**#OneBorder Coalition**

**January 26 and 27, 2017**

**Tijuana/Ensenada**

**AGENDA**

# January 26, 2017

# Location: Club de Empresarios, Tijuana

Manuel Marquez de Leon 1301 Torre Diamante piso 26 New City,  
Defensores de Baja California, Zona Urbana Rio, Del Rio,  
22010 Tijuana, B.C., Mexico

**Welcome and Opening Remarks 1:00 PM**

Michael Camuñez and Chris Wilson

**I.  Prioritize Top Advocacy and Policy Agenda for #OneBorder Coalition**

**Moderator and Facilitator:** Paola Avila (San Diego) and (Tijuana)  **1:30 PM**

1. Defend and promote NAFTA

Ensure that any changes do not harm the dynamic bilateral relationship and the communities that depend on it.

1. Create list of components which must remain in any renegotiated agreement
2. Discuss areas which do need updating such as e-commerce, intellectual property protections, etc.
3. Gather NAFTA testimonials, facts and data
4. Promote greater investment in border infrastructure such as:
   1. Ports of entry
   2. Investment in Technology
   3. Investment in staffing with increased customs agents and training
5. Promote the strategic value and importance of the U.S. –Mexico Relationship generally to raise awareness and understanding of the contribution it makes to the global competitiveness and prosperity of both countries.

**Conclusion of formal agenda 4:00 pm**

# Thursday night hotel accommodations:

## [The Grand Hotel Tijuana](http://www.grandhoteltj.com/) [www.grandhoteltj.com](http://www.grandhoteltj.com)

## [BLVD. AGUA CALIENTE 4500, 22420 TIJUANA](http://www.bing.com/local?lid=YN9001x7088463708939340766&id=YN9001x7088463708939340766&q=The+Grand+Hotel+Tijuana&name=The+Grand+Hotel+Tijuana&cp=32.5130081176758%7e-117.007347106934&ppois=32.5130081176758_-117.007347106934_The+Grand+Hotel+Tijuana) 011-52-6646817000

We have reserved a block of rooms. The room rate is 1,011.50 pesos including tax per room per night, the current exchange rate at the hotel is 19x1; Which is about $53.25 US dollars. When calling to make your reservation, reference the name Cámara Regional de Comercio de San Diego (San Diego Regional Chamber of Commerce).

# January 27, 2017

# Location: The Wine Museum in the Guadalupe Valley

**Departure from Grand Hotel Tijuana 8:00 AM**

Transportation from Hotel Grand Tijuana to Ensenada will be provided

**Welcoming remarks by Ensenada Region 9:30 AM**

Mayor Marco Antonio Novelo, City Of Ensenada

Gustavo Morachis, President of Ensenada EDC

**II. Develop an advocacy agenda around the above priorities, with specific, tangible commitments, activities and deliverables**

**Moderator and Facilitator:** Patrick Schaefer (El Paso) **10: 00 AM**

1. Identify and deploy key facts
2. Narratives, examples, stories
3. Identify and schedule key events/activities

**III. Develop Communications / PR Plan**

**Moderator and Facilitator:** Gustavo Morachis and Andres Campos (Ensenada) **12: 00 PM**

**Lunch 1:00 PM**

**IV. Determine organization and administrative plans for #OneBorder**

**Moderator and Facilitato**r: Dr. Federico Schaffler (Laredo) **2:00 PM**

**Meeting Concludes 3:00 PM**

Optional Networking & Winery tours

Transportation back to Tijuana will be provided by bus. Departing at 5pm