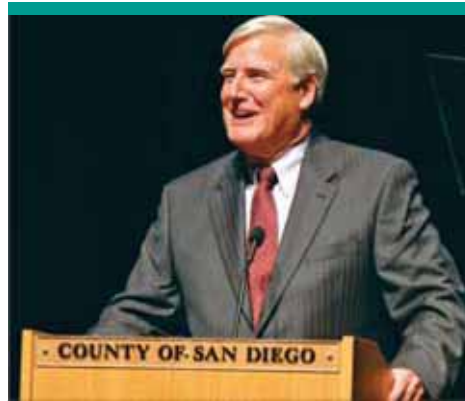
Specific projects and purchases have not yet been established but Port security personnel, the Port's Maritime Division and representatives from Harbor Police, are working on specific details.

In the past six years, the Port of San Diego has been awarded approximately \$17 million in security grants for cameras, improved lighting and other security features at the Tenth Avenue Marine Terminal, the National City Marine Terminal, the cruise ship terminal, as well as the purchase of three high-speed Harbor Police vessels.

In addition, last year the Department of Homeland Security selected the Port of San Diego and Washington's Puget Sound for a pilot project designed to detect radiological and nuclear weapons. The program is scheduled to get under way in San Diego later this year. The focus will be on small commercial craft and recreational vessels.

## Cox Becomes Chair of Board of Supervisors

**S**upervisor Greg Cox has been elected unanimously by his board colleagues to serve as chairman of the County Board of Supervisors for 2008.



**Supervisor Greg Cox spoke at the State of the County address at Balboa Theatre.**

As chairman, Cox delivered the State of the County address on Feb. 13 at the historic and newly renovated Balboa Theatre in downtown San Diego. The address outlined the county's vision for the future and goals for 2008.

Musical entertainment was provided prior to the address by Mainly Mozart, a public arts organization that brings classical orchestra and

chamber music to audiences throughout San Diego.

Chairman Cox has served on the Board of Supervisors since 1995. He represents approximately 642,000 residents of the county's First District, which extends from the Pacific Ocean in the west to the Otay and San Miguel mountains in the east and from Crown Point on Mission Bay to the U.S./Mexico international border.

## Corrections Corporation of America Celebrates Anniversary

**C**orrections Corporation of America, the nation's largest provider of private corrections management services, marked its 25th anniversary and the birth of the private corrections industry this January.

The San Diego Correctional Facility in Otay Mesa celebrated CCA's 25th anniversary by hosting an employee barbecue in late January. San Diego Correctional Facility has been in operation for nine years and has 330 employees. CCA also operates one other facility in California, California City Correctional Center in Susanville, California.

In 1983, three Nashville, Tennessee businessmen founded CCA because they believed public-private partnerships could help the nation's troubled prison system. The company's first contract was from the Bureau of Immigration and Customs Enforcement (formerly the Immigration and Naturalization Service) for 86 detainees. Today, CCA has grown to operate approximately 75,000 beds in 65 facilities in 19 states and the District of Columbia.

"Our founding principal was 'Excellence in Corrections,' and that is a motto that we still believe in today," said John Ferguson, CCA president and CEO. "I attribute our success to our dedication in providing a safe and secure environment for the inmates in our care, our employees and the communities we serve."

## BMX Facility set to open in Chula Vista

**U**SA Cycling has set its sights on Chula Vista as a training ground for its newest Olympic sport, BMX Super Cross. The U.S. Olympic Training Center in Chula Vista has the only permanent BMX training course in the country. The course, which gives riders like Donny Robinson, Mike Day and Jill Kinter a tremendous advantage as they prepare for their

# REGIONAL ROUNDUP

(continued from page 3)

BMX debut in Beijing, China.

BMX, which is an acronym for bicycle motor cross, is an action-packed form of cycling that takes athletes down a steep start ramp, over jumps and around sharp turns in a race to the finish line. Eight athletes go head-to-head in each race. Chula Vista's course was built by Tom Ritzenthaler, an avid BMX rider who designed the sport's venue in Beijing.



**The U.S. Olympic Training Center in Chula Vista is home to the only permanent BMX training course in the country.**

"The new course is very challenging and very technical. It's very similar to what you'll see in Beijing, which is a huge advantage for our athletes," Ritzenthaler said. "They'll be training and competing on a sophisticated, state-of-the-art course and, because of the similarities between the two venues, our athletes will be very comfortable with the kind of obstacles they will encounter in the Olympic Games."

USA Cycling is so pleased with the local course that it has named Chula Vista as the site for the Olympic trials for Men's BMX, an event scheduled to take place sometime in June. NBC will be televising the trials.

"It's an honor to have our facility designated as the only permanent training location for BMX in the Americas," said Tracey Lamb, the center's new director.

The BMX program has another strong local connection. Program director Mike King grew up in Chula Vista and attended Montgomery Junior High and Bonita High schools.

## South Bay Expressway Eases Commute Times For South County Residents

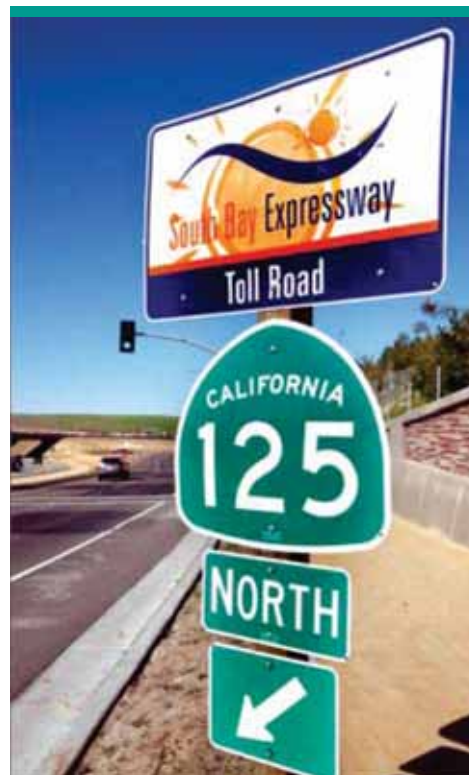
Since its opening in late November, the state-of-the-art toll road, the South Bay Expressway, has been significantly easing traffic

for South County residents.

According to measurements done in the beginning of January, the new express tollway carried over 2.1 vehicle trips with traffic on weekdays averaging nearly 34,500 vehicles and weekday traffic averaging nearly 30,000 vehicles. These vehicles would have previously contributed to traffic congestion on Interstate 5, 805, State Route 905 and local roads. Use of the FasTrak transponders has also helped to ease commute times. FasTrak customers have reported saving as much as 30 minutes off of their daily commutes. Public feedback regarding the new tollway has been overwhelming positive and more than 1,000 commuters have written to describe how the opening of this road has improved their quality of life.

"We're pleased with the tremendous positive feedback we've received from our customers who are reporting significant time savings on their daily commutes," said South Bay Expressway CEO Greg Hulsizer.

South Bay Expressway is a 10-mile express toll road that runs from State Route 54 in Spring Valley to State Route 905 near the international border crossing.



**Since its opening in late November, the state-of-the-art toll road, South Bay Expressway, has been significantly easing traffic for South County residents.**

## Gaylord Entertainment Company Announces Chula Vista Plans

As a positive sign toward commercial and economic development in the South County region, Gaylord Entertainment Company announced in mid-February that negotiations between the city of Chula Vista, the Unified Port of San Diego and Gaylord Entertainment continue to move forward regarding the planned new hotel and convention center in Chula Vista.



**Bennett Westbrook, Gaylord's senior vice president of development, said "Chula Vista is a very strategic location for us," and he thanked the SCEDC for its assistance in the process.**

"We are very encouraged by the progress we are making with both the Unified Port of San Diego and the city of Chula Vista," said Bennett Westbrook, senior vice president of development, construction, and design for Gaylord Entertainment. "We are working with a number of stakeholders and are looking forward to getting through the entitlement process and getting the project under way."

*"We are so pleased with the support the South County Economic Development Council has provided," he said. "I had no idea the power and influence of this group."*

*– Bennett Westbrook*

"As we have experienced in our other markets, the lasting economic benefits to local workers, the city's general fund and to the overall economy make this a very attractive

# REGIONAL ROUNDUP

project for the region. In fact, the city and port stand to reap a windfall financially from the Gaylord project in its first 30 years of operation,” said Westbrook.

Westbrook made a presentation at SCEDC’s meeting in March and announced new employment figures for the project. He said the \$1 billion hotel and convention center would create 9,981 construction jobs and 3,000 permanent jobs. The overall economic impact to the region would be \$381 million a year.

“We are so pleased with the support the South County Economic Development Council has provided,” he said. “I had no idea the power and influence of this group.”

## Westfield Plaza Bonita Expansion Nearly Complete

Located off Interstate 805 and Sweetwater Road, the Westfield Plaza Bonita expansion is set to be complete this month. The extensive expansion includes the addition of a 14-screen AMC theater, three family restaurants including Sharky’s, Johnny Rockets and El Torito, and several new retailers including, G by Guess, Zumiez, Wet Seal and Borders, among others.

Official openings are set for May for the state-of-the-art 14-screen AMC theatre, El Torito and Borders.

Popular retailer Target is set to open in July of this year as well. Westfield Plaza Bonita now accommodates shoppers from near and far with its new three-story parking garage.



**The extensive expansion of the Westfield Plaza Bonita is set to be complete this month.**

## Paradise Creek Unveils New Artwork

Paradise Educational Park in National City has unveiled new hand-painted tiles, designed by children from Kimball Elementary School. In conjunction with the city’s expanding

public art program, Paradise Creek Educational Park Inc. and the Children’s Rainforest Project, the new tiles were unveiled in late January. The project consists of dozens of colorful, nature-inspired tiles created in a 12-week art course, now installed in Paradise Creek Educational Park’s outdoor amphitheater.



**Paradise Educational Park in National City unveiled new hand-painted tiles designed by children from Kimball Elementary School in late January.**

Paradise Creek Educational Park is a nature interpretive park in the historic Old Town of National City that opened in 2007 following a 12-year planning process. Paradise Creek volunteers continue to complete a vision that connects young students, community members of all ages and visitors with nature.

“We are very proud to continue working toward the beautification and revitalization of our city’s oldest neighborhood, known as Old Town. This project is just another step toward our overall goal of making National City the beautiful, clean, and visually vibrant community it deserves to be,” said Mayor Ron Morrison.

National City’s tile-making heritage actually dates back to the late 19<sup>th</sup> century. In fact, the colorful tile designs currently seen inside the Santa Fe Train Depot in downtown San Diego and on the dome of the California Building in Balboa Park were created by the California China Products Company, located on the corner of 12<sup>th</sup> Street and McKinley Avenue in National City. Keeping in tune with National City’s tile-making history, the Paradise Creek tiles were created using the same tile-making techniques as the California China Products Company.

## Phase of Glorietta Bay Master Plan To Begin Construction Soon

Construction documents are out to bid and construction is set to begin this spring on

the section of the Glorietta Bay revitalization project in Coronado known as the Yacht Club Promenade/Marina Support Building Project. It begins at the west end of City Hall and extends past the city’s Tennis Center on Glorietta Boulevard.

Components of the project include a landscaped bike path, decorative pavement along the promenade and a new pocket park with public art. The project also includes the 3,500-square-foot support building for the Glorietta Bay Marina, which will contain locker rooms and laundry facilities for boaters as well as a public restroom. On the second floor will be office space for the marina manager as well as marina-related tenants.

These improvements along Strand Way and Glorietta Boulevard will not only add to the overall beautification of the city but will also add new recreational opportunities for residents and visitors alike



**Construction will soon begin on the Yacht Club/Marina Support Building Project that extends from the west end of City Hall to past the city’s Tennis Center on Glorietta Boulevard.**

## Dates Set For Two Internationally Recognized Events

Featuring meticulously clean, uncrowded beaches and big surf, the city of Imperial Beach has been popular with local surfers for generations. However, two nationally recognized events, the Dog Surfing and Sandcastle competitions, have created buzz around the globe, putting IB on the tourist radar as a great place to visit.

This year, IB will be hosting Loews Coronado Bay Resort’s third-annual Loews Surf Dog Competition on Saturday, June 28. The competition is internationally recognized every year as the nation’s largest surfing competition for man’s best friend. Last year, 47 brave surf dogs took to the waves and more than 1,000 spectators gathered to watch the dog surfing

*(continued from page 5)*

event unfold. This year judging will be conducted by Mayor Jim Janney, Mayor of Imperial Beach; Kathleen Cochran, general manager of Loews Coronado Bay Resort; and Teevan McManus, owner of Coronado Surfing Academy.

Attendance is free and all proceeds will benefit the resort's Good Neighbor Council. Last year more than \$10,000 was raised for this great cause. For information, call (619) 424-4416 or visit [www.LoewsSurfDog.com](http://www.LoewsSurfDog.com).

IB will also be the venue for the 28<sup>th</sup> annual U.S. Open Sandcastle Competition on July 12 and 13. Last year more than 325,000 spectators gathered over the duration of the two-day event.



**IB will be hosting its third-annual Loews Surf Dog Competition on Saturday, June 28. The competition is internationally recognized as the nation's largest surfing competition for man's best friend.**

With more than 140 planned vendors situated on Seacoast Drive for the weekend activities, the street festival will kick off on Saturday, July 12, with lively entertainment and tasty food but the excitement doesn't end there. Attendees will conclude their fun-filled afternoon witnessing the results of the Kids-N-Kastles Competition, starting at 2 p.m. On Sunday, July 13, the U.S. Open Sandcastle Competition will take place. This year there will be more than \$21,000 in cash prizes. Sandcastle building begins at 8:30 a.m. and concludes at 1:30 p.m. Due to the tides, sculptures are only available for viewing until 4:00 p.m. Admission is free. For more information, visit [www.usopensandcastle.com](http://www.usopensandcastle.com).

While visiting Imperial Beach, event attendees can stroll down its 1,500 ft. wood-plank fishing pier, walk along its two miles of pristine beaches or visit the Tijuana Estuary. This 4,000-acre research preserve and visitor center is an ideal place for bird-watching, a

nature walk or ecological study. Visitors can also enjoy local art work, restaurants and retail offerings along Seacoast and Palm Avenue in this developing beach town.

## Street Improvements Coming to San Ysidro

**A** streetscape improvement project is slated to begin construction in San Ysidro in early 2008, which includes new streetlights and improved hardscaping in this most southern portion of the city of San Diego. The new streetlights are on schedule to be installed in the first half of this year while the streetscape improvements are already under way.

This project will create a safer and more user-friendly environment for the busiest international land crossing in the world through the construction of new sidewalks, curbs, gutters, streetlights, fencing and street furniture. The improvements will help remove blight and stimulate community and economic development. The enhancements, funded by San Ysidro redevelopment tax increment, will initiate the revitalization of this major corridor.

## President's Message

*(continued from page 2)*

proactively with community leaders, urban planners and the building community to find ways of encouraging new housing production and the protection of our existing inventory.

Historically, our South County housing had been slightly more affordable than comparable housing located north of I-8. Although I'm not a residential market economist, it has appeared to me that in recent years this differential in home prices has begun to gradually normalize between the county's northern and southern coastal communities. Unfortunately, the cost to buy or rent, in either of these geographic sectors, continues to be significantly more expensive than comparable homes located in other parts of the country (or even further to our east). The high price and/or scarcity of workforce housing represents one of our more significant barriers to attracting new employers to our emerging South County business clusters.

Although we in the SCEDC don't have the power to unilaterally change the cost of housing in our region, we can begin now

to enlighten our legislators (and other public officials) about future workforce housing. This concern is not just local to San Diego. The Urban Land Institute (a leading national real estate opinion leader) has set the "loss of workforce housing" as one of its highest priorities to pursue at the federal level in the coming year. It will clearly take local efforts, however, to actually make a difference in communities like ours.

Regional infrastructure needs typically take time to be understood and then more time for appropriate solutions to be conceived and enacted. Our board of directors and working committees have been very busy this year with many important economic stimulus issues and we have yet to actively address this pending deficiency in any official capacity. Many of our members and readers of this newsletter are actively involved in some form of the

*(continued on page 8)*



**Gaylord Entertainment addressed a standing-room-only crowd of 250 members of the South County Economic Development Council at its March meeting.**

## WELCOME NEW MEMBERS

Murphy Development  
Brown Field International  
Media Access Partners  
Regents Bank  
High Tech High

## Join A Committee And Make A Difference In South County's Future

The heart and soul of the South County Economic Development Council (SCEDC) is its hard-working and creatively minded committees. According to Doug Paul, President of SCEDC, 99 percent of all that the SCEDC accomplishes every year started at the committee level and was brought to fruition in the committee level as well.

"We purposely have a small staff here and that is part of our design," Paul said. "Our purpose is to reach out into the business community and to community leaders and government officials at the committee level in order to accomplish our mission."

The council's mission is to encourage private investment, promote diversified residential and business development, publicize cultural, educational, social and geographical opportunities of the South County and the border region, and serve as an advocate for the area's public and private interests on both side of the international border.

Paul says that this mission is accomplished day in and day out by volunteers attending and contributing at committee meetings. "Our staff makes sure their ideas are implemented, but it is the volunteers who light the spark," he said.

The Workforce Development and Education Committee, for example, has been hard at work collaborating with all the school superintendents in the South County. They are looking at national models and creating local programs to grow a well-trained workforce for the future jobs coming to South County. This committee is headed by Norma Hernandez and Bill Tunstall.

Paul says there is never a dull moment with the Marketing and Events Committee. This committee, chaired by Denny Cuccarese and Tom Tourtellott, is responsible for producing the annual Economic Summit as well as the annual Elected Officials Reception and the Holiday

Breakfast. This committee also oversees the membership drive for the organization that culminates every year at the Holiday Breakfast in December. Additionally, they oversee the design and production of a variety of marketing materials every year including the organization's Web site.

The Transportation and Infrastructure Committee, led by Jim Janney and Tony McCune, is involved in studies on Brown Field, the proposed Cross Border Terminal, and much more. They work to bring state, local, national and international attention to the infrastructure that will be required in future decades.

### Working Committees of the SCEDC

**Transportation and Infrastructure**  
**Marketing and Events**  
**Workforce and Education**  
**Loan & Finance**  
**Public Policy**

For more information or to join any of these committees, contact:

South County Economic Development Council  
phone 619-424-5143 fax 619-424-5738  
cindy@SanDiegoSouth.com

The Loan and Finance Committee, chaired by Dan Biggs and Rosa Lopez-Gonzalez, not only oversees the finances of the SCEDC but approves small business start-up and improvement loans in order to grow small businesses in the South County. To this end they seek public and private grants and oversee the implementation of each grant.

The Public Policy Committee of the SCEDC reviews critical and timely issues facing the South County and creates a position statement on behalf of the council. Chaired by Ed Lopez and Charles Moore, this committee has evaluated issues ranging from health care to wastewater treatment, from the Sunrise Powerline to bayfront development.

According to Paul, all these committees provide opportunities to give back to the region, to make a difference in the growth and prosperity of the South County, and to network with the movers and shakers that make things happen south of San Diego Bay.

If you have an interest or would like more information on any of these committees, please contact Cindy Gompper-Graves at the SCEDC at 619-424-5143 or [cindy@sandiegosouth.com](mailto:cindy@sandiegosouth.com).

### 905 Construction (continued from page 1)

freeway interchange with the South Bay Expressway.

According to Paul, these vital infrastructure projects are critical to the flow of goods and services between California and Baja California, as well as to the nation. Since the implementation of the North American Free Trade Agreement in 1994, trade and travel between California and Baja California has greatly increased in both dollar value and truck crossings.

## Save the Date

The 18th Annual Economic Summit hosted by the SCEDC will take place on Sept. 12, 2008, at the San Diego Convention Center from 8:00 a.m. - 2:00 p.m. The Summit will be comprised of both panel discussions coupled with keynote addresses.

*President's Message  
(continued from page 6)*

real estate market (from planning to building and financing). I'd encourage each one of you to begin thinking about how you can become informed and, more importantly, how you can become effective in raising community and political awareness about this underserved element of our infrastructure. There are many avenues where this heightened sensitivity can begin to address our impending shortage, including involvement in the proposed new land-use planning efforts now under way in both the city of San Diego and the County, or in Chula Vista's ongoing planning for their eastern territories and their city-wide redevelopment areas; or possibly volunteering to help any of our public member agencies as they periodically address the reconciliation of their respective General Plans and Housing Elements objectives.

There are many other ways to contribute to strengthening our region's future workforce housing in addition to land use planning. Finance, innovative building techniques, creative reuse applications and incentive programs by legislative regulators are all part of the big picture. Each of these are integral to the overall affordability of our future housing and they define some of the special skills and abilities that our present SCEDC membership represents. There is no one answer but, before we can see improvement in our workforce housing infrastructure (and its positive effect on new job creation and employment attraction), I'd challenge our membership to begin looking at how each of us can become better informed and what we can do to be part of the long-term workforce housing solution.

## Filner Names Tunstall the 51st Congressional District Citizen of the Month.

Congressman Bob Filner has named SCEDC board member Bill Tunstall as the 51st Congressional District Citizen of the Month. The announcement and presentation was made at the February meeting of the South County Economic Development Council.



**Congressman Bob Filner named SCEDC vice president Bill Tunstall as the 51st Congressional District Citizen of the Month in February.**

*The South County Economic Development Council is funded in part by grants from the cities of Chula Vista, Coronado, Imperial Beach, National City and San Diego, the County of San Diego and the Port of San Diego and our members.*

www.sandiegosouth.com  
(619) 424-5738 fax

(619) 424-5143

Chula Vista, CA 91911

1111 Bay Blvd., Suite E

**Economic Development Council**

**South County**

Published by the

**BRIEFINGS:**



Nonprofit Org  
US Postage  
PAID  
Chula Vista CA  
Permit No 457