

BORDERS COMMITTEE

April 26, 2013

AGENDA ITEM NO.: **1**

Action Requested: APPROVE

**JOINT MEETING OF THE BORDERS COMMITTEE, THE COMMITTEE ON
BINATIONAL REGIONAL OPPORTUNITIES (COBRO), THE MUNICIPALITIES OF
TIJUANA, TECATE, PLAYAS DE ROSARITO, AND THE STATE OF
BAJA CALIFORNIA DISCUSSION AND ACTIONS
MEETING OF MARCH 22, 2013**

The joint meeting of the Borders Committee, the Committee on Binational Regional Opportunities (COBRO), the Municipalities of Tijuana, Tecate, Playas de Rosarito, and the State of Baja California was called to order by Chair John Minto (East County) at 12:44 p.m. See the attached attendance sheet for Borders Committee member attendance.

Chair John Minto welcomed the Borders Committee members, COBRO, and guests from various municipalities. Chair Minto announced that as every year since 1997, SANDAG organizes an annual binational event. COBRO proposed that the 2013 binational event be held on Tuesday, June 4, 2013, focusing on regional competitiveness two decades after the signing of the North American Free Trade Agreement (NAFTA) among the United States, Mexico, and Canada. Self-introductions were conducted.

1. APPROVAL OF MEETING MINUTES (APPROVE)

Action: Upon a motion by Councilmember Ed Gallo, City of Escondido (North County Inland), and a second by Deputy Mayor Rudy Ramirez, City of Chula Vista (South County), the Borders Committee approved the minutes from the February 22, 2013, Borders Committee meeting.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Deputy Mayor Rudy Ramirez (South County) welcomed guests and provided a brief update on the upcoming two-week long bicycle events scheduled to begin on May 17, 2013, in Tijuana, Baja California, promoting non-motorized mobility. The City of Chula Vista will join this effort organizing a crossborder bike ride as part of the Friendship Games. He asked SANDAG staff to provide additional information on crossborder bike rides already held.

Miguel Aguirre, member of public, spoke on various binational regional topics affecting our border and provided a handout. He further commented on the SANDAG Intermodal Transportation Center Study and collaboration efforts.

Mario Lopez, Binational Affairs Director (City of San Diego), introduced himself and welcomed Committee members and guests. He thanked everyone for attending the joint meeting.

Chair Minto asked attendees to introduce themselves.

Paul Ganster, Chair of COBRO (SDSU), announced an upcoming event and provided a flyer to the Committee on the Managing the Binational Tijuana River Watershed Workshop to be held in San Diego and Tijuana on May 14-16, 2013.

Honorable Remedios Gomez-Arnau, Consul General of México, announced that she had invited the Director of Field Operations of the United States Customs and Border Protection to provide a brief informational overview of affected operations at the San Ysidro Border Crossing as a result of sequestration, effective March 1, 2013.

Pete Flores, Director of Field Operations of the United States Customs and Border Protection (CBP), introduced himself to the Committee and spoke on current operations at the San Ysidro Port of Entry (POE). Mr. Flores provided a brief overview on affected operations due to sequestration effective March 1, 2013. Sequestration hit the federal government and consequently impacted the CBP by reducing overtime funding for officers. CBP has reorganized and redeployed personnel, and internally has consolidated its operations to maintain security, travel, and trade facilitation at the border. CBP is still not entirely sure how sequestration will ultimately affect the organization. It is preparing for furlough days, meaning every officer will have to take another unpaid workday off during each pay period. If this aspect of sequestration must be implemented, the CBP will lose additional man-hours.

Chair Minto reminded the Committee that this was information only and that due to the Brown Act, members could not discuss this item.

CONSENT (3)

3. PRELIMINARY REPORT ON COORDINATION OF REGIONAL PLANNING EFFORTS IN THE SAN DIEGO REGION AND THE TIJUANA, TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE (INFORMATION)

On October 26, 2012, the SANDAG Board of Directors approved the recommendations from the 2012 Binational Seminar, including linking proposed regional planning strategies from both sides of the border. This report presented current efforts to address this recommendation.

Chair Minto introduced this item.

Action: This item was presented for information purposes only.

REPORTS (4 through 6)

4. OVERVIEW OF THE SAN DIEGO REGION AND THE TIJUANA, TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE (INFORMATION)

This presentation described unique business and tourism characteristics of the international border area formed by 18 cities and the County in the San Diego region and three municipalities in the Tijuana, Tecate, and Playas de Rosarito metropolitan zone.

Chair Minto introduced this item and speakers.

James Clark, San Diego Regional Chamber of Commerce and Smart Border Coalition for San Diego and Tijuana, provided a brief overview on this item. He spoke on various matters affecting our region due to border wait times and crossborder collaboration areas, including tourism and economic partnerships. He urged members and citizens to write letters to Congress to stop sequestration. Mr. Clark announced the annual coalition trip to Mexico City to work with federal government in April.

Mariano Escobedo, Tijuana's Convention and Tourism Committee, provided statistics and explanation of data. He further commented on border crossings annually and annual statistics.

Alan Bautista, Tijuana's Convention and Tourism Committee, commented on this item and showed a video on Tijuana. Mr. Bautista further commented on the international visitor center, health care, and medical impacts in Tijuana, Baja California.

Honorable Remedios Gomez-Arnau, Consul General of México, commented on this item and the importance of avoiding unwarranted comments about health concerns in Tijuana.

Alfonso Bustamante, Director of Binational Affairs (City of Tijuana), proposed SANDAG to have media coverage in future binational meetings to alert the public and concerned citizens on current border regional matters.

Chair Minto informed members that the video provided at meeting could be viewed on YouTube.com

Karlo Omar Limon, State of Baja California, proposed that the City of Ensenada be invited to participate in future meetings.

Mariano Escobedo, Tijuana's Convention and Tourism Committee, and James Clark, San Diego Regional Chamber of Commerce, presented the item and responded to questions.

Action: This item was presented for information purposes only.

5. CALI BAJA BINATIONAL MEGA-REGION INITIATIVE (INFORMATION)

This presentation provided an update on the development of the Cali Baja Binational Mega-Region Initiative. This initiative is a long-term economic development strategy partnering of the San Diego County, Imperial County, and Baja California for global competition.

Chair Minto introduced this item and speakers.

Tim Kelley, President CEO, Imperial Valley Economic Development Corporation & Cali Baja Binational Mega-Region, spoke on the marketing challenges and uniqueness of border initiative in our region in the State of California and Baja, California.

David Mayagoitia, Tijuana Economic Development Corporation, provided a brief overview on global competition and cooperation to best attract manufacturing in our region.

Ed Gallo, Councilmember, City of Escondido (North County Inland), reminded the Committee addressed this concept several years ago, and requested how the concept of mega regions has evolved through these years.

Cristina Luhn, San Diego Regional Economic Development Corporation, presented the item and responded to questions.

Action: This item was presented for information purposes only.

6. GENERAL OVERVIEW OF BORDER ENVIRONMENT COOPERATION COMMISSION WORK PROGRAM (INFORMATION)

The Border Environment Cooperation Commission (BECC) and the North American Development Bank (NADB) were created in 1993 under a side-agreement to the NAFTA for the purpose of enhancing the environmental conditions of the U.S.-Mexico border region and advancing the well-being of residents in both nations. BECC focuses on the technical, environmental, and social aspects of project development, while NADB concentrates on project financing and oversight for project implementation. This report highlighted BECC's key accomplishments, as well as general operational information, goals, and challenges.

Chair Minto introduced the item and speaker.

José Mario Sánchez, Deputy General Manager of the Border Environment Cooperation Commission, presented the item and responded to questions.

Chair Minto commented on Mega-Region collaboration and reiterated on the importance of hearing reports from each region.

Honorable Remedios Gomez-Arnau, Consul General of Mexico in San Diego, thanked everyone for attending the Borders Committee meeting and agreed with Chair Minto's remarks.

Alfonso Bustamante, Director of Binational Affairs (City of Tijuana), thanked SANDAG staff for the opportunity to participate in meeting and reminded staff to invite the media to attend all future international and binational meetings.

Action: This item was presented for information purposes only.

7. UPCOMING MEETINGS (INFORMATION)

The next meeting of the Borders Committee is scheduled for Friday, April 26, 2013, at 12:30 p.m.

8. ADJOURNMENT

Chair Minto adjourned the meeting at 2:44 p.m.

Attachment: Attendance Sheet

Meeting Start Time: 12:44 p.m.
 Meeting Adjourned Time: 2:44 p.m.

**CONFIRMED ATTENDANCE
 MARCH 22, 2013
 12:30 to 2:30 p.m.**

GEOGRAPHICAL AREA/ ORGANIZATION	JURISDICTION	NAME	MEMBER/ ALTERNATE	ATTENDING
South County	City of Coronado	Al Ovrom	Member	No
	City of Chula Vista	Rudy Ramirez	Alternate	Yes
North County Coastal	City of Encinitas	Teresa Barth	Member	Yes
	City of Carlsbad	Lorraine Wood	Alternate	No
North County Inland	City of Escondido	Ed Gallo	Member	Yes
	City of Poway	Jim Cunningham	Alternate	No
East County	City of Santee	John Minto (Chair)	Member	Yes
	City of La Mesa	Ruth Sterling	Alternate	Yes
City of San Diego	----	David Alvarez	Member	No
	----	Mark Kersey	Alternate	Yes
County of San Diego	----	Greg Cox (Vice Chair)	Member	Yes
	----	Dave Roberts	Alternate	Yes
Imperial County	Imperial County	John Renison	Member	No
	City of Calexico	Bill Hodge	Alternate	No
COBRO	-----	Dr. Paul Ganster	Member	Yes
	-----	<i>Vacant</i>	Alternate	---
	-----	<i>Vacant</i>	Alternate	---
County of Riverside	WRCOG – Western Water Board	S.R. Al Lopez	Member	Yes
	City of Lake Elsinore	Brian Tisdale	Alternate	No
Republic of Mexico	Consul General of Mexico	Remedios Gomez-Arnau	Member	Yes
	Deputy Consul General of Mexico	Francisco Javier Olavarria	Alternate	No
	Deputy Consul General of Mexico	Alberto Diaz	Alternate	No
Southern California Tribal Chairmen's Association	Mesa Grande	Mark Romero	Member	Yes
	Jamul	Raymond Hunter Sr.	Alternate	No

Caltrans		Laurie Berman	Member	Yes
		Bill Figge	Alternate	Yes
San Diego County Water Authority		Farrah Douglas	Member	No
		Elsa Saxod	Alternate	No
SCAG		Rich Macias	Member	No
		Mathew Gleason	Alternate	No
County of Orange		<i>Vacant</i>	Member	---
	County of Orange	Bill Campbell	Alternate	No