



**TAKE NOTICE THAT A SPECIAL CALLED MEETING OF
THE PHARR INTERNATIONAL TOLL BRIDGE BOARD
WILL BE HELD AT THE
CITY COMMISSIONERS' ROOM
118 S. CAGE, 2ND FLOOR, PHARR, TX
ON FRIDAY, MAY 11, 2018 AT 12:00 PM**

At any time during the course of this meeting the Toll Bridge Board may retire to Executive Session under Texas Government Code § 551 to confer on any subject matter in accordance with the Texas Open Meetings Act.

Should any final action, decision, or vote be required in the opinion of the Board with regard to any item discussed during the closed meeting, then such final action, decision, or vote shall be made during the open meeting covered by this notice upon the reconvening of the public meeting pursuant to Section 551.101 government Code V.T.C.S.

1. CALL TO ORDER:

A) Roll call and possible action on the excusing of any absent member of the governing body.

2. CONSENT AGENDA: *(All items listed under consent Agenda are considered to be routine and non-controversial by the Governing body and will be enacted by one motion. Any Board Member may remove items from the consent agenda by making such request prior to a motion and vote on the Consent Agenda)*

A) Discussion and action, if any, on Asociación de Agentes Aduanales de Reynosa "Sport Coats/Sacos Sport" Sponsorship for \$5,000.

B) Discussion and action, if any, on Virtual Walkthrough and Video Presentation for \$40,745.

C) Discussion and action, if any, on Confederación de Asociaciones de Agentes Aduanales de la Republica Mexicana (CAAAREM) Paquete Centenario Sponsorship for \$23,000.

D) Discussion and action, if any, on Advertising with Cámara Nacional del Autotransportes De Carga (CANACAR) for \$25,000.

3. ADMINISTRATIVE:

A) Discussion and action, if any, on Professional Service Agreement and Lobbying Services to improve crossing time in both the USA and Mexico at the Pharr Port of Entry.

AGENDA BRIDGE BOARD MEETING
May 11, 2018

4. **CLOSED SESSION:** *In accordance with Chapter 551 of the Texas Gov't. Code, the International Toll Bridge Board hereby gives notice that it may meet in Executive session to discuss and deliberate any items listed on the public portion of the meeting agenda including items in accordance with the following:*

Pursuant to Section 551.071, the City 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 Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City 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 City may convene in a closed, non-public meeting to discuss any matters related to **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 City 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 City 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 City 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 City 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 City 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 City 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 City 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 City may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues.** The City 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.

5. **RECONVENE:** *into regular session, and consider action, if any, on item(s) discussed in executive session.*

6. ADJOURNMENT:

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

City Hall is a wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Pharr Bridge Office at (956)402-4660 ext. 6106/6101 or FAX (956)223-2013 or E-Mail vanessa.guzman@pharr-tx.gov or cleo.salinas@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do certify that the above agenda of said meeting of the Pharr International Bridge Board is a true and correct copy and that said notice was posted on the bulletin board of City Hall and on the City's webpage at www.pharr-tx.gov. The Notice was posted at a place convenient and readily accessible to the general public at all times; that said Notice was posted on the 8th day of May 2018 at 11:30 a.m. and will remain posted continuously for 72 hours preceding the scheduled time of said meeting in compliance with Chapter 551 of the Texas Government Code (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 8th day of May 2018




HILDA PEDRAZA, TRMC, CMC
CITY CLERK



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.A.

DATE SUBMITTED: May 8,
2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Discussion and action, if any, on Asociación de Agentes Aduanales de Reynosa "Sport Coats/Sacos Sport" Sponsorship for \$5,000.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason: N/A

Issue: 79th Congreso Nacional de Agentes Aduanales.

Financial Consideration: \$5,000

Staff Recommendation: The Pharr International Bridge has been a sponsor of the Congreso Nacional de Agentes Aduanales for the past 3 years and would like to continue to participate.

Alternatives: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 05/08/2018



REYNOSA

ASOCIACION DE AGENTES ADUANALES
DE REYNOSA, A.C.

"Una Asociación con Visión"

Cd. Reynosa, Tamps a 27 de abril de 2018.

Luis Bazan
Director del Puente de Internacional
Pharr International Bridge
9900 S. Cage, Pharr Texas, 78577
Presente.-

Asunto: Se solicita patrocinio.

Estimado Sr. Bazan:

Por este conducto y como cada año solicitamos al Puente Internacional de Pharr se adhiera a nuestros Patrocinadores Oficiales para la compra de Sacos Sport que serán utilizados en el **"79 Congreso Nacional de Agentes Aduanales"**, el cual se llevará a cabo en la **Ciudad de México, del 23 al 26 de Julio del actual**, solicito a Usted lo siguiente:

La cantidad de \$5,000.00 dls (Cinco mil dólares us/cy), para la compra de Sacos para dicho Congreso (esto incluye el costo de los sacos, los impuestos, la paquetería y los logotipos)

Esperando vernos favorecidos con nuestra petición, me es grato quedar a sus apreciables órdenes.

Atentamente,

C.P. Cipriano Garza Barajas.
Presidente.

047/2018*agz



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.B.

DATE SUBMITTED: May 8,
2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Discussion and action, if any, on Virtual Walkthrough and Video Presentation for \$40,745.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason: N/A

Issue: Virtual Walkthrough and Video Presentation

Financial Consideration: \$40,745

Staff Recommendation: The Pharr International Bridge does several presentation to companies and would like to have a better quality video that shows all they have accomplished with new and future projects.

Alternatives: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 05/08/2018



PRELIMINARY QUOTE FOR SERVICES

Project PHARR INTERNATIONAL BRIDGE VIDEO
Client Luis Bazan / Bridge Director
Services Virtual Walkthrough and video presentation.
Quote M-340/01 180418-1

In response to your kind request, please find below our preliminary list of services regarding your project .

1. VIRTUAL ANIMATION AND VIDEO PRESENTATION

Quantity	Description	ID	Unit Price	Totals
1	Virtual exterior walkthrough animation for master plan involving Pharr International Bridge infrastructure expansion and renovation. Includes 3D modeling based on project's information provided by client, (main roads, existing buildings, new warehouses, green areas, access points), virtual rendering for materials / architectural finishes and camera animation to show aerial and ground views of the new facilities and truck's flow. Total running time will be 3 minutes in RAW before video post (180 seconds @ 30 fps) in FullHD.	EXT	\$26,320.00	\$26,320.00
1	Video post-production service for video editing and sound design. Includes storyline proposal, script, 2D logos animation, studio voice-over recording in English and Spanish, background stock music with limited broadcast license, 2D infographics design based on client's data provided, sound effects, video transitions, incorporate virtual walkthrough animation and drone footage (provided by client). Final running time 4.5 to 5 minutes in FullHD resolution.	HD	\$14,425.00	\$14,425.00
subtotal USD				\$ 40,745.00

* Prices may vary if total running time is added.

INCLUDES

- a 3D virtual modeling of master plan and 5 key projects involving infrastructure and facilities.
- b Camera animation for aerial and ground floor views.
- c Up to 5 scheduled review sessions for comments and markups.
- d Full 3D rendering service.
- e Video editing and post production.

DELIVERABLES

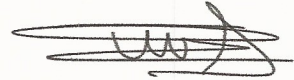
- a 1 final presentation video with 2 versions (1 in English & 1 in Spanish) in digital format MP4/MOV in FullHD resolution. Total running time for each video 5 mins.

GENERAL TERMS AND CONDITIONS

- a Technical information regarding the master plan and specific projects must be delivered by client in AutoCAD DWG digital format. Master site, floor plans, elevation and scale sections are needed for proper virtual 3D modeling of the entire project by TIF. Data for infographics must be delivered by client in PPT or XLS digital format.
- b Once client approves final rendering process (after review sessions) any change requested by later date could impact on deliverable times and produce extra costs.

- The services above described need between 8 to 10 weeks for production work including review sessions with the client for feedback. Once project's information is delivered, a more detail schedule of work will be presented by TIF.
- c Payment must be received as follows to ensure proper timing and deliverables: 30% advance payment to start, 40% when all animation sequences get approved for final process in high resolution, 30% final payment 2 weeks after all deliverables are received by client.
 - d Costs presented in this quote don't include: insurance/finance fees if needed by client, taxes, money transfer costs, legal consultancy for contract approval, photo and videos sessions on site, neither any service not mentioned in section 1 of this document.
 - e All review sessions will be remote using online conference systems / phone calls. For security reasons, just site visits to US border side will be attended. On site presentation sessions requested by client must be done by commercial airline transportation and all travel expenses will be paid by the client.
 - f

Aprovecho para enviarles un cordial saludo y quedo a tus órdenes para cualquier duda o comentario.



Atte. [Arq. Rodrigo Ramos Avilez](#)
rodrigo@tif.com.mx



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.C.

DATE SUBMITTED: May 8, 2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Discussion and action, if any, on Confederación de Asociaciones de Agentes Aduanales de la Republica Mexicana (CAAAREM) Paquete Centenario Sponsorship for \$23,000.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason: N/A

Issue: CAAAREM Paquete Centenario Sponsorship for \$23,000.

Financial Consideration: \$23,000.

Staff Recommendation: The Pharr International Bridge has participated in CAAAREM for the past 3 years and would like to now sponsor the event, which comes with several benefits. It includes event advertising opportunities, advertng ad in event magazine with 1,500 editions, banners and advertising video, conference speaking opportunity, advertising in CAAAREM TV, avertising on the CAAAREM website, booth at conferences, etc.

Alternatives: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 05/08/2018

CAAAREM®



LXXIX CONGRESO NACIONAL AGENTES ADUANALES



CAAAREM

Isabel Medina

Teléfono: (55) 3300-7500

Ext. 1546

Mail: isabel.medina@caaarem.mx

FUNDACIÓN CAAAREM

María Rojas

Teléfono: (55) 3300-7500

Ext. 1466

Mail:

mariadejesus.rojas@caaarem.mx

Liverpool No. 88, Col. Juárez, Del. Cuauhtémoc,
C.P. 06600, Ciudad de México.



¿Qué es CAAAREM?

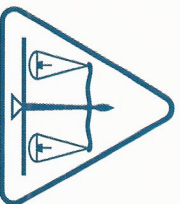
- ▶ **99%** de los Agentes Aduanales del país
- ▶ **37** Asociaciones ubicadas en el territorio nacional

Desde 1938 ofrecemos servicios de **representación gremial**, proporcionando:

- ▶ Soporte Arancelario, operativo, tecnológico y jurídico
- ▶ Apoyamos las certificaciones que profesionalicen la cadena logística
- ▶ Somos desarrolladores de sistemas tecnológicos integrales

Colaboramos con **autoridades y organismos empresariales** en favor de:

- ▶ La facilitación comercial
- ▶ Creación de controles inteligentes
- ▶ Combate al contrabando, fraude aduanero y competencia



CAAAREM®

¿Qué es el Congreso?

CAAAREM
Isabel Medina
Teléfono: (55) 3300-7500
Ext. 1346
Mail: isabel.medina@caaarem.mx

FUNDACIÓN CAAAREM
María Rojas
Teléfono: (55) 3300-7500
Ext. 1466
Mail: mariadejesus.rojas@caaarem.mx

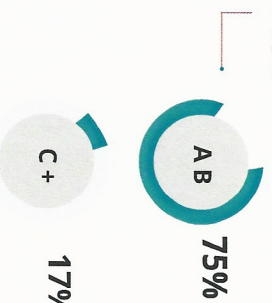


Anualmente CAAAREM celebra su Congreso Nacional y Asamblea General para la profesionalización del gremio y de todos los actores de la cadena de logística, con este fin se llevará a cabo conferencias magistrales sobre temas relacionados con el comercio exterior y la actividad aduanera a nivel nacional e internacional, sesiones de trabajo y eventos en los que se promueve la convivencia y la responsabilidad social a nivel profesional.

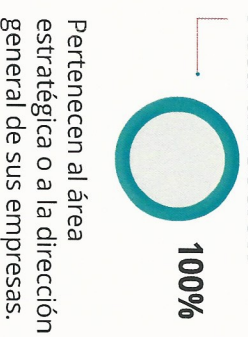
Perfil del asistente

Más de 1,000 participantes del sector público, privados e invitados especiales

NSE



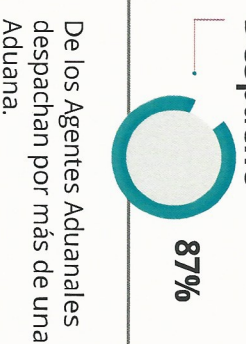
Alta dirección



Sectores Productivos



Despacho



100% decide y/o influye en las compras de su empresa.



100% cuenta con tarjetas de crédito.



97% es viajero frecuente de avión.

¿Qué beneficios ofrece a mi empresa?

CAAAREM
Isabel Medina
Teléfono: (55) 3300-7500
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Mail: mariadejesus.rojas@caarem.mx

Paquetes

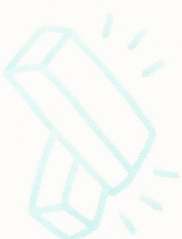
3 paquetes con grandes beneficios cada uno



Paquete Centenario
*Patrocinador único



Paquete Diamante



Paquete Oro

Paquete Centenario

*Patrocinador único

\$400,000.00

▶ Patrocinador oficial del Congreso. Aparece en el logotipo y en toda la publicidad del Congreso.

▶ Logotipo en el libro oficial del Centenario del Agente Aduanal y una página de publicidad. Este libro tendrá un tiraje de 1,500 ejemplares y se presenta el 23 de julio de 2018 en el anfiteatro del Antiguo Colegio de San Idelfonso.

▶ Proyección de video y banners durante el coctel de bienvenida que se llevará a cabo en el Antiguo Colegio de San Idelfonso

▶ Conferencia de 30 minutos en la sesión plenaria de nuestro Congreso, el día 25 de julio.

Paquete Centenario

2 programas (de Agosto 2018 a Julio 2019) de 30 minutos cada uno en CAAAREM TV, “El canal del Comercio Exterior en México”

El 63% de los usuarios de YouTube ha conocido marcas y productos gracias a los anuncios en YouTube y un 60% de las personas prefiere ver videos a leer contenido, por ello, en CAAAREM creamos el canal de YouTube CAAAREMTV que va dirigido a los más de 80 mil importadores y exportadores que hay en el país, así como a las empresas transportistas, Agentes Aduanales, operadores logísticos, estudiantes y la comunidad en general de comercio exterior.

Nuestro canal de reciente creación cuenta con 2,116 suscriptores, 54% son hombres y 46% mujeres, con un promedio de 6 mil views y un máximo de 1 millón.

El potencial de un canal de comercio exterior, con contenido serio e impulsado por los expertos en logística aduanera de CAAAREM tiene una gran oportunidad de servirle a todos los interesados en este apasionante mundo del intercambio comercial a nivel global.



Paquete Centenario

- ▶ Logotipo y links en páginas de CAAAREM:
 - ▶ www.caaarem.mx
 - ▶ www.congresocaaarem.mx
- ▶ Espacio de 3 x 3 para stand durante el Congreso.
- ▶ Publiirreportaje de 3 páginas en la edición especial de la Revista Aduanas que resume nuestro Congreso y una página de publicidad.
- ▶ Publicidad o promocionales (entregados por ustedes) en el kit de bienvenida.
- ▶ Responsabilidad Social Empresarial. El 30% del valor de este patrocinio será donado por CAAAREM a la Fundación de Agentes Aduanales a fin de apoyar sus programas de educación o salud a los niños más vulnerables de México. Previamente al Congreso se tomará fotografía con la entrega del cheque para que salgan en el video-informe de la Fundación y en nuestra Revista.
- ▶ 6 Boleto para el Concierto de la Orquesta Sinfónica Nacional en el Palacio de Bellas Artes
- ▶ 6 boletos para la cena de Gala en el Colegio de las Bizcainas con los Ángeles Azules.

Paquete Diamante

\$120,000.00



- ▶ Presencia de marca en banners impresos y pantallas durante los recesos de la sesión plenaria.
- ▶ Espacio de 3 x 3 para Stand durante el Congreso.
- ▶ 1 programa (de Agosto 2018 a Julio 2019) de 30 minutos cada uno en CAAAREM TV, "El canal del Comercio Exterior en México"
- ▶ El 63% de los usuarios de YouTube ha conocido marcas y productos gracias a los

Diamante

CENTENARIO
1918-2018
AGENTE ADUANAL
Cien años impulsando el
Comercio Exterior Mexicano.



anuncios en YouTube y un 60% de las personas prefieren ver videos a leer contenido, por ello, en CAAAREM creamos el canal de YouTube CAAAREMTV que va dirigido a los más de 80 mil importadores y exportadores que hay en el país, así como a las empresas transportistas, Agentes Aduanales, operadores logísticos, estudiantes y la comunidad en general de comercio exterior.

Paquete Diamante

Nuestro canal de reciente creación cuenta con 2,116 suscriptores, 54% son hombres y 46% mujeres, con un promedio de 6 mil views y un máximo de 1 millón.

El potencial de un canal de comercio exterior, con contenido serio e impulsado por los expertos en logística aduanera de CAAAREM tiene una gran oportunidad de servirle a todos los interesados en este apasionante mundo del intercambio comercial a nivel global.

Logotipo y links en páginas de CAAAREM:

- ▶ www.caaarem.mx
- ▶ www.congresocaaarem.mx

▶ Publireportaje de 2 páginas y una página de publicidad en la edición especial de la Revista Aduanas que resume nuestro Congreso y una página de publicidad.

▶ Publicidad o promocionales (entregado por ustedes) en el kit de bienvenida.

▶ Responsabilidad Social Empresarial. El 30% del valor de este patrocinio será donado por CAAAREM a la Fundación de Agentes Aduanales a fin de apoyar sus programas de educación o salud a los niños más vulnerables de México. Previamente al Congreso se tomará fotografía con la entrega del cheque para que salgan en el video-informe de la Fundación y en nuestra Revista.

▶ 4 Boletos para el Concierto de la Orquesta Sinfónica Nacional en el Palacio de Bellas Artes

▶ 4 boletos para la cena de Gala en el Colegio de las Bizcaínas con los Ángeles Azules.

Por \$30,000.00 adicionales: 10 minutos de Conferencia en la sesión plenaria de nuestro Congreso el día 25 de julio.

Paquete Oro



\$90,000.00



Oro

- ▶ Presencia de marca en banners impresos y pantallas durante los recesos de la sesión plenaria.
- ▶ Espacio de 3 x 3 para Stand durante el Congreso.
- ▶ Logotipo y links en páginas de CAAAREM:
 - ▶ www.caaarem.mx
 - ▶ www.congresocaaarem.mx
- ▶ 1 página de publicidad en la edición especial de la Revista Aduanas que resume nuestro Congreso y una página de publicidad.ç
- ▶ Publicidad o promocionales (entregado por ustedes) en el kit de bienvenida.
- ▶ Responsabilidad Social Empresarial. El 30% del valor de este patrocinio será donado por CAAAREM a la Fundación de Agentes Aduanales a fin de apoyar sus programas de educación o salud a los niños más



- ▶ vulnerables de México. Previamente al Congreso se tomará fotografía con la entrega del cheque para que salgan en el video-informe de la Fundación y en nuestra Revista.
- ▶ 2 Boletos para el Concierto de la Orquesta Sinfónica Nacional en el Palacio de Bellas Artes
- ▶ 2 boletos para la cena de Gala en el Colegio de las Bizcainas con los Ángeles Azules.

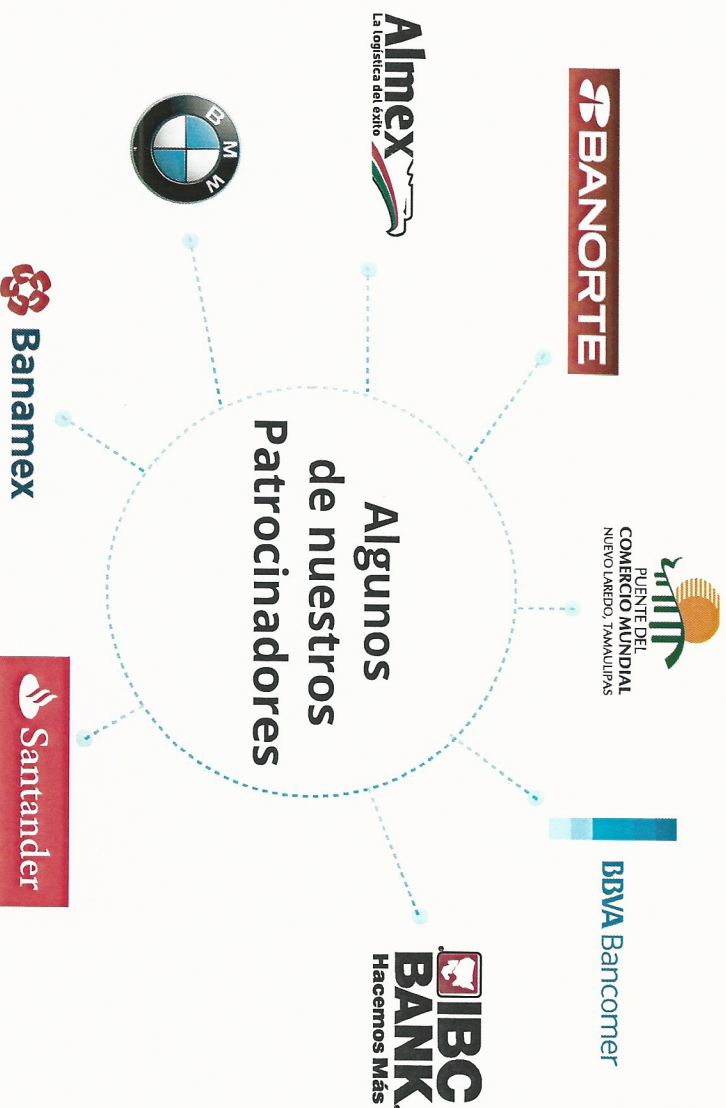
Beneficios

CAAREM
Isabel Medina
Teléfono: (55) 3300-7500
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FUNDACIÓN CAAREM
María Rojas
Teléfono: (55) 3300-7500
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Mail: mariadejesus.rojas@caarem.mx

- ▶ Ampliar el **impacto y presencia** de marca en la decisión del cliente.
- ▶ Oportunidad de estar presente en la mente de los **líderes en materia aduanera**, comercio exterior, **autoridades** e invitados especiales.
- ▶ Presencia destacada durante el Congreso, que supone el **más importante acontecimiento del sector**.
- ▶ Posibilidad de **exhibición y demostración de productos** ante consumidores potenciales.

Algunos de nuestros Patrocinadores



Beneficios

CAAAREM
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Mail: isabel.medina@caaaarem.mx

FUNDACIÓN CAAAREM
María Rojas
Teléfono: (55) 3300-7500
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Mail: mariadejesus.rojas@caaaarem.mx

Web CAAAREM

Recibe de lunes a viernes más 3,800 visita vistas mensuales.

Nuestros principales visitantes son:

- ▶ Agentes Aduanales
- ▶ Presidentes de Asociaciones
- ▶ Gerentes de Operaciones
- ▶ Empleados de las agencias Aduanales
- ▶ Consultores Privados

Redes Sociales

37,548 seguidores

19,075 seguidores

2,116 suscriptores

▶ Videos que alcanzan un promedio de 40,000 views

Base de Datos

Más de 5,000 contactos especializados en comercio exterior

Aduanas Revista

2,000 suscriptores



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.D.

DATE SUBMITTED: May 8, 2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Cámara Nacional del Autotransportes De Carga (CANACAR) for \$25,000.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason: N/A

Issue: Advertising with Cámara Nacional del Autotransportes De Carga (CANACAR).

Financial Consideration: \$25,000.

Staff Recommendation: The Pharr International Bridge would like to advertise with CANACAR. The advertising includes: 6 full page insertions in the official CANACAR Publication, insertions once a month year around in their sales ads, interviews, advertising on their website, national conference participation, video promotion, subscription to the CANACAR Comunica magazine, etc.

Alternatives: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 05/08/2018

Ciudad de México, a Viernes 13 de abril de 2018

LUIS BAZAN
PHARR
Bridge Director

Aprovecho la ocasión para enviarle un cordial saludo y extenderle una invitación para que **PHARR** una esfuerzos con **CANACAR**, con el propósito de promover sus productos y servicios, que sin duda son de suma importancia para el desarrollo y la competitividad de las empresas de transporte nacional.

CANACAR es el organismo oficial empresarial de la Administración Pública, el cual representa a las empresas y personas físicas que ofrecen el servicio de autotransporte de carga a nivel nacional.

En CANACAR representamos a:

-  **169,312** permisionarios de todo el país,
-  **970** grandes empresas
-  **26,697** empresas pequeñas y medianas,
-  **117,598** micro-empresarios
-  **143,592** personas físicas y **25,720** personas morales
-  Con un **Universo de Unidades** para ofrecer tu servicio de **917,381**

Nuestros afiliados son **micro-empresarios, pequeñas, medianas y grandes empresas**, con una gran demanda de insumos, poder de compra y la necesidad de obtener los productos y/o servicios de la mejor calidad, los cuales representan un atractivo mercado para usted.

En CANACAR estamos conscientes de lo importante que es contar con los mejores medios para promover y publicitar sus productos y/o servicios, y así llegar de manera más efectiva a su público objetivo, por lo que hemos diseñado un portafolio de medios publicitarios con los cuales podrá **POSICIONAR SU PRODUCTOS E IMAGEN CORPORATIVA**, ante una audiencia con poder de decisión, ya que estos medios llegan directamente a los hombres-camión, altos ejecutivos y dueños de las micro, pequeñas, medianas y grandes empresas.

Algunos beneficios

-  Incrementar sus ventas al promover sus productos y vincularse directamente con el mercado objetivo.
-  Tener la más amplia presencia en el sector del transporte a través de la participación en los principales foros de esta industria.
-  Aumentar la participación en el mercado al posicionar sus productos en el sector del autotransporte de carga.
-  Promoción constante de sus productos entre nuestros afiliados.
-  Información veraz y oportuna de la industria del autotransporte.

Por lo antes expuesto, mucho agradeceré nos confirme su participación para el ejercicio 2017 con el siguiente esquema de promoción y publicidad para sus productos y servicios en el mercado del autotransporte de carga.

Afiliación a CANACAR (Membresía)

A) AFILIACIÓN A CANACAR (MEMBRESÍA)	TARIFA UNITARIA	TOTAL
1. Seis inserciones en la publicación oficial de CANACAR (1 plana completa) Versión Impresa y Digital	\$31,900.00 Por inserción.	191,400.00
2. Inserciones mensuales durante un año en la publicación oficial de CANACAR (Sección de ofertas y promociones)	\$1,500.00 Por inserción	Cortesía
3. Un Publireportaje al año.	\$31,900.00 por inserción	Cortesía
4. Presencia en página WEB Canacar, banner en el portal principal (MEDIO) (12 meses)	\$8,200.00 por mes	\$98,400.00
5. Presencia en página WEB Canacar, Directorio electrónico de proveedores (12 meses)	\$2,500.00 Por mes	Cortesía
6. Envíos de correos electrónicos, 4 rondas al año	\$6,200.00 Por envío	24,800.00
7. Envío de encartes en la revista Canacar, 2 envíos al año	\$6,200.00 Por envío	12,400.00
8. Participación en la Convención Nacional		
8.1 Isla de 3x3 con mamparas 2.50 m de altura antepecho y contacto de luz		\$41,200.00
8.2 Video promocional (Proyección en video en sala de conferencias)		\$ 18,000.00
8.3 Kit de computo con logo (Presencia de marca insertando su logotipo a una tinta en 400 kits)		\$55,000.00
9. Asesoría especializada en transporte (fiscal, normativa y legal)		Cortesía
10. Suscripción a la revista CANACAR Comunica.		Cortesía
11. Información económica y estadística del sector (Versión Impresa y Digital)		Cortesía
Valor Real Anual:		\$441,200.00

Aportación mensual de \$36,767.00 más IVA, Vigencia de 1 año a partir de la fecha de firma.

En espera de una respuesta favorable, quedo a sus órdenes, no sin antes hacerle participe de nuestros planes los cuales persiguen un alto beneficio para ambas instituciones.

Atentamente
Lic. Lucila Trolle Salomón.
Desarrollo de Proveedores
Tel: 59997127



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.A.

DATE SUBMITTED: May 10, 2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Professional Service Agreement and Lobbying Services to improve crossing time in both the USA and Mexico at the Pharr Port of Entry.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason: N/A

Issue: Professional Services Agreement and Lobbying Services to improve crossing times in both the USA and Mexico at the Pharr Port of Entry.

Financial Consideration: \$75,000

Staff Recommendation:

Alternatives: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 05/10/2018

CITY OF PHARR
PROFESSIONAL INFRASTRUCTURE SERVICES AGREEMENT
BORDER INFRASTRUCTURE CONSULTING LLC.

WHEREAS, the City of Pharr, Texas (City) desires to maintain its rising financial and economic influx; and

WHEREAS, the City has created and established the Pharr-Reynosa International Toll Bridge; and

WHEREAS, the City has maintained open communication and a positive working relationship with Mexico and its officials throughout the years; and

WHEREAS, the City deems it necessary to have a voice, through a consultant, that will continue to market the City and its international bridge for years to come, and allow the City make improvements to infrastructure on both the Pharr and Mexican side of the international bridge by continuing to negotiate with Mexican officials.

This Agreement is entered into by the City of Pharr, Texas (City) represented by Ambrosio "Amos" Hernandez in his capacity as Mayor of the City of Pharr, Texas, and Border Infrastructure Consulting, LLC (Consultant) represented by Rogelio De Leon in his capacity as President of the Company, which is an entity legally incorporated under the laws of the State of Texas with the background, knowledge, experience and expertise necessary to provide the services set forth in this Agreement.

The Consultant, in consideration for the professional fees herein stated, the terms of this agreement and amendments thereto, as well as, any resolutions and minutes authorizing approval of the terms and conditions contained within this agreement. Consultant further agrees to render the following professional services:

1. SERVICES. The "Consultant" will perform all the services in connection with the Lobbying services to acquire additional hours of operation for southbound and northbound commercial vehicle crossings during Mexican holidays, avoid closing commercial traffic during peak hours while construction of the aduana continues, and get approval for Unified Cargo Processing (UCP) between Mexico and USA at the Pharr Port of Entry. The following are the projects associated with services being requested:

- a) **Project I.** Work with Reynosa Aduana Administration (SAT/Mexico Customs) and with Administracion General de Aduanas (AGA) to implement additional hours of operation during Mexican holidays.
- b) **Project II.** Coordinate lobbying efforts to finalize the agreement and approval of Unified Cargo Processing (UCP), for certified companies, between SAT and CBP at the Pharr International Bridge import lot.
- c) **Project III.** Coordinate a binational survey between SAT and Pharr Bridge, and develop a logistical plan to minimize the economic impact associated with diverting commercial truck traffic through other ports of entry.
- d) **Project IV.** Coordinate joint lobbying efforts with SAT and AGA to dedicate a lane for empty commercial truck traffic during and after the modernization of the Reynosa Aduana import lot.
- e) **Project V.** Coordinate lobbying efforts with SAT and AGA to avoid interruption of trade and bridge economic impact due to potential closure of southbound commercial trucks for two months.

The above mentioned projects shall be completed according to the terms and timeline stated in Exhibit "A." On Exhibit "A" the parties identify the characteristics of the assigned project and its delivery conditions, which shall adhere according to the timeline described in Exhibit

"A," which contains a description of the tasks that will be performed by the "Consultant" according to the City's desires and objectives.

2. PERSONNEL. The Consultant agrees that all personnel used by the Consultant shall be deemed employees or sub-consultants of the Consultant and will not be considered employees, agents or sub-consultants of the City for any purpose whatsoever. Consultant assumes full responsibility for the actions of all such personnel while performing services and for the payment of their compensation (including, if applicable, withholding of income taxes, and the payment and withholding of social security and other payroll taxes), workers' compensation, disability benefits and the like to the extent applicable to the personnel involved. Notwithstanding and without in any way limiting any terms and conditions set forth in this agreement, all sub-consultants of Consultant shall be deemed to have made all of the representations and warranties of Consultant set forth herein and shall be subject to any and all obligations of Consultant hereunder, and, if requested by the Institute, Consultant shall obtain from each sub-consultant its written consent to and acknowledgment of the terms of this agreement. Consultant shall be responsible for any breach by any sub-consultant of any representations, warranties or obligations set forth in this agreement.

3. COMPENSATION AND PAYMENT. The "City" will compensate "Consultant" for the Services performed in an amount of the **\$ 75,000.00 USD, which will be paid in (5) separate invoices of \$15,000.00 USD**, upon completion of each of the 5 phases in Exhibit "A." The "Consultant" understands that there is no reimbursement of travel expenses, office supplies and any other extraordinary expenses, which the Consultant will incur at any business trip to the City of Victoria, Tamaulipas, Mexico, and / or any other cities or states within the Republic of Mexico. The "Consultant" agrees to utilize the City resources in obtaining travel arrangements, prior to scheduling and expenditure, if practicable. The "City"

shall use act in accordance with accepted standards and rates from the state comptroller and related federal agencies.

4. ADDITIONAL DUTIES. Any additional duties required of the Consultant shall be subject to approval of the City's governing body, and upon written amendment of this agreement.

5. TERM; TERMINATION OF CONTRACT. The term of this Agreement shall commence on the 1st day of June, 2018 and shall expire on the 30th day of september, 2018. Also, any party to this agreement can terminate this agreement for any reason or for no reason upon forty-five (45) days written notice to the other party. This agreement can also be terminated upon mutual consent of both parties, prior written notice.

6. RENEWAL OF CONTRACT. Upon the expiration of this contract, the contract may be renewed only with the consent of the City's Board of Commissioners.

7. HOLD HARMLESS AND INDEMNIFICATION. The Consultant agrees to protect, defend, hold harmless and indemnify the City, any member of its departments, Board of Commissioners, its officers, employees and agents, from and against any and all claims, actions, liabilities, costs, attorneys' fees, judgment, liens, court orders, and damages brought by third parties.

8. INDEPENDENT CONTRACTOR / NONDISCLOSURE. The parties stipulate and agree that: (a) Consultant shall be an independent contractor for all purposes under this Agreement, and as such, no part of Consultant's work-product, methods, or process provided to City shall be directed or controlled by City; (b) Consultant is not prohibited from providing services to any other entity or person that are not in conflict with the interests of Pharr and its corporations and departments; (c) Consultant will provide its own equipment, supplies, and necessities to perform under this agreement; (d) Consultant acknowledges and agrees that it may be personally liable for self-employment taxation; (e) Consultant is

not entitled to any benefits as may be applicable to the personnel of the City; (f) Consultant further agrees and stipulates that neither or any agent, employee, or representative shall disclose or share any information or materials obtained from the City or in furtherance of this agreement with any person or third-party, including but not limited to any other domestic or foreign municipality unless authorized by City.

9. NON-ASSIGNMENT. This agreement and the terms and conditions hereof shall not be assigned or subcontracted by either party without written amendment thereof.

10. CONSOLIDATION. This document is intended by the parties as the final, merged, and bonding expression of their agreement and is a complete and explosive statement of the terms thereof and supersedes all prior negotiations, representations, and agreements and no representation, understandings, or agreements have been made or relied upon in the making of this agreement, other than those specifically set forth herein.

The parties hereto execute this Agreement on this ____ day of June 2018.

Ambrosio "Amos" Hernandez
Mayor
City of Pharr, Texas

Rogelio de Leon
President
Border Infrastructure Consulting LCC

EXHIBIT "A"

TIMELINE - INFRASTRUCTURE LOBBYING SERVICES

The "Consultant" agrees to assist the "City" with the following services:

PHASE 1: May – June 2018

Project I. Work with Reynosa Aduana Administration (SAT/Mexico Customs) and with Administracion General de Aduanas (AGA) to implement additional hours of operation during Mexican holidays.

PHASE 2: June – July 2018

Project II. Coordinate lobbying efforts to finalize the agreement and approval of Unified Cargo Processing (UCP), for certified companies, between SAT and CBP at the Pharr International Bridge import lot.

PHASE 3: June 2018

Project III. Coordinate a binational survey between SAT and Pharr Bridge, and develop a logistical plan to minimize the economic impact associated with diverting commercial truck traffic through other ports of entry.

PHASE 4: June 2018

Project IV. Coordinate joint lobbying efforts with SAT and AGA to dedicate a lane for empty commercial truck traffic during and after the modernization of the Reynosa Aduana import lot.

PHASE 5: June – October 2018

Project V. Coordinate lobbying efforts with SAT and AGA to avoid interruption of trade and bridge economic impact due to potential closure of southbound commercail trucks for two months.

TIMELINE - INFRASTRUCTURE LOBBYING SERVICES

Customer: Pharr International Bridge

Address: 9900 South Cage

City: Pharr, TX

Date: May 11st 2018

DATE	SCOPE OF WORK	AMOUNT
	Bridge Infrastructure Development Project for FY 2018 - Lobbying Services to acquire additional hours of operation for sound bound and northbound commercial vehicle crossing during Mexico's holiday, avoid closing commercial traffic during peak hours while construction is taking place, and get approval of Unified Cargo Process (UCP) between Mexico and USA at the Pharr Port Of Entry, - Payment for Professional Infrastructure Services Contract, signed June 2018 TIMELINE - INFRASTRUCTURE LOBBYING SERVICES PHASE 1: May – June 2018 Work with Reynosa Aduana Administration (SAT/Mexico Customs) and with Administracion General de Aduanas (AGA) to implement additional hours of operation during Mexican holidays. PHASE 2: June – July 2018 Coordinate lobbying efforts to finalize the agreement and approval of Unified Cargo Processing (UCP), for certified companies, between SAT and CBP at the Pharr International Bridge import lot. PHASE 3: June 2018 Project III. Coordinate a binational survey between SAT and Pharr Bridge, and develop a logistical plan to minimize the economic impact associated with diverting commercial truck traffic through other ports of entry. PHASE 4: June 2018 Project IV. Coordinate joint lobbying efforts with SAT and AGA to dedicate a lane for empty commercial truck traffic during and after the modernization of the Reynosa Aduana import lot.	\$ 15,000.00 \$ 15,000.00 \$ 15,000.00 \$ 15,000.00



Border Infrastructure Consulting, LLC.

3309 Ware Rd

McAllen, TX. 78501

956-227-6327

June – September 2018	PHASE 5: Coordinate lobbying efforts with SAT and AGA to avoid interruption of trade and bridge economic impact due to potential closure of southbound commercial trucks for two months.	\$ 15,000.00
	GRAN TOTAL	\$ 75,000.00

NOTE: In accordance with the agreement, if Phase 4 is fulfilled during the Phase 3 process/timeline the monies will be granted in full. If Phase 4 is not completed on the day specified within this process/timeline, the monies will not be granted in full.



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 8,
2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.071, the City 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 Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City 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.

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:

Vanessa Guzman

Created/Initiated - 05/08/2018



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 8,
2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.072, the City may convene in a closed, non-public meeting to discuss any matters related to **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 City 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.

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:

Vanessa Guzman

Created/Initiated - 05/08/2018



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 8,
2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.074, the City 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 City 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.

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:

Vanessa Guzman

Created/Initiated - 05/08/2018



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 8,
2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.076, the City 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 City 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.

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:

Vanessa Guzman

Created/Initiated - 05/08/2018



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 8, 2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.084, the City 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 City 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.

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:

Vanessa Guzman

Created/Initiated - 05/08/2018



AGENDA MEMORANDUM

BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 8,
2018

MEETING DATE: May 11, 2018

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.087, the City may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues**. The City 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.

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:

Vanessa Guzman

Created/Initiated - 05/08/2018