

**Hispanic Business, Trade, and Culture Commission Meeting**  
**Monday, January 22, 2007**  
**GOB Room 470**  
**Jefferson City, MO**  
**10 am-3 pm**

Members in Attendance: Chairman Representative Tim Flook, Danette Felix, Jalesia McQueen, Miguel Meneses, Pedro Pantoja and Heraclio A Perez

Members in Attendance by Conference Call: Jeanette Hernandez Prenger, Crista Hogan and Lillian Hurst

Members Absent: Daniel Alvarez, Al Gonzalez and Ramiro Icaza

Guests in Attendance: Ezekiel Amador, KC Hispanic Chamber of Commerce Board; Lynda Callon, Westside CAN Center; Jody Edgerton, KC International Affairs and Trade Office; Chris Gutierrez, KC SmartPort; Alex Lange, The Missourian; Claudio Perez-Korinko, International Marketing, LLC; Kevin Stover, Missouri Department of Economic Development; Mark Wine, Missouri Department of Economic Development; and Krista Zurkamer, Missouri Department of Economic Development

Chairman Representative Tim Flook called the HBTCC January 22, 2007 meeting to order at 10:00 a.m. Chairman Representative Flook welcomed everyone to the meeting and thanked all in attendance for their support

The Commission members, supporting staff and guests made introductions.

The minutes from the December 12, 2006 were introduced and reviewed. With no changes or corrections Pedro Pantoja made the motion to approve the minutes. Danette Felix seconded the motion to accept the December 12, 2006 minutes. All approved, motion carried unanimously.

**Kansas City International Affairs and Trade Office**

*Joanna Edgerton*

Joanna Edgerton thanked the Commission members and DED for the opportunity to speak to the Hispanic Business, Trade and Culture Commission on behalf of the Kansas City International Affairs and Trade Office. The mission of the International Affairs and Trade Office is to provide leadership and a local point for international strategy, public-private partnerships and collaborative programming-both locally and globally to position and bolster Kansas City's international economic opportunities, visibility, and reputation as a global city. Ms. Edgerton office focuses on two parts: international economic development and international affairs. Ms. Edgerton adds always keeping in mind the PILLAR points of interest: partnerships, infrastructure, leadership, leverage, assets and results. Some numbers of importance are 103 countries reached with trade, promotion and programming; 1060 delegates on trade missions; 26 members of KC's Consular Corps; 13 KCMO Sister Cities International Relationships; 72 Mexican Diplomats

attended historic conference in KC; and 426 attendees NAITCP Summit in KC. A highlight to Kansas City is the Mexiplex; Jose Somoza is the General Manager. The mission statement of the Mexiplex is to promote commerce, tourism and business between Kansas City, Missouri and Mexico. Advise on the development of new businesses and expansion of these existing commercial opportunities between Kansas City, Missouri, and Mexico. Some of the Summits and Conferences held in KC include 2004 NAITCP and Summit of Mayors, 2004 Mexican Transportation Congressman, 2005 Mexican Diplomatic Conference and 2005-2006 North America Works. Some numbers of importance for the Mexiplex include 375 Attendees to North America Works; 42 International Interns; 625 Volunteers on International Projects; 52 International Partner Organizations; 136 Inbound and outbound trade and/or cultural missions; 26 Regional partners attending 4 Mayors' International Tourism Summits; 15 Ambassadors in KC; 42 Delegates on first Trade Mission to Mexico led by Mayor Barnes; and \$1,702,917 Economic impact (based on ICVB formula-\$1,069 per mission delegate over 3-day visit). Some of the Trade/Economic Partners of KC include Guadalajara, Monterrey, Manzanillo, and Morelia with Veracruz pending. The Mexican Sister Cities of KC include Morelia, 1973; Guadalajara, 1991; and San Nicolas, 1998. "Casa Kansas City" was established in 2006 for trade, education and corridor projects with Ing. Rafael Vazquez as Managing Director. KC conducts Trade Missions throughout the year consisting of both inbound and outbound with as many as 4-8 per year focusing on small to mid-size businesses. Some of the needs of Global KC are to maintain State International Business/Mexico staff and offices; Training opportunities: International Business & Export Readiness; Actively support non-stop flights to Mexico; Promotion: print, electronic; and Support Special Projects.

*Jalesia McQueen*

Jalesia McQueen expressed interest in better understanding the cities in current agreements and partnerships with Kansas City and where Ms. Edgerton sees future Mexican cities partnerships going.

*Jody Edgerton*

Ms. Edgerton explained the current relationships focusing in primarily on the port activities available within the city. She also suggested Veracruz as looking promising as the next city to create a working relationship with the city of Kansas City.

*Pedro Pantoja*

Pedro Pantoja expressed the importance of promoting programs as Ms. Edgerton listed and making them accessible to businesses. These programs are a stepping stone in making Missouri more global and generating profit.

*Jody Edgerton*

Ms. Edgerton agreed with Mr. Pantoja's sentiments and added the importance of permeating promotional and concrete ways of creating these partnerships.

*Pedro Pantoja*

Mr. Pantoja added what impacts other communities of the world will somehow affect the business and trade in Missouri. It is important to be conscious of this affiliation.

*Miguel Meneses*

Miguel Meneses thanked Ms. Edgerton for her kind words about his work and that of the Kansas City Hispanic Chamber of Commerce. Mr. Meneses commended Ms. Edgerton for her work and the city of Kansas City for its continued progression in their involvement in Hispanic business and trade. Mr. Meneses asked Chairman Representative Tim Flook for a memorandum of understanding in an effort to recommend the Hispanic Business, Trade and Culture Commission as a 53<sup>rd</sup> partner to the Kansas City International Affairs and Trade Office.

*Chairman Representative Tim Flook*

Chairman Representative Flook asked if the Kansas City International Affairs and Trade Office had a memorandum or understanding with the Department of Economic Development at this date.

*Kevin Stover*

Kevin Stover expressed no knowledge of any official note but added the working relationship between the Kansas City office and DED has been long standing and productive.

*Chairman Representative Tim Flook*

Chairman Representative Flook commended DED and the Kansas City International Affairs and Trade Office on their ongoing relationship. He inquired if Ms. Edgerton felt the state could improve on any areas possibly tuning in to the overlapping efforts by the state and Kansas City organizations.

*Jody Edgerton*

Ms. Edgerton agreed the relationship between her office and DED was productive and effective. Many of the programs are a result of good communication; it is important to continue this open line of communication and progress by including additional organizations.

*Claudio Korinko*

Claudio Korinko expressed his thanks to the Commission for their work and allowing him to join today's meeting. Mr. Korinko also conveyed his interest in expanding his relationship with the Commission. He continued by sharing his experiences with SmartPort and Hispanic Chamber of Commerce. He added the need for promotional materials to bring visibility to what the state of Missouri has to offer in the Hispanic Trade industry.

*Jody Edgerton*

Ms. Edgerton agreed with Mr. Korinko's sentiments and added the importance of making the leadership understand what is going on and what is working.

*Chairman Representative Tim Flook*

Chairman Representative Flook agreed with the importance of keeping everyone informed. Chairman Representative Flook gave as an example his discussion with a colleague who is involved with the Corn Growers Association and the anticipated interest of the Corn Growers in the Commission and our agenda. He also added the growing need for more match making business to business connections. For example Kansas City takes a more comprehensive approach to Hispanic Trade; whereas the state focuses more on the export of Missouri goods.

*Mark Wine*

Mark Wine confirmed Chairman Representative Flook's statement that DED focuses on the export side.

*Jody Edgerton*

Ms. Edgerton confirmed her offices dual approach to business and trade. Chris import product historically either way

*Kevin Stover*

Kevin Stover added the state has assisted Missouri companies with some of the importing problems that have occurred. He added that import concerns are not a regular focused item for the staff.

*Claudio Korinko*

Mr. Korinko stressed upon the interest of small to medium companies with the export and import opportunities with Mexico. Many companies are looking for alternatives for their raw materials that will be cost effective.

*Chris Gutierrez*

Chris Gutierrez added the insurance of reliable shipping with shorter distance freight and in cost shipping fees.

**Kansas City SmartPort***Chris Gutierrez*

Chris Gutierrez echoed the sentiments of Ms. Edgerton thanking the Commission for their invitation today and thanked Ms. Edgerton for the working relationship between KC SmartPort and KC International Trade Office. Kansas City SmartPort is a non-profit economic development organization formed to promote and enhance the Kansas City metro area's status as America's Inland Port Solution. Kansas City SmartPort was created in June 2001. The decision to create SmartPort as an independent non-profit entity was based on the findings of The Chamber's 1993 Intermodal Task Force, the 1995 Intermodal Freight Strategies Study and 1999 Mid-Continent Trade Way Study. The studies concluded that the freight and transportation industry had significant impact on the economy of the Kansas City region, and that enhancing the capacity of Kansas City as a trade hub was both feasible and supported by the business community. SmartPort has two main focuses in its mission: to grow the area's transportation industry by attracting businesses with significant transportation and logistics elements; and to make it cheaper,

faster, more efficient, and secure for companies to move goods into, from, and through the Kansas City area. The Kansas City area has a historic link to the development and evolution of the transportation and distribution sectors, resulting from its early days as a trading post and site of the first permanent rail crossing over the Missouri River. Today, international trade is emerging as an important inter-jurisdictional issue in the Midwest region. The 1998 Mid-Continent TradeWay Study reinforced this reality. This study found that a significant amount of international cargo is already processed in or passes through the Kansas City region. In addition, NAFTA trade in Kansas and Missouri is growing, and opportunities exist to provide value-added services for NAFTA goods process more freight in the Greater Kansas City Area. The study also showed that the area needed a single organization with a sole focus of growing the transportation industry; enter Kansas City SmartPort. Kansas City has several key components that make it an excellent hub for all transportation and logistics operations: The largest rail center in the United States by tonnage

1. More Foreign Trade Zone space than any other U.S. city (over 10,000 acres)
2. Located at the intersection of three of the nation's major interstate highways (I-35, I-70, I-29) and soon to be 4th - I-49
3. The Kansas City International Airport, which moves more air cargo each year than any air center in a six-state region
4. Located on the largest navigable inland waterway (MO/MS River system)
5. The heart of a rail corridor spanning coast to coast across the U.S. and extending from Canada to Mexico (NAFTA Railway)

Some of the strategic planning for SmartPort include coordinating the current funding and targeting new funding. Manage the FHWA, \$500,000 project with three deliverables: 1) snapshot on competitive position for freight based economic development projects. 2) ITS technology for long haul rail to regional trucking and distribution. 3) ITS implementation plan and funding avenues. Implement the FHWA, \$200,000 and \$750,000 projects on two possible test pilots: 1) Mexican customs corridor. 2) West Coast freight movements. Lobby for increased funding in the highway reauthorization bill. Continue to lobby for the \$5 million earmark through Senator Bond and increased funding for I-49 construction. Partner with private sector companies on proposals for specific project funding. One of the goals for SmartPort is to position KC as leader within the international community with specific emphasis on supply chain topics. A significant way to accomplish this goal is with the coordination of the Mexican Customs Inspection facility project in KC. Mr. Gutierrez added the support of the Commission would be greatly appreciated for the advancement in the Mexican Customs Inspection Facility.

*Chairman Representative Tim Flook*

Chairman Representative Flook asked for a clarification on the specific form or certification, c175, needed so the Commission may approve and move forward.

*Chris Gutierrez*

Mr. Gutierrez said the paperwork should be in line; the initiative has been promoted within Kansas City but needs to be brought forward on the state wide level presently.

*Mark Wine*

Mr. Wine commended Mr. Gutierrez on his dedication and the excellent work brought forth by KC SmartPort. Mr. Wine added the excellent programs KC SmartPort offers Missouri.

*Chris Gutierrez*

Mr. Gutierrez agreed with Mr. Wine's sentiments and added the screening process is simple.

*Mark Wine*

Mr. Wine added the 70% is an estimate; the guidelines of the program would make the overall % for reimbursement vary.

*Chairman Representative Tim Flook*

Chairman Representative Flook inquired about the job creation analysis on potential numbers gained by adding the Mexican customs' office in Kansas City.

*Chris Gutierrez*

Mr. Gutierrez suggested the estimates for regional gross in a 10 year span to be around \$1 billion. The city of Kansas City is providing the land and building which is ready in place with all of the survey work and environmental concerns being formulated to date.

With no further questions for Mr. Gutierrez Chairman Representative Flook thanked both Ms. Edgerton and Mr. Gutierrez for coming today and sharing with the Commission their knowledge and experiences. .

Chairman Representative Tim Flook called for a lunch break at 11:45 p.m.

HBTCC meeting resumed at 12:08 p.m.

Chairman Representative Tim Flook introduced to the Commission a PowerPoint presentation discussing areas of interest for the HBTCC: mission statement, goals, objectives, strategies and implementation. Chairman Representative Flook asked the Commission members to look over the presentation and be prepared to discuss at the next meeting. Chairman Representative Flook opened the meeting to guest comments and concerns.

*Ezekiel Amador*

Ezekiel Amador introduced himself to the Commission and guests as a former member of the Commission on Hispanic Affairs. Mr. Amador introduced a bill that is in legislation that would make English the official language of business in Missouri. Both English-only and Official English laws have the potential of creating significant barriers to the use of languages other than English in government functions. While English-only is immediately restrictive, even Official English legislation, which is largely symbolic, is a thinly disguised call for English as the only legal language. Official English legislation could result in discrimination against American Sign Language and limit its use in

government agencies and offices. The English language is not being threatened. Not only is the primacy of English felt by immigrants in the US, the English language is being recognized world wide as a necessary means of communication and a vital tool for business. Rather than focus on creating an official language, our efforts should be focused on strengthening citizens' proficiency in foreign languages, in order to meet the demands of private industry and government service.

*Chairman Representative Tim Flook*

Chairman Representative Flook clarified Mr. Amador's statement; presently in the House there is a resolution to amend the state constitution to specify English as the official language of proceedings in the state of Missouri.

*Lynda Callon*

Lynda Callon thanked the Commission for the opportunity to address them and introduced another Bill that may be of importance. There is a bill out that would allow local law enforcement agencies to act upon immigration enforcement. The KC police chief has gone on record in opposition of this bill. This bill not only addresses the immigration community but public safety issues also.

*Claudio Korinko*

Mr. Korinko added as a possible alliance with the Cambio Center and their seminar "Cambio de Colores"

*Lynda Callon*

Ms. Callon confirmed Mr. Korinko's suggestion and they currently have a working relationship with the university but it is difficult for them to take a political standpoint on some issues.

Chairman Representative Tim Flook thanked Mr. Amador and Ms. Callon for joining the Commission meeting today and commended them on their hard work and dedication to matters of concern for the Hispanic communities. Chairman Representative Flook opened the meeting to any additional old business.

*Pedro Pantoja*

Mr. Pantoja suggested bringing a future Commission meeting to Joplin and/or Springfield. Mr. Joplin currently has a few interested parties who would like to address and assist the Commission in any means deemed.

*Chairman Representative Tim Flook*

Chairman Representative Flook suggested having the next meeting in Kansas City at the Guadalupe Center, Inc. the end of February or beginning of March on a Friday. The other possible locations discussed for a meeting were the St. Louis area and Springfield area. Chairman Representative Flook advised the Commission members to email Krista Zurkamer with any location ideas and groups the Commission would like to invite. Also if there is a topic a Commission member would like to see addressed contact Ms. Zurkamer. Topics of concern may be education, trade, small business, etc.

Discussion continued about the next HBTCC meeting and content. March 2 was agreed upon as a possible date to proceed forward with. Ms. Zurkamer will make the necessary arrangements and notify the Commission members of the final plans.

*Pedro Pantoja*

Mr. Pantoja commended the Kansas City area for their strides in the Hispanic business and trade fields and added his anticipation for the next meeting. Mr. Pantoja stressed the importance of visiting the Joplin/Springfield area also.

*Mark Wine*

Mark Wine reminded the Commission of the upcoming event sponsored by DED, Spring 2007 Trade Show/Mission to Mexico highlighting manufacturing industries. Participants will be gone March 7-15 visiting Monterrey and Guadalajara. Mr. Wine informed the Commission DED began recruiting participants in December in hopes of including 12-15 businesses on the trip. To date six companies have been confirmed for attendance and participation. One of the events participants will be attending is Expo Manufactura Trade Show in Monterrey. Missouri will have a booth at the event giving the participants the opportunity to promote and recruit business. Director Greg Steinhoff is committed to the event and will be attending the Monterrey Trade Show.

*Pedro Pantoja*

Mr. Pantoja asked for a confirmation on the dates for the Trade Mission to Mexico as March 7-11-15.

*Krista Zurkamer*

Ms. Zurkamer reported each member will be receiving a booklet on the Sunshine Law published by the Attorney Generals Office. Much of the content was discussed at our first meeting. Copies of the "Latino Entrepreneurs in Missouri: Policy Implications for Small Business Assistance Programs" produced by MERIC will be available to all Commission members also. Every Commission member will be receiving a name badge also for the Hispanic Business, Trade and Culture Commission. The badges are for the members to keep and use at their discretion. Included in your meeting packets are a few pages of the HBTCC website to be launch soon. Ms. Zurkamer has also put in a request to have the website address as [www.hbtcc.ded.mo.gov](http://www.hbtcc.ded.mo.gov) and an email address as [hbtcc@ded.mo.gov](mailto:hbtcc@ded.mo.gov). Commission members in addition to mileage will be reimbursed for reasonable lodging and parking fees. Within each members' meeting packet is the current CONUS rates for lodging accepted by the state of Missouri. If any member needs assistance in reserving a room please feel free to contact Ms. Zurkamer for assistance. After the meeting, mail Ms. Zurkamer your receipts for the lodging and any parking fees endured so they may be included with your expense report to be dispensed through DED for reimbursement. Receipts must be accompanied in order for reimbursement.

*Jalesia McQueen*

Ms. McQueen asked for the Bill numbers in regards to the legislative information discussed today. Ms. McQueen expressed interest and the importance in reviewing and gathering the information or data from all sides.

*Lynda Callon*

Ms. Callon shared she did not have the specific number today but will follow up on this and forward out to everyone.

Chairman Representative Flook agreed with Ms. McQueen about understanding the different sides; it is vital for the Commission to stay focused on the mission, understanding more and promoting Hispanic trade and business development in the state of Missouri.

With no further business Chairman Representative Tim Flook asked for a motion to adjourn.

Jalesia McQueen moved. Heraclio Perez seconded the motion to adjourn the January 22, 2007 HBTCC meeting. All approved, motion carried.

With no further business Chairman Representative Tim Flook adjourn the meeting at 1:04 p.m.