

#OneBorder Meeting
Tijuana & Ensenada
January 26 & 27, 2017
Meeting recap

More than 30 business and academia leaders from across the US-Mexico border participated in a fruitful two-day meeting in Tijuana and Ensenada where we shared information and ideas on how to support each other in our work to promote and strengthen the US-Mexico relationship.

A special thank you to the **Club de Empresarios** for hosting us in Tijuana and to **Ensenada EDC** for their hospitality and sponsorship on the second day of the meeting.

We also want to thank **Sempre Utilities** who sponsored the transportation between Tijuana and the Valle de Guadalupe.

The first day of the meeting was held on the same day that the administration proposed a 20% import tax on Mexican products and the same week an Executive Order was signed to build a wall and increase the number of border patrol and ICE agents. The administration's focus and financial investment on national security at the expense of trade and the diplomatic relationship between the U.S. and Mexico raises concerns among the private sector.

The main takeaways from these meetings include the desire to increase efforts and messaging of unification at the local level throughout the US-Mexico border region and gain support and endorsement from key US decision makers.

Please feel free to share additional comments and ideas. We have created a dropbox where you can send documents under the following categories which will then be shared on the #OneBorder website:

- your organization or company logo to be included as part of #OneBorder
- testimonials on trade or investment as a result of the US-Mexico relationship
- data/statistics/infographics
- news articles/press releases and press statements
- letters to congress, president, etc

Below are detailed bullet points on suggestions and ideas shared throughout the two-day meeting.

Growing the Coalition

- Will work to grow and broaden participation #OneBorder
- There is a shared desire to meet more often

- We have begun collecting participant's social media names in order to follow each other and encourage re posting of each other's posts to generate greater impact
- Agreed to use the hashtag on each of our relevant postings
- Defending NAFTA may be a non-starter (politically) Organize as binational PRO US-MX coalition, not necessarily PRO NAFTA
- Instead of selecting specific policies for advocacy focus, we will focus on the promotion of the importance of the bilateral relationship
- The value of using broad and inclusive language to harness all types of stakeholders was discussed, particularly in the drafting of the Mission and Vision Statement
- Broaden #OneBorder initiative to include support/participation (not necessarily in the meetings) from civil society groups
- Need to win hearts and minds of American people

As such, a consensus was reached where the following action items would be undertaken by certain individuals present at the meeting.

- Create **Outreach Materials**, featuring the **Mission and Vision Statement** and a **Letter of Invitation**
 - Draft a template **Letter of Invitation** to recruit partners to the OneBorder initiative
 - There would be two templates, one for individuals and one for institutions/organizations
 - Luis Hernandez volunteered to draft a template letter for the institutions/organizations
 - Individual still needed to draft a template for individual partner outreach
 - Below is the draft Mission and Vision Statement for your review:

The #OneBorder coalition brings together individuals, organizations, and communities of the United States and Mexico to strengthen our shared goals of security and prosperity and to deepen our bonds of friendship.

We believe in building bridges that connect the best we have to offer. We believe the United States and Mexico have a better future when working together and that a strong border is one that creates safety and prosperity for those on both sides. We believe that cooperative approaches to trade, economic development, security, and human rights are all vital to the success of our region, our nations, and above all, our people.

We are one region. We are one community. We are #OneBorder. Somos #UnaFrontera.

- **Regional Outreach** to Peer Individuals and Organizations
 - Upon the finalization of the Outreach Materials, disseminate among all of the OneBorder participants' peer individuals and organizations
 - **Regional Captains** would work to make sure that their respective regions were cognizant of the OneBorder initiative, but all participants would work to disseminate
 - **CaliBaja** - Andres Campos/Luis Hernandez /Flavio (Imperial ValleyBaja)/Mayra (SD)/Camunez (LA)

- **Arizona/Sonora**—Lea Márquez Peterson/Erik Lee/Luis Hernandez
- **Texas/LRG Valley**—Leroy
- **Texas/Eagle Pass/Laredo**—Federico Schaffler
- **Texas/PdN**—Patrick Schaefer

Targeted Outreach - Public Officials

- Gain support and involvement from a handful (ideally Republican) who can serve as spokespeople for #OneBorder
- Regional leaders to work on scheduling meetings (potentially in March) with them and inviting those who can make it from the group, to join
- Senators
 - McCain, Graham, Flake, Cornyn, Harris, Rubio, Feinstein
 - Target those who benefit most using the map of export #s
 - US/Canada Border Reps as well

Others

- Rolando Pablos (TX) / Leads: Michael and LeRoy
- Ducey (AZ)/ Lead: Leah
- Rep (NM) / Lead: Susana Martinez
- Bush (TX) / Lead: Matt Rooney

General Outreach

- Ideas of events to highlight the OneBorder initiative were also discussed, such as the February 17th ‘Hands Across the Border’ event, the National INDEX Conference, a global TED event to highlight the value of the border, and the June 14th event at the Wilson Center’s Mexico Institute
- Take Action – utilize this advocacy tool hosted by SDRCC
- Utilize the White House Petition tool on website
- Another idea was discussed of coordinating events such as a press conference at the same date and time on both sides of and all along the border; another related idea was to invite Mexican stakeholders to the US side to support such press conferences
- Using high-level leaders to draft Op-Eds and other media materials to draw attention to the value of the border and the OneBorder initiative
- Another idea of using border mayors in the US and Mexico to adopt resolutions and/or a joint statement in support of the US Mexico relationship was discussed
- Need to draft talking points for elected officials

Former DHS Assistant Secretary Alan Bersin attended and made the following remarks

- Suggested utilizing a variety of statements beginning with “I’m against the wall because...”
- Promoting Bridges, not Walls

- There is a perception gap between people and DC policy makers
- For the first time we have the ability to be heard – Nationally – has not been an asset we've had before, this is an opportunity
- Work with target senators in the country (reference above list)
- In the past, we have been competing for media – there's a need to Institutionalize

Website

www.oneborder.org

- Provide mechanism/ procedure to upload data/info/ TP's (live twitter feed for #OneBorder)
- Create a community or shared calendar
- Statements of Endorsement to the initiative (Senators and such) or Historical facts
- Contact info for regional leads
- Share statements and letters which each business / organization can duplicate

Events:

We will work to promote participation at events which can further the mission

- **Feb 17** human wall organized by the MX Senate
- **TED Talk** on Global Innovation Binational Opportunity to leverage the importance on relationship
- **Feb 15&16** INDEX Conference in Mexico City
- **March 26-29** San Diego Regional Chamber of Commerce Mexico City
- **May** INDEX in El Paso
- **June 14** Wilson Center Annual Meeting (proposed group mtg)
- **September** Institute of the Americas (UCSD) Business and Culture at the Border
- Regionally ask Congressmembers to speak out against the wall
- Potential events to be hosted at US Consulates in Mexico, such as the 4th of July celebration at the US Consulate in Tijuana.

Next two meetings: *We will look into providing call in option for future meetings

- Friday, March 10 in Tucson hosted by the Tucson Hispanic Chamber of Commerce

Location: Tucson Hispanic Chamber of Commerce or International Welcome Center in Nogales

- Date still to be determined, hosted by TAMIU

Location: Laredo