

# THE INTERNATIONAL MOBILITY & TRADE CORRIDOR PROJECT

## IMTC CORE GROUP MEETING

Thursday, April 14, 2011 9:00am - 12:00pm  
Squalicum Boathouse, Bellingham, Washington

### AGENDA

1. Current event updates
2. Greening the Border initiatives
3. Improvements to border approaches:
  - 3a. Southbound FAST Lane Study
  - 3b. NEXUS expansion to Sumas/Huntingdon
  - 3c. NEXUS marketing efforts
  - 3d. Ready lanes
  - 3e. New options for southbound buses
  - 3f. Lynden/Aldergrove
  - 3g. I-5 Exit 274 review
4. Blaine Peace Arch pedestrian route update
5. Tour of the new online Border Data Warehouse
6. Binational Border Wait Time Group - Phase I complete, Phase II underway
7. Reauthorization update





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#### International Mobility & Trade Corridor Project

Tourism Surrey is a non-profit Destination Marketing Organization that strives to improve the awareness of tourism in our community and increase the number of overnight visitors to Surrey through effective communication, innovative marketing initiatives and assisting local operators in delivering a world-class product or service.

In many of our marketing initiatives, our marketing team has identified the Pacific Northwest region to be one of our targeted markets. As a border community there are opportunities to work with our US tourism counterparts to create cross border marketing programs. If these campaigns can be supported by the smooth movement of visitors across our borders they will result in increased economic activity for all.

To this end, Tourism Surrey is extremely supportive of the continued marketing of the Nexus program to both US and Canadian travelers and offers our assistance to enhance the effectiveness of this program.

Regards,

Cathy James  
Executive Director