

**TAKE NOTICE THAT A REGULAR MEETING OF THE
PHARR INTERNATIONAL TOLL BRIDGE BOARD
WILL BE HELD AT THE
CITY COMMISSIONERS' ROOM
118 S. CAGE, 2ND FLOOR, PHARR, TX
ON WEDNESDAY, AUGUST 15, 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. PUBLIC COMMENTS: *(The City of Pharr has called this meeting as allowed pursuant to Texas law, city charter, and Ordinance O-2015-28. The governing body may recess from day to day when it does not complete consideration of a particularly long subject as authorized by law. All persons desiring to address the governing body must register with the presiding clerk prior to the scheduled meeting)*

3. 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) Consideration and action on Approval of Minutes for July 18, 2018.

B) Consideration and action, if any, on Advertising with The Advance News Journal for \$820 per month.

C) Consideration and action, if any, on Advertising with Mexico Industry for \$685 per issue (12 issue; 1 Industrial Map for \$4,000).

AGENDA BRIDGE BOARD MEETING
August 15, 2018

4. **DIRECTOR'S ADMINISTRATIVE REPORT:** *(Director's Administrative Reports and discussion, if any, with Bridge Board. The Director may also assign a designated spokesperson for any particular listed topic)*

A) Crossings and Revenues Report for July 2018.

B) Finance Report for July 2018.

C) Engineer's Report.

D) Director's Report.

5. **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.

AGENDA BRIDGE BOARD MEETING
August 15, 2018

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.

6. **RECONVENE:** *into regular session, and consider action, if any, on item(s) discussed in executive session.*
7. **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 public at all times; that said Notice was posted on the 9th day of August 2018 at 5:00 p.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 9th day of August 2018.




HILDA PEDRAZA, TRMC, CMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.A.

DATE SUBMITTED: August 9, 2018

MEETING DATE: August 15, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Consideration and action on Approval of Minutes for July 18, 2018.

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue: Bridge Board Minutes from July 18, 2018.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 08/09/2018

**REGULAR MEETING
TOLL BRIDGE BOARD
HELD ON JULY 18, 2018, AT 12:00 P.M.
CITY HALL, 118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS**

On the 18th day of July 2018, the Toll Bridge Board met in a regular Bridge Board Meeting. Following is the record of attendance.

MEMBERS PRESENT: Edgar Delgadillo, Chairman
Prajeres Gutierrez, Secretary
Tony Martinez, Member

MEMBER ABSENT: Larry Hernandez, Vice-Chairman
Artemio Palacios, Member

**EX-OFFICIO MEMBER
PRESENT:** None

**EX-OFFICIO MEMBER
ABSENT:** Mayor Ambrosio Hernandez
Mayor Pro-Tem Bobby Carrillo

STAFF PRESENT: Luis Bazan, Bridge Director
Fred Brouwen, Director of Operations
Cleo Salinas, Administrative Assistant
Freddy Flores, Trade Liaison

OTHER PRESENT: Ed Wylie, Deputy City Manager
John Rigney, City Attorney
Karla Moya, Finance Director
Edgar Rincon, Finance Department
Maria Rangel, Engineering Department
Javier Cantu, CBP
Carlos Rodriguez, CBP
Ezequiel Ordonez, Bridge Liaison
Sgt. Juan Sanchez, Bridge PD
Adrian Rincones, CCRMA
Hollis Rutledge, Governmental Affairs
Oscar Rodriguez, Grupo Jugas
Julio Ramirez, Grupo Jugas
Marialba Ramirez, Grupo Jugas
Giovanni Gastelum, Grupo Jugas

There being a quorum established Chairman Edgar Delgadillo called the meeting to order.

A. CALL TO ORDER:

ITEM “1”: ROLL CALL-EXCUSE ABSENT MEMBERS.

Chairman Delgadillo called the meeting to order. All members were present during roll call except Vice-Chairman Hernandez and Member Palacios. Member Martinez made a motion to excuse Vice-Chairman Hernandez and Member Palacios for being absent. Secretary Gutierrez seconded the motion and was then carried on unanimously. Chairman Delgadillo moved to the next item.

ITEM “2”: PLEDGE OF ALLEGIANCE/INVOCATIONS.

Chairman Delgadillo introduced the item. Mr. Luis Bazan, Bridge Director led them in the Pledge of Allegiance and in prayer. Chairman Delgadillo moved to the next item.

B. PUBLIC COMMENTS: *(The City of Pharr has called this meeting as allowed pursuant to Texas law, city charter, and Ordinance O-2015-28. The governing body may recess from day to day when it does not complete consideration of a particularly long subject as authorized by law. All persons desiring to address the governing body must register with the presiding clerk prior to the scheduled meeting)*

ITEM “3”: PUBLIC COMMENTS.

Chairman Delgadillo introduced the next item and stated there was no one registered for public comments. Chairman Delgadillo moved to the next item.

C. 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)*

ITEM “4”: CONSIDERATION AND ACTION ON APPROVAL OF MINUTES- JUNE 27, 2018.

ITEM “5”: CONSIDERATION AND ACTION ON TRANSPORTATION INTERMEDIARIES ASSOCIATION MEMBERSHIP FOR \$1,040.

Chairman Delgadillo introduced the next item. Member Martinez made a motion to approve the Consent Agenda as presented. Secretary Gutierrez seconded the motion and was then carried on unanimously. Chairman Delgadillo moved to the next item.

D. DIRECTOR’S ADMINISTRATIVE REPORT: *(Director’s Administrative Reports and discussion, if any, with Bridge Board. The Director may also assign a designated spokesperson for any particular listed topic)*

ITEM “6”: CROSSING AND REVENUES COMPARISON FOR JUNE 2018.

Chairman Delgadillo introduced the next item. Mr. Brouwen, Director of Operations stated that for the month of June total crossings were 107,410, which shows a decrease of -12,349 vehicles or -10.31% compared to last year. Mr. Brouwen stated that total crossing for cars were 58,465 cars, which shows a decrease of -11,936 cars or -16.95%. Mr. Brouwen then showed a car crossing compassion from other bridges across the board. Mr. Brouwen reported that total truck crossings for the month of June were 48,945, which shows a decrease of -413 trucks or -0.84% decrease in trucks. Mr. Brouwen then showed a truck crossing compassion from other bridges across the board. Mr. Brouwen reported that northbound crossings for the month of June were 53,593, which shows an increase of 723 trucks or 1.37% increase in trucks. Mr. Brouwen stated that for the Agriculture for the month of June they had a total of 15,967 trucks, which represents a 30% of all imports from Mexico to the U.S. Mr. Brouwen stated that total revenue collected for the month of June were \$1,123,395, which shows a decrease of -\$72,497 or -6.06% in revenues. Chairman Delgadillo moved to the next item.

ITEM “7”: EXPENDITURES REPORT FOR JUNE 2018.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that they do have Karla Moya, Finance Director for the city if they have any questions. He added that he can tell them is that they are on track and as of June 30 they are suppose to be at 75% usage of their overall budget and they are about 70-71% as of June 30th on both the revenues side and the expenditures side, so they are on track. Chairman Delgadillo moved to the next item.

ITEM “8”: PROJECT ENGINEER REPORT.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that Omar Anzaldua, City Engineer is attending to some phone calls today so he has Maria Rangel here from the engineering department in representation of him, if there is any questions she'll be able to address them but he can give them a quick update on what is going on with the DAP Program. He stated that again the DAP Program, the Donation Acceptance Program these are projects, our 5 year Master Plan to be completed by April 2020 with about 30-35 million dollars that they will be investing in infrastructure improvements inside the federal port of entry. He added that things have shifted in the last couple of weeks due to certain things that are taking place between GSA, CBP and the bridge on the review process but they are still on track to meet the deadlines. Mr. Bazan stated that on the BSIF they should be at 100% design phase completion by August 13. He added that for the FY15, things are tracking well there and they decided to forgo the command center and to put it in the FY16 but was not feasible so it will more likely be a DAP19 Project, which they are already talking about and he should submit by the end of the year. He stated that as for the DAP16 Projects, which include the dock expansion both phases, cold inspection facility and Ag regional training center, they should be at 100% design by October 8th. He stated that during the review process it came out that they needed to meet elite certification and

there is a gold level that they need to meet with GSA. He added that it is not what the city require but what GSA requires. He stated that about two months ago they started to get down to that and yesterday he had a conversation with Halff Associates, which is the A&E on board for this project and it looks like GSA is going to be able to allow them to get very close but not exactly the gold certification. Mr. Bazan stated that the way it work is that there is a point system and out of 100 points, they are only meeting 15 of those points, and they have to get to 60 lead certification in order to qualify. He added that one of the things that they are trying to figure out is if the current development, the current infrastructure if it's not up to code standards then why do the new projects have to be up to code standards. He added that his question to them was that if it could be phased out, could they get there now and worry about getting to gold and phasing it out in the future. He added that after yesterday's phone call it looks like it is optimistic news that they will be able to get there regardless to meet a certain standard lead qualifications but not entirely to gold standards, but again it is not them it is GSA who is asking for this. Mr. Bazan stated that on the toll system he is going to have Adrian Rincones from the CCRMA give them an update on that, but everything is tracking well. He added that they are excited about next year because they are going to start seeing construction and as soon as the Aduana finishes their construction by October of this year, they will start construction on their projects so it is very exciting news for the trade and exciting news for them as a city. Some discussions then took place regarding the projects. Chairman Delgadillo moved to the next item.

ITEM "9": DIRECTORS ADMINISTRATIVE REPORT.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that both this week and next week would be travel days for them at the bridge. He added that immediately after this board meeting the chairman, Fred Brouwen and Ezequiel Ordonez will be traveling to Zacatecas with some of their association members to meet with the folks over there and do the same thing that they did recently in Culiacan. He added that that this something that they are going to keep doing, it is a good promotion for the bridge and it continues to enhance their relationship with what they use to call Sister Cities and are now Memorandum Of Understanding with the cities and it is all for business and to allow this bridge to continuing growing. He added that the next week's trip is the CAAREM Conference, which is the big custom broker's conference at the national level. He stated that this is their second year to be invited to participate and he will be speaking and presenting the bridge projects to a group of over 500 in attendance. He stated that that includes approximately 26-27 associations from different parts of Mexico, the U.S. and Canada, so again this is them doing their part to get in front of the decision maker who are going to continue to push trucks through this bridge and so far so good.

Mr. Bazan stated that the next thing they have is the Rex-Pharr update but he is going to skip that real quick and go to the New Toll System update. He added that as of two weeks ago they had their BridgeConnect and that was their formal official introduction of this new toll system that they have been talking about for almost two years now to the trade. He added that they had about 135 people in attendance and at the same time, they were able to answer many questions that customers had. He added

that he will have Adrian Rincones come up from the CCRMA, he has been the one spearheading this project with them and he will give them all the details about this project. Mr. Adrian Rincones from the CCRMA stated that he would give the board a quick update. He then began to give a detailed presentation on the new toll system. Several discussions then took place regarding the new toll system. Mr. Bazan stated that they are very excited about this new project and that it is going to be a huge selling point for them at the bridge.

Mr. Bazan stated that the next presenter going up is Oscar Rodriguez and Julio Ramirez from Rex-Pharr/Grupo Jugas in Reynosa. He added that they will give a quick over view of what is going on over there, some of the activity and some of the new investments that are coming and how that has been contributing to additional Southbound crossings there in Pharr. Oscar Rodriguez and Julio Ramirez from Grupo Jugas then began to give their report in Spanish to the board.

Mr. Bazan stated that he has one last thing on his report is the Budget 2019-2023. He stated that the city over all is doing a five-year budget and everything has been taken care of per department and it was a bigger challenge this year because they are looking at a five-year outlook. He added that today at 2pm he has a meeting with the city manager and the finance director to go over that budget and find out what they are keeping and what they are cutting because with everyone's wish list not everything can be obtained and especially not in the first year of a five-year budget. He added that what they submitted was fleet requests and they also talk a lot about the current projects, which are certain goals that were already met and future goals and objectives for the future. He stated that they also took in to consideration new employees, new jobs that they might open at the bridge to continue the growth as the growth continues and everything that it entails to get a new employee. Mr. Bazan added that more importantly the CIP's, Capital Improvement Projects and the Capital Outlay because at the end of the day there is funding mechanisms out there, there are grants. He added that right now they are applying for the Bill Grant, which use to be the Tiger Grant and they are also seeking Rider11B funds for other infrastructure projects or for future infrastructure so that is very important. Chairman Delgadillo moved on to the next item.

E. ADJOURNMENT:

ITEM "10": ADJOURNMENT

Chairman Delgadillo introduced the next item. Member Martinez made a motion to adjourn the meeting. Secretary Gutierrez seconded the motion and was then carried on unanimously.

APPROVED AS SUBMITTED:

EDGAR DELGADILLO, CHAIRMAN

ATTEST:

PRAJERES GUTIERREZ, SECRETARY

STATE OF TEXAS §
COUNTY OF HIDALGO §
CITY OF PHARR §

ON THE 18th DAY OF JULY 2018, the Toll Bridge Board convened in a Regular Meeting at the Pharr International Bridge, the meeting being open to the public and notice of said meeting, giving the date, place and subject thereof, having been posted to the public and notice of said meeting, given in accordance to Chapter 551, of the Texas Government Code, (Open Meetings Act) and their being present a quorum, **I, VANESSA GUZMAN, BRIDGE ADMINISTRATIVE ASSISTANT**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

VANESSA GUZMAN, BRIDGE
ADMINISTRATIVE ASSISTANT

DATE APPROVED: _____
Word/C:BoardMeetings/BoardMtgMinutes7-18-18



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.B.

DATE SUBMITTED: August 9, 2018

MEETING DATE: August 15, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Consideration and action, if any, on Advertising with The Advance News Journal for \$820 per month.

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration: \$820 per month.

Staff Recommendation: Approval to advertise in The Advance News Journal, which is distributed countywide and will allow them to highlight the bridge's growth and development, the growing partnerships with Mexican based businesses, as well as partnerships that the bridge has helped to facilitate with either Maquila or sister-cities. This will allow the Pharr International Bridge to gain more market exposure by reaching potential new produce crossers.

Alternatives: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 08/09/2018

Advance Publishing Company

217 West Park Avenue, Pharr, Texas, 78577

Aug. 9, 2018

Pharr/Reynosa International Bridge

Director Luis Bazan

CC: Pharr City Manager Juan Guerra

Marketing Proposal Fiscal Year 2019

Dear Mr. Bazan,

With all due respect to both you, the Pharr/Reynosa International Bridge Board, and the City of Pharr (City Manager, Mayor, City Commissioners, and City Staff), The Advance News Journal would like to propose a marketing budget for Fiscal Year 2019.

What I would like to propose is that the Pharr International Bridge publish one full-page ad a month in The Advance News Journal, highlighting either the bridge's growth or development, and its growing partnership with Mexican-based businesses. This would begin during the month of October 2018 and extend through the month of September 2019, which would mark the end of the new fiscal year.

The growth of Pharr's border crossing is truly remarkable on so many levels.

The full-page ad can be generated either by city staff, or I can work up the ad in the form of a news story concerning a partnership that the Bridge has helped to facilitate with either a Maquila, a sister-city partnership, or with a business on this side -- either its growth or development.

I'd interview the owner(s), take pictures, and then submit it for your approval before it makes it into print. I can also run it by the owner for his or her approval. It would include the Bridge logo at the bottom so there would be no doubt that it is indeed an ad. The price would also include a standard International Bridge ad on our online home page – the Bridge logo, phone number, etc., and whatever your present slogan happens to be. There would be no additional charge for that.

That sort of budget would equal \$820 x 12 months (October 2018 thru September 2019), or \$9,840 for the year.

The current print run of The Advance each week includes 8,000 copies. The national readership for a weekly community newspaper is 2.5 readers per copy, which equates to a weekly readership of 20,000. That doesn't include our online subscribers. Our distribution is currently countywide, which includes both paid and complimentary copies.

Please let me know if we can be of assistance.

Thank you.

Sincerely,

Gregg Wendorf/Advance News Journal

Advance Publishing Company



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.C.

DATE SUBMITTED: August 9, 2018

MEETING DATE: August 15, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Consideration and action, if any, on Advertising with Mexico Industry for \$685 per issue (12 issue; 1 Industrial Map for \$4,000).

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration: \$685 per issue (12 issue; 1 Industrial Map for \$4,000).

Staff Recommendation: Approval to advertise with Mexico Industry, who we have advertised with in the past and would like to continue advertising with them. Mexico Industry will allow us to reach directors & managers of Maquiladoras who are decision makers for logistics/transportation, as well as distribute the publication at national and international expos. This will allow the Pharr International Bridge to reach more companies along the border and in the interior of Mexico, keeping us connected to major manufactures.

Alternatives: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 08/09/2018

Monterrey NL, 09 Agosto 2018.

Propuesta de publicidad.

Estimado Luis Bazan.

Director Puente Internacional de Pharr Tx.

Presente.

A continuación sírvase a encontrar nuestra propuesta de publicidad para México Industry Newspaper en nuestras diferentes publicaciones, dirigida a la Industria Maquiladora, Manufacturera, sus Proveedores y Prestadores de Servicios.

PUBLICACION MEXICO INDUSTRY NEWSPAPER.	ESPACIO	No. EDICIONES AL AÑO.	TARIFA MENSUAL.	TOTAL.
Revista Mexico Industry.	1/2 página.	12	\$685.00	\$8,220.00
Industrial Maps 2019 - 2020.	1 página.	1	\$4,000.00	\$4,000.00
				\$12,220.00

Como valor agregado sin costo adicional le ofrezco lo siguiente:

- *Espacio en Suppliers Book (directorio industrial) página web de Mexico Industry.*
- *Video corporativo de 30 segundos aproximadamente para publicar spot en redes sociales de Mexico Industry (sin costo).*

La presente cotización tendrá una vigencia de 30 días naturales a partir de la fecha de emisión, los costos señalados en la tabla son en dólares americanos.

Atentamente.

Octavio Ontiveros Rdz.



MEXICO INDUSTRY^{SGCP®}

NEWS

For 20 years, Mexico Industry has been the information media for the export industry in Mexico.

We are an industrial magazine that offers our readers a wide amount of information on topics related to the different sectors, such as automotive, aerospace, medical, electrical-electronic, metal-mechanic and plastic.

We have nine printed magazines with a monthly distribution, covering 50 cities in the states of Chihuahua, Coahuila, Estado de Mexico, Puebla, Tlaxcala, Guanajuato, Jalisco, Nuevo Leon, Queretaro, San Luis Potosi, Aguascalientes and Tamaulipas.

In our printed pages, we cover several topics of interest for General Management, Quality, Human Resources, Environment, Purchasing, Foreign Trade, IT and Finance areas.

In addition, we project and promote the competitive advantages that Mexico has in this sector such as its infrastructure, workforce and geographical location.

In addition, our quality, credibility, and respect in the service of coverage and broadcast of this entire economic sector environment in the country, makes Mexico Industry the best link between suppliers and the industry.

Starting in 2017 Mexico Industry sought the opportunity to evolve within the digital world, therefore now we are the web tool with the most updated information in English and Spanish of everything that happens in the different sectors of the export industry in Mexico.

After 20 years of experience as the industry information media, Mexico Industry evolves with its new Digital Portal Mexicoindustry.com.

Through the content on the page, we seek to achieve our main objective: "To promote Mexico in the world."

"We are the link between the industrial sector, suppliers and the community; we want the world to know what is happening in the Mexican industry."



Tamaulipas



Nuevo Leon



Coahuila



Queretaro



Guanajuato



Jalisco



Estado de Mexico
Puebla - Tlaxcala



Cd. Juarez
Chihuahua



San Luis Potosi
Aguascalientes

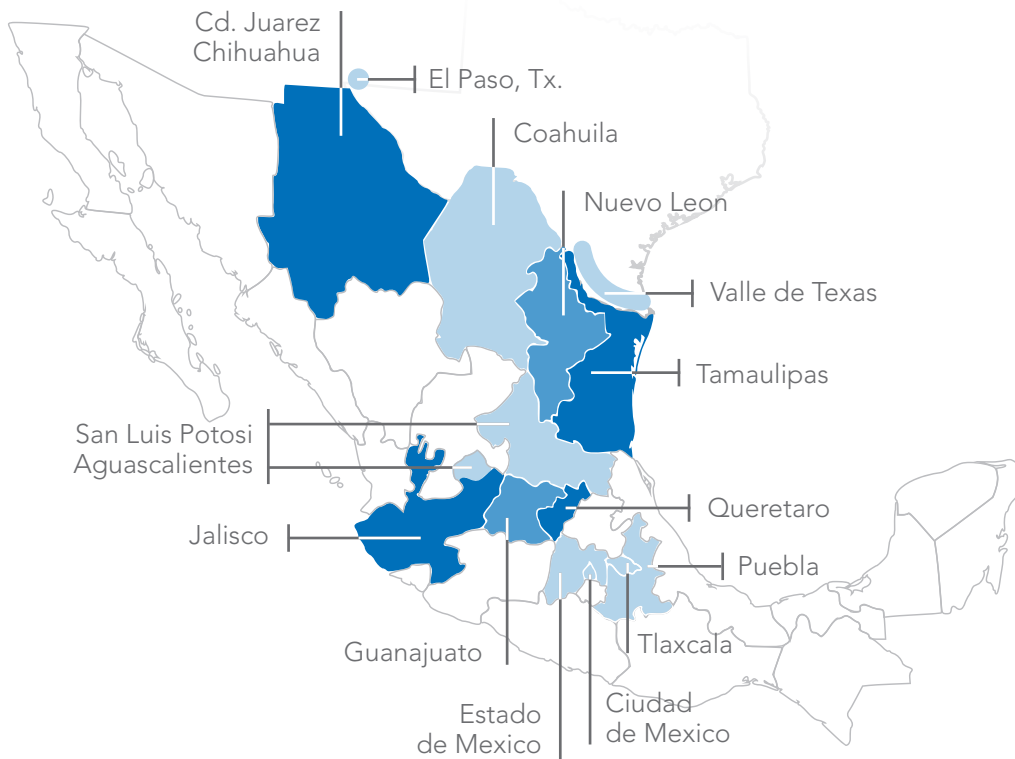
PROMOTING MEXICO IN THE WORLD

Strategic Distribution

- Our editions go to all hierarchical levels within the structures of companies such as:
 - General Managers
 - Department managers (Human Resources, Import-Export, Purchasing, Finances, Quality, Materials, Security, Maintenance and Environment)
- Lobbies companies
- Real estate developers (Industrial parks)
- Brokers / Industrial real estate brokers
- Hotels
- Restaurants
- Government units: ProMéxico, Economic Ministry, Economic Development, Consulates, among others.
- Cameras and business associations
- In more than 400 businesses of our clients
- National and international exhibitions

Mexicoindustry.com

ventas@mexicoindustry.com



Monthly Coverage
FREE
in Mexico, El Paso
and Rio Grande Valley

225,000
TOTAL COPIES

331
INDUSTRIAL PARKS

4,911
BUSINESSES

Estado de Mexico
Puebla - Tlaxcala

25,000
Ejemplares

Cd. Juarez
Chihuahua

25,000
Ejemplares

Guanajuato

25,000
Ejemplares

Queretaro

25,000
Ejemplares

Tamaulipas

25,000
Ejemplares

Nuevo Leon

25,000
Ejemplares

Jalisco

25,000
Ejemplares

Aguascalientes
San Luis Potosi

25,000
Ejemplares

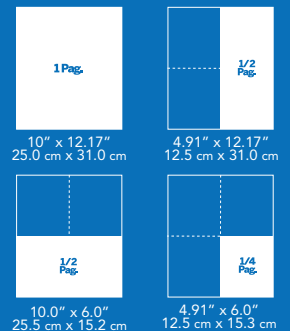
Coahuila

25,000
Ejemplares

Rates

Size and prices in dollars

		When making a contract for 3 EDITIONS in a monthly cost, it will receive a DISCOUNT OF 5%	When making a contract for 6 EDITIONS in a monthly cost, it will receive a DISCOUNT OF 10%	When making a contract for 12 EDITIONS in a monthly cost, it will receive a DISCOUNT OF 15%
Back cover	-----	-----	-----	\$ 1,460
1 page	\$ 1,510	\$ 1,430	\$ 1,360	\$ 1,280
1/2 page	\$ 805	\$ 765	\$ 725	\$ 685
1/4 page	\$ 410	\$ 390	\$ 365	\$ 350
Ad on the cover (Cover picture or Rectangular Frame)	-----	-----	\$ 735	\$ 650



» **Cover picture:**
2.3" x 1.5"
(5.8 cm x 3.8 cm)

» **Rectangular Frame:**
9.29" x 0.9"
(23.6 cm x 2.3 cm)

- * Our prices are by monthly publications in each square
- * **Advance Payment** required for publication
- * The rates will remain fixed during the indicated period on the contract
- * Special position: Additional 20% discount

Requirements

Extensions:

.jpg / .tiff (300 dpi resolution)
.ai / .pdf / .eps (text in curves)



International Community
Publications, LLC



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.A.

DATE SUBMITTED: August 9, 2018

MEETING DATE: August 15, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Crossings and Revenues Report for July 2018.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: Crossing & Revenues Report for July 2018

Financial Consideration: N/A

Staff Recommendation:

Alternatives: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 08/09/2018

**CROSSINGS AND REVENUES
FOR THE MONTH OF JULY
FISCAL YEAR 2017 – 2018**

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **112,535** vehicles for the month of July F.Y. 2017-2018, which showed a decrease of **-5,552** vehicles or **-4.70%** over The same month in F.Y. 2016-2017.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **64,011** cars for the month of July F.Y. 2017 – 2018, showing a decrease of **(-7,501)** cars or **-10.49%** over the same month in F.Y. 2016 – 2017.

c) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **48,524** trucks for the month of July F.Y. 2017-2018, showing an increase of **1,949** trucks or **4.18%** over the same month in F.Y. 2016 - 2017.

d) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled, **\$1,135,224 dollars** for the month of July F.Y. 2017 – 2018

\$ 223,944 Autos & other
\$ 906,796 Trucks
<u>\$ 4,484 Profit on pesos</u>
\$1,135,224 TOTAL

Revenues showed a decrease of **(-\$6,122)** or **(-0.54%)** over the same month in F.Y. 2016 – 2017

e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **52,434** trucks for the month of June F.Y. 2017-2018, showing an increase of **2,432** trucks or **4.86%** over the same month in F.Y. 2016-2017.

SOUTHBOUND TRUCK CROSSINGS SHOWED A DECREASE OF -3,910 TRUCKS FOR THE MONTH OF JULY, COMPARED TO NORTHBOUND TRUCK CROSSINGS.

**PHARR INTERNATIONAL BRIDGE
TOTAL CROSSINGS COMPARISON BY FISCAL YEAR (CARS & TRUCKS)**

	F.Y. 2016–2017	F.Y. 2017-2018	GAIN LOSS
OCTOBER	116,449	112,972	(-3,477)
NOVEMBER	114,878	109,151	(5,727)
DECEMBER	119,937	111,883	(8,054)
JANUARY	117,900	111,544	(6,356)
FEBRUARY	110,888	103,602	(7,286)
MARCH	127,524	113,577	(-13,947)
APRIL	115,854	110,588	(-5,266)
MAY	117,831	114,699	(-3,132)
JUNE	119,759	107,410	(-12,349)
JULY	118,087	112,535	(-5,552)
YTD TOTAL	1,179,107	1,107,961	(-71,146)
AUGUST	120,311		
SEPTEMBER	114,908		
TOTAL CROSS.	1,414,326		

- a) **VEHICLE CROSSINGS SHOWED A DECREASE OF (-5,552) VEHICLES OR -4.70% OVER THE SAME MONTH IN F.Y. 2016-2017.**
- b) **VEHICLE CROSSING SHOWED A DECREASED OF (-71,146) VEHICLES OR (-6.03%) OVER THE SAME TEN (10) MONTHS IN FY.Y.2016- 2017**

**PHARR INTERNATIONAL BRIDGE
CAR CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2016-2017	F.Y. 2017-2018	GAIN LOSS
OCTOBER	70,750	63,084	(-7,666)
NOVEMBER	70,695	59,545	(-11,150)
DECEMBER	77,558	65,516	(-12,042)
JANUARY	70,240	59,600	(-10,640)
FEBRUARY	64,422	55,506	(-8,916)
MARCH	74,400	62,233	(-12,167)
APRIL	70,452	60,018	(-10,434)
MAY	68,456	62,272	(-6,184)
JUNE	70,401	58,465	(-11,936)
<u>JULY</u>	71,512	<u>64,011</u>	<u>(-7,501)</u>
YTD TOTAL	708,886	610,250	(-98,636)
AUGUST	70,943		
SEPTEMBER	67,579		
TOTAL CAR CROSS.	847,408		

**a) CAR CROSSINGS SHOWED A DECREASE OF (-7,501) CARS
OR -10.49% OVER THE SAME MONTH IN F.Y. 2016-2017.**

**b) CAR CROSSING SHOWED A DECREASED OF (-98,636) CARS
OR (-13.91%) OVER THE TEN (10) MONTHS IN F.Y.2016 – 2017**

**PHARR INTERNATIONAL BRIDGE
TRUCK CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2016-2017	F.Y. 2017-2018	GAIN LOSS
OCTOBER	45,699	49,888	4,189
NOVEMBER	44,183	49,606	5,423
DECEMBER	42,379	46,367	3,988
JANUARY	47,660	51,944	4,284
FEBRUARY	46,466	48,096	1,630
MARCH	53,124	51,344	(-1,780)
APRIL	45,402	50,570	5,168
MAY	49,375	52,427	3,052
JUNE	49,358	48,945	(-413)
<u>JULY</u>	46,575	48,524	1,949
YTD TOTAL	470,221	497,711	27,490
AUGUST	49,368		
SEPTEMBER	47,329		
TOTAL TRUCK CROSSING 566,918			

- a) TRUCK CROSSINGS SHOWED A DECREASE OF 1,949 TRUCKS OR 4.18% OVER THE SAME MONTH IN F.Y. 2016-2017.
- b) TRUCK CROSSING SHOWED AN INCREASE OF 27,490 TRUCKS OR 5.85% OVER THE TEN (10) MONTH IN F.Y. 2016-2017

**PHARR INTERNATIONAL BRIDGE
NORTHBOUND TRUCK CROSSINGS (FULL, EMPTY & AG.)**

	F.Y. 2016-2017	F.Y. 2017-2018	GAIN LOSS	full TRUCKS	EMPTY	AG TRUCKS	NARP NO INSP.
OCTOBER	48,556	53,564	5,008	37,000	16,562	13,292	6,850
NOVEMBER	46,858	52,586	5,728	36,802	15,784	14,015	7,399
DECEMBER	45,358	49,245	3,887	34,956	14,289	16,122	8,631
JANUARY	50,740	55,097	4,357	39,760	15,337	17,884	10,060
FEBRUARY	48,096	51,612	3,516	38,370	13,242	16,434	9,066
MARCH	57,046	56,001	-1,045	41,583	14,418	17,852	9,005
APRIL	49,081	55,151	6,070	40,134	15,017	16,269	7,575
MAY	53,140	57,754	4,614	41,895	15,859	17,319	8,191
JUNE	52,870	53,593	723	38,872	14,721	15,967	7,456
JULY	50,002	52,434	2,432	36,421	16,013	13,929	6,757
AUGUST	53,198						
SEPTEMBER	50,732						
TOTAL NORTHBOUND	606,826						

Northbound trucks at the Pharr International Bridge totaled **52,434** trucks for the month of July F.Y. 2017-2018, showing an increase of **2,432** trucks or **4.86%** over the same month in F.Y. 2016-2017.

TRUCK CROSSING SHOWED AN INCREASE OF 35,290 TRUCKS OR 7.03% OVER THE SAME TEN (10) MONTH IN F.Y. 2016-2017.

Agriculture trucks at the Pharr International Bridge totaled 13,929 crossings for the month of July representing a 26% of the imports from Mexico.

Agriculture trucks at the Pharr International Bridge Import Lot showed an increase of 253 or 2% over the same month in F.Y. 2016-2017.

**PHARR INTERNATIONAL BRIDGE
REVENUE COMPARISON BY FISCAL YEAR**

	F.Y. 2016-2017	F.Y. 2017-2018	GAIN (LOSS)
OCTOBER	\$ 1,127,266	\$ 1,151,213	\$ 23,947
NOVEMBER	\$ 1,097,396	\$ 1,158,692	\$ 61,296
DECEMBER	\$ 1,117,916	\$ 1,116,645	(-\$1,127)
JANUARY	\$ 1,112,015	\$ 1,126,326	\$ 14,310
FEBRUARY	\$ 1,082,396	\$ 1,100,912	\$ 18,516
MARCH	\$ 1,234,414	\$ 1,184,114	(-\$ 50,300)
APRIL	\$ 1,127,087	\$ 1,150,980	\$ 23,893
MAY	\$ 1,132,303	\$ 1,190,182	\$ 57,879
JUNE	\$ 1,195,892	\$ 1,123,395	(-\$72,497)
JULY	\$ 1,141,346	\$ 1,135,255	(-6,091)
YTD TOTAL	\$ 11,368,031	\$ 11,437,683	\$ 69,683
AUGUST	\$ 1,151,818		
SEPTEMBER	\$ 1,124,717		
TOTAL REV.	\$ 13,644,566		

- a) **REVENUES SHOWED A DECREASE OF (-\$6,091) OR (-0.53%) OVER THE SAME MONTH IN F.Y. 2016-2017.**
- b) **REVENUES SHOWED AN INCREASE OF \$69,683 OR 0.61% OVER THE SAME TEN (10) MONTHS IN F.Y. 2016 – 2017.**



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.B.

DATE SUBMITTED: August 9, 2018

MEETING DATE: August 15, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for July 2018.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: Expenditures Report for July 2018.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 08/09/2018

**CITY OF PHARR
GENERAL LEDGER STATUS REPORT
NON AUDITED BUDGET VS. ACTUAL
FOR PERIOD ENDING JULY 31, 2018**

BRIDGE FUND 70

	FY 17/18		PERCENT OF BUDGET	BALANCE	Y-T-D ACTUAL	FY 16/17	--Variance--		
	ANNUAL BUDGET	Y-T-D ACTUAL				Prior FY Y-T-D Actual	Amount	Percent	
REVENUES									
BRIDGE TOLL REVENUES	\$ 13,200,000	\$ 11,461,258	87%	\$ (1,738,742)	\$ 11,461,258	\$ 11,331,497	\$ 129,761	1%	
BRIDGE REVENUE FUND INTEREST EARNED	28,000	79,341	283%	51,341	79,341	33,482	45,859	137%	<--- POOI
PESO EXCHANGE RATE INCOME	50,000	65,713	131%	15,713	65,713	59,074	6,639	11%	
RENTAL INCOME	222,600	182,500	82%	(40,100)	182,500	174,950	7,550	4%	
TOLL TICKET SALES	10,000	11,388	114%	1,388	11,388	9,510	1,878	20%	
TRANSFER IN - BRIDGE CIP	520,000	520,000	100%	-	520,000	-	520,000	0%	
FINANCING DEBT FUNDS	2,410,000	439,000	18%	(1,971,000)	439,000	2,010,000	(1,571,000)	-78%	
TOTAL REVENUES	16,440,600	12,759,199	78%	(3,681,401)	12,759,199	13,618,513	(859,313)	-6%	
EXPENDITURES									
PERSONNEL	1,258,200	889,845	71%	368,355	889,845	815,683	(74,162)	-9%	
SUPPLIES & MATERIALS	283,800	128,028	45%	155,772	128,028	93,888	(34,140)	-36%	
BUILDING & EQUIPMENT	3,099,000	1,246,195	40%	1,852,805	1,246,195	127,967	(1,118,228)	-874%	<--- CON
REPAIRS & MAINTENANCE	13,400	3,569	27%	9,831	3,569	3,285	(283)	-9%	
EQUIPMENT RENTALS	17,500	2,730	16%	14,770	2,730	2,914	184	6%	
UTILITIES	60,000	33,977	57%	26,023	33,977	39,180	5,203	13%	
VEHICLE USAGE	49,500	17,743	36%	31,757	17,743	18,101	358	2%	
INSURANCE	40,000	31,557	79%	8,443	31,557	29,627	(1,931)	-7%	
DEBT SERVICE	1,240,300	1,199,692	97%	47,174	1,199,692	271,118	(928,574)	-342%	<----NEW
CONTRACTUAL SERVICES	198,000	144,679	73%	53,321	144,679	109,982	(34,697)	-32%	<----STAC
OTHER CONTRACTUAL & SPECIAL SERVICES	1,128,800	699,720	62%	429,080	699,720	929,708	229,989	25%	
TRANSFERS OUT	10,039,200	9,420,263	94%	618,937	9,420,263	8,706,240	(714,023)	-8%	
TOTAL EXPENDITURES	17,427,700	13,817,999	79%	3,609,701	13,817,999	11,147,694	(2,670,305)	-24%	
REVENUE OVER/(UNDER) EXPENDITURES	<u>\$ (987,100)</u>	<u>\$ (1,058,800)</u>		<u>\$ (71,700)</u>	<u>\$ (1,058,800)</u>	<u>\$ 2,470,819</u>	<u>\$ (3,529,619)</u>		



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.C.

DATE SUBMITTED: August 9, 2018

MEETING DATE: August 15, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Engineer's Report.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation: No back-up information needed for this item.

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 08/09/2018



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.D.

DATE SUBMITTED: August 9, 2018

MEETING DATE: August 15, 2018

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Director's Report.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation: No back-up information needed for this item.

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 08/09/2018



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 7, 2018

MEETING DATE: August 15, 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 - 08/07/2018



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 7, 2018

MEETING DATE: August 15, 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 - 08/07/2018



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 7, 2018

MEETING DATE: August 15, 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 - 08/07/2018



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 7, 2018

MEETING DATE: August 15, 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 - 08/07/2018



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 7, 2018

MEETING DATE: August 15, 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 - 08/07/2018



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 7, 2018

MEETING DATE: August 15, 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 - 08/07/2018