



**NOTICE THAT A REGULAR CALLED MEETING OF THE
PHARR ECONOMIC DEVELOPMENT CORPORATION II
BOARD OF DIRECTORS
WILL BE HELD AT
CITY HALL 118 SOUTH CAGE, 2ND FLOOR
COMMISSIONERS ROOM
PHARR, TEXAS 78577
COMMENCING AT 3:00 PM
*Monday, January 15, 2018***

If during the meeting, the Board of Directors should determine that a closed, or executive session of the Board is required, then such closed or executive session or meeting is authorized by Sections 551.071 et seq. of the Texas Government Code. Notice of closed or executive session will be given after the commencement of the meeting covered by this notice. On matters requiring a public hearing all persons desiring to speak during a public hearing shall sign in with the presiding clerk prior to the scheduled public hearing in accordance with O-2015-28.

1. Roll Call and possible action on the excusing of any absent Board Member
2. Pledge of Allegiance & Invocation
3. Public Comments (Ordinance No. O-2015-28) - *A registered speaker may speak on several items or topics of public concern, however, a speaker may not exceed three (3) minutes as a whole when addressing the board. A registered speaker may not donate time to another speaker. No more than five (5) registered persons may speak at a scheduled meeting. A sign-in form must be filled out prior to the meeting to allow the registered speaker to address the governing body.*
4. Executive Director's Administrative Reports
 - A) PEDC II Events of Interest
 - B) Submission of January 2018 Sales Tax Report
 - C) Loans/Leases Report

5. CONSENT AGENDA:

A) Approval of Minutes - December 4, 2017 - Special Called Meeting.

B) Approval of Minutes - December 20, 2017 - Regular Called Meeting.

C) Consideration and action, if any, on sponsorship for the Basilica of Our Lady of San Juan Annual Mystical Rose Gala 2018 in the amount of \$3,000.00.

D) Consideration and action, if any, on Memorandum of Understanding for Sister City Agreement with the City of Zacatecas, Mexico.

6. Public Hearing: *Notice that this is the Public Hearing portion of the Pharr Economic Development Corporation II for all eligible items listed in section 7.*

7. REGULAR AGENDA - OPEN SESSION: *Additional Items on the Agenda:*

A) Consideration and action, if any, on Project Mountain Top.

B) Consideration and action, if any, on Project Veterans.

C) Consideration and action, if any, on authorizing PEDC II Executive Director, Victor Perez, to complete Advance Request and Compliance Certificate for purchase of real property.

D) Consideration and action, if any, on lease with Create the Bridge.

E) Consideration and action, if any, on Project Sophia.

F) Update and discussion of current project(s).

8. CLOSED SESSION: *In accordance with Chapter 551 Texas, Government Code, Vernon's Texas Code Annotated (Open Meetings Act), the Pharr Economic Development Corporation II Board will meet in Executive (Closed) Session to discuss the items listed on the public portion of the meeting agenda, including items 5-7 in accordance with the following below.*

Pursuant to Section 551.071, the Pharr Economic Development Corporation II may convene in a closed, non-public meeting with its attorney and discuss any matters related to **legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional**

PEDC II AGENDA
Monday, January 15, 2018

Conduct of the State Bar of Texas clearly conflicts with this chapter. The Pharr Economic Development Corporation II and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.072, the Pharr Economic Development Corporation II may convene in a closed, non-public meeting to discuss any matters related to **Project Sophia, Project Mountain Top, lease with Create the Bridge, authorization for Executive Director Victor Perez to complete Advance Request and Compliance Certificate for purchase of real property, real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The Pharr Economic Development Corporation II and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.074, the Pharr Economic Development Corporation II may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The Pharr Economic Development Corporation II and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.076, the Pharr Economic Development Corporation II may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices.** The Pharr Economic Development Corporation II and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.084, the Pharr Economic Development Corporation II may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The Pharr Economic Development Corporation II and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.087, the Pharr Economic Development Corporation II may convene in a closed, non-public meeting to discuss any matters regarding **Project Mountain Top, Project Veterans, update and discussion of current project(s), economic development issues.** The Pharr Economic Development Corporation II and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

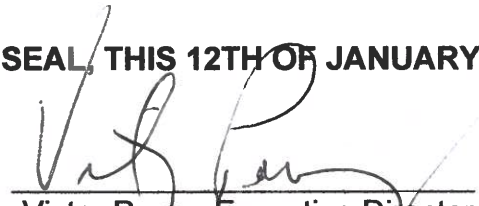
9. RECONVENE: *into Regular Session, and consider action, if necessary on any item(s) discussed in executive session.*

10. ADJOURNMENT:

I, the undersigned authority do certify that the above agenda of said regular meeting of the Pharr Economic Development Corporation II is a true and current copy and that said notice was posted at <http://pharredc.com/events/>, City Hall, 118 South Cage, PEDC, 1215 S. Cage at a place convenient and readily accessible to the general public, at all times, and said notice was posted on the **12TH OF JANUARY, 2018 AT 3:00PM** and will remain posted continuously for at least 72 hours preceding the scheduled time of said meeting in compliance with Chapter 551 Texas Government Code (Opening Meetings Act).

WITNESS MY HAND AND SEAL, THIS 12TH OF JANUARY, 2018




Victor Perez, Executive Director



AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 4.A.

DATE SUBMITTED:

MEETING DATE: January 15, 2018

FROM: Marcela Beas, Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: PEDC Events of Interest

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created -



MEMORANDUM

DATE: January 10, 2018

TO: Juan Guerra, City Manager

FROM: Karla Moya, Finance Director

SUBJECT: January 2018 Pharr Sales Tax Activity

TRUE SALES TAX GROWTH

The sales tax activity for the city of Pharr as of the month of January 2018 (4th month of City's Fiscal Year but November's Sales Activity) has shown an OVERALL POSITIVE trend in the amount of \$306,228 from this point last year, or an INCREASE of **5.60%**

RGV SALES TAX COMPARISON

City of Pharr shows an INCREASE of **14.05%** compared to last January collections, the City ranked No. 1 this month compared to 9 other cities in the Valley in sales collections compared to last period.

GAAP BASIS

This is the 2nd month (Month of Actual Sales) of the fiscal year 2017/2018; to date we are down **6.26%** which equate to **\$42,197** from this point of the fiscal year compared to last year.

Please feel free to contact me should the need arise, I am at extension 1907.

THANK YOU

SALES TAX STATE COLLECTION RGV COMPARISON -JANUARY 2018

Valley Rank	City	Net Payment This Period	Payment Prior Year	% Change	2018 Payments To Date	2017 Payments To Date	% Change
Rank Based on Current Month Activity							
1	Pharr	1,502,050	1,317,066	14.05%	1,502,050	1,317,066	14.05%
2	Edinburg	1,652,449	1,523,110	8.49%	1,652,449	1,523,110	8.49%
3	McAllen	5,010,847	4,780,134	4.83%	5,010,847	4,780,134	4.83%
4	Harlingen	1,922,065	1,833,888	4.81%	1,922,065	1,833,888	4.81%
5	Brownsville	3,051,585	2,944,127	3.65%	3,051,585	2,944,127	3.65%
6	Alamo	286,486	285,957	0.18%	286,486	285,957	0.18%
7	Weslaco	966,664	964,918	0.18%	966,664	964,918	0.18%
8	San Juan	267,498	279,610	-4.33%	267,498	279,610	-4.33%
9	Mission	1,196,274	1,306,876	-8.46%	1,196,274	1,306,876	-8.46%
10	Mercedes	587,586	653,106	-10.03%	587,586	653,106	-10.03%

Rank Based on Calendar Year 2018 To Date Activity							
1	Pharr	1,502,050	1,317,066	14.05%	1,502,050	1,317,066	14.05%
2	Edinburg	1,652,449	1,523,110	8.49%	1,652,449	1,523,110	8.49%
3	McAllen	5,010,847	4,780,134	4.83%	5,010,847	4,780,134	4.83%
4	Harlingen	1,922,065	1,833,888	4.81%	1,922,065	1,833,888	4.81%
5	Brownsville	3,051,585	2,944,127	3.65%	3,051,585	2,944,127	3.65%
6	Alamo	286,486	285,957	0.18%	286,486	285,957	0.18%
7	Weslaco	966,664	964,918	0.18%	966,664	964,918	0.18%
8	San Juan	267,498	279,610	-4.33%	267,498	279,610	-4.33%
9	Mission	1,196,274	1,306,876	-8.46%	1,196,274	1,306,876	-8.46%
10	Mercedes	587,586	653,106	-10.03%	587,586	653,106	-10.03%

STATE TOTALS	456,863,537.90	421,421,319.40	7.76%	456,863,537.90	421,421,319.40	7.76%
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RENTAL & LOAN UPDATE

January 2018

BUSINESS	RENTAL MONTH	AMOUNT	DUE DATE	COMMENTS
Pharr Bridge Business Park	January	\$ 10,281.62	11th	Current
Mayan Capital Marketing (Khan's Grill)	January	\$ 5,628.00	1st	Current
Eugenio Cortez (American Star)	January	\$ 345.44	1st	Current
Rosita's	January	\$ 1,170.00	17th	Current
Irma's Sweete Shoppe (1)	January	\$ 554.60	1st	Current
Irma's Sweete Shoppe (2)	January	\$ 277.30	15th	Current
RGV Careers (APRL Investments)	January	\$ 7,424.59	20th	Current
Maria Herrera	January	\$ 375.86	17th	Current
Moonbeans*	January	\$ 1,185.81	1st	Past Due
Create The Bridge**	January	\$ 660.00	10th	Past Due
Stormy Colors***	January	\$ 424.26	1st	Lawsuit Filed
* Moonbeans' total balance due is \$7,114.86. \$5,929.05 is considered past due at this time.				
**Create the Bridge is 1 month past due as of January 2017. The total balance due is \$660.00.				
*** Stormy Colors is 16 months past due as of January 2017. The total balance due is \$6,788.16.				



AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 5.A.

DATE SUBMITTED:

MEETING DATE: January 15, 2018

FROM: Marcela Beas, Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: Approval of Minutes - December 4, 2017 - Special Called Meeting.
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Classification: Consent

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 5.B.

DATE SUBMITTED:

MEETING DATE: January 15, 2018

FROM: Marcela Beas, Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: Approval of Minutes - December 20, 2017 - Regular Called Meeting.

Classification: Consent

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created -

Mystical Rose Gala

January 27, 2018

*Basilica of Our Lady of
San Juan del Valle*

SPONSORSHIP LEVELS

Title Sponsor (\$20,000.00)

2 tables (20 guests), special gift blessed by Bishop Flores, cocktails before event starts with Bishop Flores and Fr. Jorge, full page ad in the Valley Catholic newspaper, Company/Family logo on dinner program, event signage and local newspapers ads. Sunday power point acknowledgement at Basilica Masses for 2 months. Specialty wine at table.

Platinum (\$15,000.00) 2 tables (20 guests), cocktails with Bishop Flores and Fr. Jorge before event starts, full page ad in the Valley Catholic newspaper, Company/Family logo on dinner program, event signage, and local newspapers ads. Sunday power point acknowledgement for 1 month. Specialty wine at table.

Gold (\$10,000.00) 1 table (10 guests), quarter page ad in the Valley Catholic newspaper, Company/Family logo on dinner program, event signage and local newspapers ads. Sunday power point acknowledgement for 2 weeks. Specialty wine at table.

Silver (\$5,000.00) 1 table (10 guests), Company/Family logo on dinner program, event signage, and local newspapers ads.

Bronze (3,000.00) 6 guests at Premium level tables, Company/Family logo on dinner program, event signage, and local newspapers ads.

Registration and Reservation Information

Donor's Name _____

Level of Sponsorship _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Email _____

Method of Payment

Please make checks payable to: Basilica of Our Lady of San Juan del Valle

_____ Visa _____ MC _____ Amex _____ Other

Amount _____

Card # _____ Cardholder's

Name _____

www.olsjbasilica.org * Tax ID #74-1287173 * Email fsilva@olsjbasilica.org

For inquiries or donations call Frances Silva at 956.787.0033, fax 956.787.2908



CARTA DE INTENCIÓN DE HERMANAMIENTO

Dr. Ambrosio Hernandez
Mayor of the City of Pharr's, Texas
P R E S E N T E



Zacatecas, Zac. A 7 de noviembre del 2017.

Por medio del presente me permito enviar al Ayuntamiento de Pharr, Texas; la carta de intención de hermanamiento, en la cual me es grato externar el interés del gobierno municipal de Zacatecas y sus pobladores por hermanarse con la ciudad que Usted dignamente preside.

Los avances informáticos vuelven cada vez más sencillo el acercamiento de las comunidades en todo el mundo, de ahí el interés de nuestra ciudad por conocer la experiencia del Honorable Ayuntamiento de Pharr, Texas en materia decultura, economía, turismo, educación y en específícola economía que genera para ambos países el Puente Internacional de Pharr.

Anexo sírvase encontrar el Perfil Municipal del Municipio de Zacatecas, así como los proyectos de colaboración que proponemos impulsar. De merecer su amable aprobación, quedaremos muy agradecidos si pudiéramos conocer la misma información sobre la ciudad de Pharr, Texas.

Sin más por el momento, quedo de Usted para cualquier inquietud a la presente; no sin antes enviarle un cordial saludo y agradecerle sus finas atenciones que sirva prestar a la presente.

LIC. JUDIT MAGDALENA GUERRERO LOPEZ
PRESIDENTA DEL MUNICIPIO DE ZACATECAS

C.C.P.- M. en C. JOSHUA HARIM MENDOZA JASSO.- SECRETARIO DE DESARROLLO ECONÓMICO Y TURISMO. PRESENTE.
C.C.P.- MTRO. JUAN MANUEL SOLIS CALDERA.- UNIDAD DE PROMOCIÓN DE RELACIONES Y HERMANAMIENTOS. PRESENTE.



AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.A.

DATE SUBMITTED: January 15,
2018

MEETING DATE: January 15, 2018

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Project Mountain Top.
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Classification: Closed Session

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Consideration and action, if any, on Project Mountain Top.

Financial Consideration: To be discussed in executive session.

Staff Recommendation: N/A

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 01/15/2018
New -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.B.

DATE SUBMITTED: January 15,
2018

MEETING DATE: January 15, 2018

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Project Veterans.
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Classification: Closed Session

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Consideration and action, if any, on Project Veterans.

Financial Consideration: To be discussed in executive session.

Staff Recommendation: N/A

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 01/15/2018
New -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 7.C.

DATE SUBMITTED:

MEETING DATE: January 15, 2018

FROM: Marcela Beas, Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on authorizing PEDC II Executive Director, Victor Perez, to complete Advance Request and Compliance Certificate for purchase of real property.

Classification: Closed Session

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Advance Request and Compliance Certificate for purchase of real property.

Financial Consideration: N/A

Staff Recommendation: Staff recommends approval.

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created -

AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.D.

DATE SUBMITTED: January 15,
2018

MEETING DATE: January 15, 2018

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on lease with Create the Bridge.

Classification: Closed Session

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Lease with Create the Bridge.

Financial Consideration: To be discussed in executive session.

Staff Recommendation: To be discussed in executive session.

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 01/15/2018
New -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.E.

DATE SUBMITTED: January 15,
2018

MEETING DATE: January 15, 2018

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Project Sophia.
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Classification: Closed Session

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Project Sophia.

Financial Consideration: To be discussed in executive session.

Staff Recommendation: To be discussed in executive session.

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 01/15/2018
New -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.F.

DATE SUBMITTED:

MEETING DATE: January 15, 2018

FROM: Marcela Beas, Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Update and discussion of current project(s).

Classification: Closed Session

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Update and discussion of current project(s).

Financial Consideration: N/A

Staff Recommendation: N/A

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created -