



**TAKE NOTICE THAT A SPECIAL MEETING
OF THE BOARD OF COMMISSIONERS
OF THE CITY OF PHARR, TEXAS
WILL BE HELD AT CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 4:00 PM ON
MONDAY, OCTOBER 8, 2018**

The City of Pharr has called this meeting as allowed pursuant to Texas law, city charter, and Ordinance Q-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 city clerk prior to the scheduled meeting.

1. CALL TO ORDER:

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

REGULAR AGENDA - OPEN SESSION:

2. ADMINISTRATIVE:

A) Consideration and action, on Resolution declaring an Emergency and authorizing the emergency construction, authorizing the expenditure of funds and the recoupment thereof for such emergency funds and authorize City Manager to negotiate and enter into a contract for such emergency construction at 302 E. Las Milpas Road. (ADMINISTRATION)

B) Discussion on assisting the Texas Trails Subdivision in constructing and connecting a second outfall to the City of Pharr's drainage system. (ENGINEERING)

C) Consultation with the Board of Commissioners on review of the City's Organizational Structure. (ADMINISTRATION)

3. PURCHASING:

A) Consideration and action, on request from McAllen Chamber of Commerce for sponsorship in the amount of \$1,500 for the Santa Fe Steakhouse Wine Classic 2018 on Friday, October 26, 2018. (ADMINISTRATION)

4. CONTRACTS/AGREEMENTS:

A) Consideration and action, if any, on contract with De Saro Rodriguez, L.L.C. for services related to Trucking Expo Event. (ADMINISTRATION)

B) Consideration and action, if any, on contract with De Saro Rodriguez L.L.C. for services related to the State of the City Address. (ADMINISTRATION)

C) Consideration and action, if any, on contract amendment with Waste Management of Texas, Inc. (ADMINISTRATION)

D) Consideration and action, if any, authorizing City Manager to use The Interlocal Purchasing System (TIPS) Purchasing Cooperative to negotiate and approve a contract for the Demolition and Asbestos Abatement of the City Owned Buildings located on 200 and 220 South Cage Blvd. (Project #1819-39-510-C001-001) (PARKS)

5. CLOSED SESSION: *In accordance with Chapter 551 of the Texas Gov't. Code, the Pharr Board of Commissioners hereby gives notice that it may meet in a closed (non-public) executive session to discuss the items listed on the public portion of the meeting agenda.*

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

AGENDA SPECIAL MEETING
October 8, 2018

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.

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

7. ADJOURNMENT:

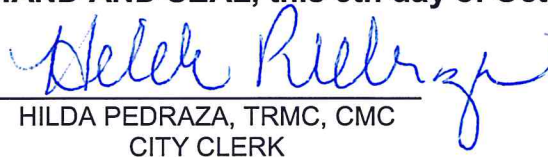
NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

City Hall is 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 City Clerk's Office at 956/402-4100 ext. 1003/1007 or FAX 956/702-5313 or E-mail hilda.pedraza@pharr-tx.gov or imelda.barrera@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do hereby certify that the above notice of said Special Meeting of the City Commission of the City of Pharr was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 5th day of October 2018 at 3:45 p.m. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).



WITNESS MY HAND AND SEAL, this 5th day of October 2018.


HILDA PEDRAZA, TRMC, CMC
CITY CLERK

I certify that the attached notice and agenda of items to be considered by the City Commission was removed from the bulletin board of City Hall on the ____ day of _____, 20__ by,

Title: _____



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 2.A.

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Consideration and action, on Resolution declaring an Emergency and authorizing the emergency construction, authorizing the expenditure of funds and the recoupment thereof for such emergency funds and authorize City Manager to negotiate and enter into a contract for such emergency construction at 302 E. Las Milpas Road.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: This is a contract negotiation and will be discussed in executive session

Financial Consideration: Total construction cost is estimated at \$78,700.00

Staff Recommendation:

Alternatives:

ROUTING:

Hilda Pedraza
Patricia Rigney
City Management Office

Created/Initiated - 10/05/2018
Approved - 10/05/2018
Final Approval - 10/05/2018



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 2.B.

DATE SUBMITTED: October 4, 2018

MEETING DATE: October 8, 2018

FROM: Omar Anzaldua, City Engineer

DEPARTMENT: Engineering

DIRECTOR:

Agenda Item: Discussion on assisting the Texas Trails Subdivision in constructing and connecting a second outfall to the City of Pharr's drainage system.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: Texas Trails is a private subdivision seeking assistance from the City of Pharr to construct a secondary drainage outfall for this private subdivision.

Financial Consideration: Approximate cost \$10,000 to \$15,000

Staff Recommendation:

Alternatives:

ROUTING:

Omar Anzaldua

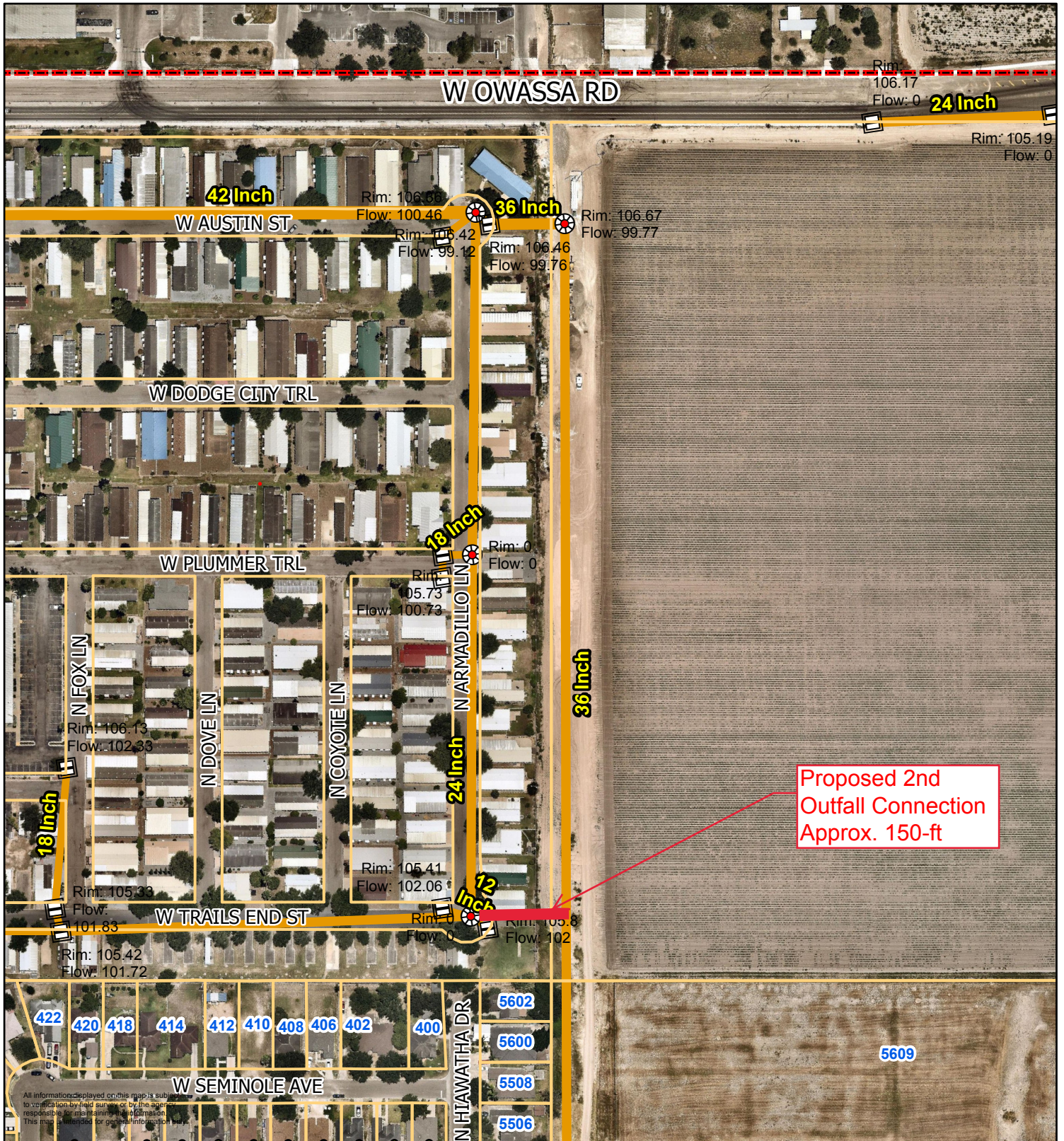
Created/Initiated - 10/04/2018

Omar Anzaldua

Approved - 10/04/2018

City Management Office

Final Approval - 10/05/2018

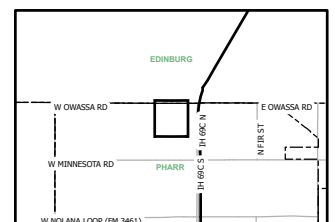
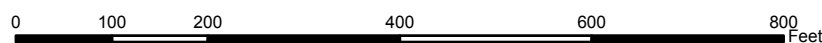


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|--|------------------|--|---------|--|---------|
| | Pharr City Limit | | MH | | 19 - 24 |
| | Pharr Parcels | | 9 - 15 | | 25 - 40 |
| | INLET | | 16 - 18 | | 41 - 48 |

City of Pharr, Texas
Engineering Department
956.402.4242

Date: 10/4/2018

Scale: 1 inch = 200 feet





AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 2.C.

DATE SUBMITTED: October 4, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

DEPARTMENT: Administration

DIRECTOR: Juan Guerra

Agenda Item: Consultation with the Board of Commissioners on review of the City's Organizational Structure.

Classification: Closed Session

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

Exclude Material from Public Packet? No

Reason:

Issue:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Hilda Pedraza
City Management Office

Created/Initiated - 10/04/2018
Final Approval - 10/05/2018



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 3.A.

DATE SUBMITTED: October 4, 2018

MEETING DATE: October 8, 2018

FROM: Imelda Barrera, Assistant City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Consideration and action, on request from McAllen Chamber of Commerce for sponsorship in the amount of \$1,500 for the Santa Fe Steakhouse Wine Classic 2018 on Friday, October 26, 2018.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: Request from McAllen Chamber of Commerce for sponsorship in the amount of \$1,500 for the Santa Fe Steakhouse Wine Classic 2018 on Friday, October 26, 2018.

Financial Consideration: Table Sponsor in the amount of \$1,500 (1 Table w/8 Seats)

Staff Recommendation:

Alternatives:

ROUTING:

Imelda Barrera
Sandra Zamora
Karla Moya
City Management Office

Created/Initiated - 10/04/2018
Approved - 10/05/2018
Approved - 10/05/2018
Final Approval - 10/05/2018



Santa Fe Steakhouse Wine Classic 2018

HAVANA WHITE NIGHTS

DATE: Friday, October 26, 2018

TIME: 6:30 – 10:30 p.m.

LOCATION: Quinta Mazatlan – 600 Sunset Dr., McAllen, TX

DRESS: White Attire Encouraged

PRESENTED BY:



It's Better at
BOGGUS
FORD LINCOLN
McALLEN

For more information, please contact:

ADDRESS

McAllen Chamber of
Commerce
1200 Ash Ave.
McAllen, TX 78501

PHONE

956.682.2871

WEBSITE

santafewineclassic.org

About The Event

Enjoy a night of fedoras, cigars, live Cuban music and dancing at this year's Havana White Nights themed event. The Santa Fe Steakhouse Wine Classic is scheduled for Friday, October 26, 2018 from 6:30 – 10:30 p.m. at Quinta Mazatlan, 600 Sunset Drive in McAllen, TX.



Bring the Community Together

The Santa Fe Steakhouse Wine Classic brings together the community in the Rio Grande Valley to support local education. It also allows them a chance to try wines from all over the world, food from the best restaurants in the McAllen area, and connect with others in the community.

Supporting Local Education

All proceeds from the Wine Classic will benefit the McAllen Chamber's education initiatives. The Chamber will focus on helping prepare students to compete in the 21st Century with a wide range of initiatives such as workforce readiness, internships, mentoring opportunities and additional training in education as well as scholarships.

Fine Wine and Exquisite Food

The Wine Classic features hundreds of wines from around the world and delicious food from some of the best local restaurants in and around McAllen such as the **Republic of the Rio Grande, Kumori, House.Wine & Bistro, SALT – New American Table, The Cimarron, The Spanish Room, Bodega Tavern & Kitchen, and of course, the Santa Fe Steakhouse.** The Classic also includes live music, as well as silent & wine auctions, and a champagne & dessert lounge.

Ticket Outlets & Sponsorship Packages

All proceeds from the Santa Fe Steakhouse Wine Classic will benefit the McAllen Chamber's education initiatives. To sponsor the Santa Fe Wine Classic, please call the McAllen Chamber of Commerce at 956.682.2871



TICKET OUTLETS

\$125 per person

- McAllen Chamber of Commerce
- Santa Fe Steakhouse
- Republic of the Rio Grande
- House.Wine & Bistro



TABLE SPONSOR

\$1,500

Receives the following:

- 1 table with 8 seats
- Recognition in our Program as a Table Sponsor



Ticket Outlets & Sponsorship Packages



CLASSIC SPONSOR

\$2,500

Receives all of the previous sponsorship level items, plus the following:

- Bottle of wine with complimentary cheese & cracker tray for your table
- Personal wait staff at the VIP Section
- Company's name will appear in our Press Release (4 or more times in any of the following publications)
 - The Monitor (circulation of 36,000)
 - Periodico USA (circulation of 24,000)
 - The Valley Town Crier (circulation of 22,000)
 - Texas Border Business (circulation of 12,100)
 - El Manana (circulation of 10,517)
 - Social Life Magazine (circulation of 10,000)
 - Valley Business Report (circulation of 10,000)
 - La Prensa (circulation of 5,000)
- Invite mailed to 1,600 contacts
- Invite posted on McAllen Chamber Facebook page
- Event promoted on McAllen Chamber Twitter account
- 350 tickets printed for sale
- Posted on McAllen Chamber website
- McAllen Chamber Newsletter sent to 1,600 members
- McAllen Chamber E-Blast E-Newsletter (2,500 contacts, every week leading to the event)
- Pull-up Display Banner at the event
- Your Banner will be displayed at the event (optional; to be provided by sponsor)
- Your Company's name and sponsorship will be mentioned throughout the event.
- Your Company's name and/or logo will appear on the Santa Fe Wine Classic website, designated as a classic sponsor with a link to your Company's website



PRESENTING SPONSOR

\$5,000

Receives all of the previous sponsorship level items, plus the following:

- Your Company's name and/or logo will appear on the Santa Fe Wine Classic website, designated as a presenting sponsor with a link to your Company's website.
- Photo opportunity at a place of your choice promoting the event to be featured in the press releases listed above.
- Your Company will be named in three \$1,000 scholarship awards at the scholarship luncheon at Santa Fe Steakhouse, and your Company's name and logo will be printed on three student scholarship certificates
- Your company will receive two invitations to attend the scholarship luncheon at the Santa Fe Steakhouse



News

MCALLEN CHAMBER & SANTA FE STEAKHOUSE AWARDED SCHOLARSHIPS TO MCALLEN ISD STUDENTS

In May this year, the McAllen Chamber of Commerce and the Santa Fe Steakhouse awarded 28 - \$1,000 scholarships to graduates of McAllen High School, Memorial High School, Nikki Rowe High School and Achieve Early College High School. The students were honoured at a luncheon at the Santa Fe Steakhouse where they received their scholarship recognition.

The following McAllen ISD Students were awarded the McAllen Chamber Scholarship Award



FRONT ROW: Sabrina Alvarez, Elizabeth Garza, Jessenia Herzberg, Regina Acosta, Sarah Forthuber, Irene Huq

MIDDLE: Camila Gonzalez Tovar, Lillian Duran, Valeria Salinas, Cara Li, Skylar Hernandez, Giovanna Milano, Shaena Reyes

BACK ROW: Jonathan Nguyen, Emily Whitworth, Katherine Scalise, Xela Shawn, Jeffrey Jabs, Alejandro Vasquez Marcano, Oscar Jared Garcia, Adrian Garza, Victoria Sola, Alessandra Gutierrez, Natalie Glasper, Vivian Park, Haniyyah Javed, Josue Lopez Not pictured: Carlos Eduardo Cantu

The Chamber's Education Initiatives Program is funded through the efforts of the Santa Fe Wine Classic, which has been held every year since 2009, and the Presidents' Cup Golf Tournament, sponsored this year by Boggus Ford Lincoln, to benefit the Chamber's efforts in education and student advancement. The business community is supportive of the Chamber's commitment to award students for their achievements and dedication to McAllen's future. This year, the Classic will celebrate its 10th year anniversary and is scheduled for Friday, October 26, 2018 at Quinta Mazatlan in McAllen.

This past year, through the Chamber's Education Initiatives Program, the Chamber has awarded \$2,000 to the McAllen Education Foundation and presented the \$28,000 scholarship awards to McAllen ISD graduates.

For more information regarding the Chamber's Education Initiative's Program or the Santa Fe Wine Classic, please contact Gerry Garcia at 682-2871.

Our Sponsors

We are so grateful to all our sponsors for all of their support



Santa Fe Steak
House & Cantina



Boggus Ford
Lincoln McAllen



L&F Distributors



IBC Bank



Cantu Special
Events



McAllen Hidalgo
International Bridge



Anzalduas
International Bridge



Atlas Electrical,
Air Conditioning,
Refrigeration &
Plumbing Services



McAllen Chamber
of Commerce



Frost Bank

For additional information about the Santa Fe Steakhouse Wine Classic, please contact
Gerry Garcia
Vice President of Special Projects
McAllen Chamber of Commerce
956.682.2871



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 4.A.

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Consideration and action, if any, on contract with De Saro Rodriguez, L.L.C. for services related to Trucking Expo Event.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: De Saro Rodriguez, LLC will provide event coordination, management services, sponsorship sales, and shoot and edit an Event Recap Video for the City of Pharr Trucking Expo

Financial Consideration: \$10,500

Staff Recommendation: Staff recommends approval

Alternatives:

ROUTING:

Hilda Pedraza
Patricia Rigney
Sandra Zamora
Karla Moya
City Management Office

Created/Initiated - 10/05/2018
Approved - 10/05/2018
Approved - 10/05/2018
Approved - 10/05/2018
Final Approval - 10/05/2018



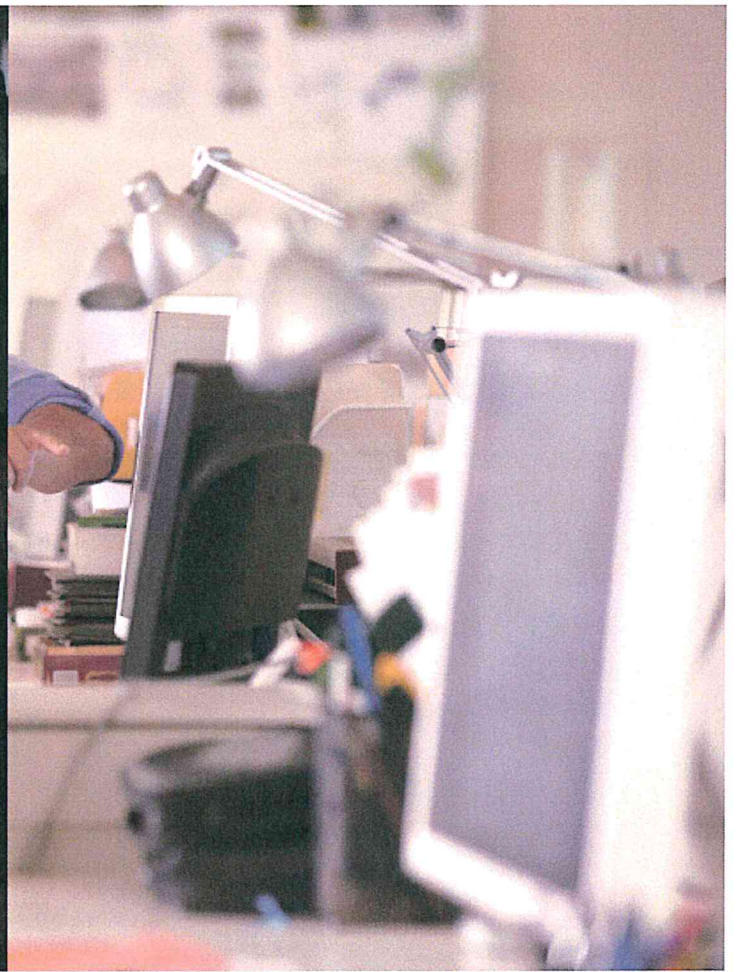
De Saro | Rodriguez
Advertising Agency

RECEIVED
OCT 03 2018
CITY MANAGERS OFFICE

**WE CREATE BRANDED CONTENT FOR OUR CLIENTS
ACROSS ALL MEDIA PLATFORMS**

Project proposal:

Client: City Of Pharr - TRUCKING EXPO
on: September 14th, 2018 Submitted by:
Rodrigo Rodriguez & Edna De Saro



Why De Saro | Rodriguez ?

Our team of producers, media buyers, video editors, and graphic artist; combine business development, marketing, communications, and design to develop effective and impactful branded content across all platforms . We don't just come up with what's cool; we craft the message your customers want to hear and one that you can deliver on. Most importantly we measure success by increasing our clients market growth.

City Of Pharr Trucking Expo

De Saro | Rodriguez will provide event coordination, management services, sponsorship sales, and shoot and edit an Event Recap Video.

Services to be detailed below.





AGENCY SERVICES



SERVICES

As Event Coordinators for the City of Pharr Trucking Expo, De Saro | Rodriguez will provide the following specific services as part of its project agreement:

SPONSORSHIP SALES

DR will provide marketing services for the City of Pharr Trucking Expo in the form of Management of Corporate Event Sales.

1. DR will create the City Of Pharr - Trucking Expo, corporate marketing sales package.
2. DR will be responsible for contacting, booking, and confirming corporate table sales.
3. DR will advise and consult on the Events planning and execution.
4. All legal contracts, will be drawn by the City Of Pharr and signed by an official of the City Of Pharr.
5. DR will be paid a 15% commission on all corporate sales.

EVENT CREATIVE DESIGN

The Creative Design of the overall look of an event like the City of Pharr Trucking Expo is of the utmost importance, attention to detail, and understanding how the different elements come together is key. DR will provide creative development services for the City of Pharr Trucking Expo to include:

1. Event Management
2. Set Design
3. Print Design
4. Invite Design
5. Design and Decorations
6. Facility Staging Design
7. Scheduling and Coordination



EVENT RECAP VIDEO PRODUCTION

DR will produce the graphic elements and event specific videos for the City of Pharr Trucking Expo, these key presentation elements will all have a unified theme look.

1. On Site shooting of event highlights
2. Interviews at the event of participants.
3. Editing of 1:30-2:30 Event Recap Video.
4. Insertion of event Logo and graphics in the Event Recap Video.
5. Adding of music as needed to edited master.
6. Creation and delivery of finished master.





AGENCY EXPERIENCE



MARKETING EXPERIENCE

-SOUTH TEXAS

De Saro | Rodriguez brings a wealth of marketing experience both in internal and external marketing for a variety of area companies. We provide a variety of services for our clients including: corporate event management, television advertising, public relations efforts, brand strategies, website design, print design, Social Media Management, and legal compliance.

Our South Texas area clients include: Lone Star National Bank, South Texas College, Space X, Security First Credit Union, Simpre Natural, Bob's Steak House, Pharr Economic Development Counsel, South Texas Sinus Center, RGV Vipers, and TexaSweat.



MARKETING EXPERIENCE

-GOVERNMENT ENTITIES

Some of our National, State, and City government experience include: Marketing efforts for Texas Lottery Commission, Texas Health And Human Services Commission, Houston Metro, Texas Work Force Commission, and US Border Patrol.



OUR TEAM



Edna De Saro

**Strategic Branding
Director**

Edna DeSaro has over 15 years experience in corporate brand management. She has vast knowledge in public relations and media buying. Edna also has a Master's Degree in Business.



Rodrigo Rodriguez

Creative Director

Rodrigo has over 25 years of experience in advertising and media production. He has worked on national campaigns for Uniroyal Tires, American Lung Association, Lone John Silvers, and Texas Road House.



Tom De Rosa

Social Media Manager

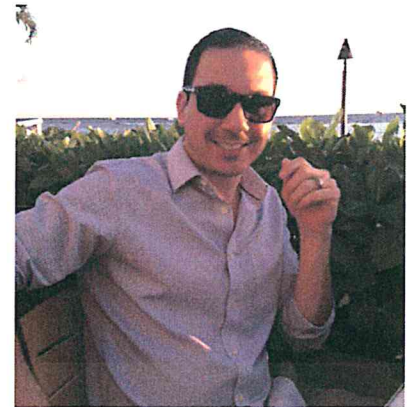
With over 4 years of experience, Tom is in charge of executing and coordinating Social Media Campaigns and Interactive Branding Strategies.



Mauricio Pena

Web Architect

Mauricio has devoted his career to all things internet. He brings vast experience in applying effective search engine optimization strategies and web design.



Gabe Aguilar

Senior Graphic Design

Gabe is the Senior Designer at De Saro | Rodriguez. He is a talented member of our team with well over 15 years of experience in all aspects of design; including identity, print, and web.



BUDGET BREAKDOWN

Below is the budget breakdown that we have estimated based on the scope of services outlined earlier in this proposal. The budget below is based on the City Of Pharr Trucking Expo Event:

Description	Total \$
Event Coordinator	5,000
Video Production, Graphics, and Crew	5,500
Event Coordinator - Balance Paid	-5,000
Total Due:	\$5,500



NEXT STEPS

1. Once you approve our general budget and approach, we will submit a Work Order & Invoice for you processing. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call

Rodrigo Rodriguez
Creative Director

Edna De Saro
Strategic Branding Director

Representative
City Of Pharr





AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 4.B.

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Consideration and action, if any, on contract with De Saro Rodriguez L.L.C. for services related to the State of the City Address.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: De Saro Rodriguez will provide event coordination, management services, sponsorship sales, and visual content for the Mayor's State of the City Address 2019.

Financial Consideration: \$45,500

Staff Recommendation: Staff recommends Approval

Alternatives:

ROUTING:

Hilda Pedraza

Created/Initiated - 10/05/2018

Patricia Rigney

Approved - 10/05/2018

Sandra Zamora

Approved - 10/05/2018

Karla Moya

Approved - 10/05/2018

City Management Office

Final Approval - 10/05/2018

RECEIVED
OCT 03 2018

CITY MANAGERS OFFICE

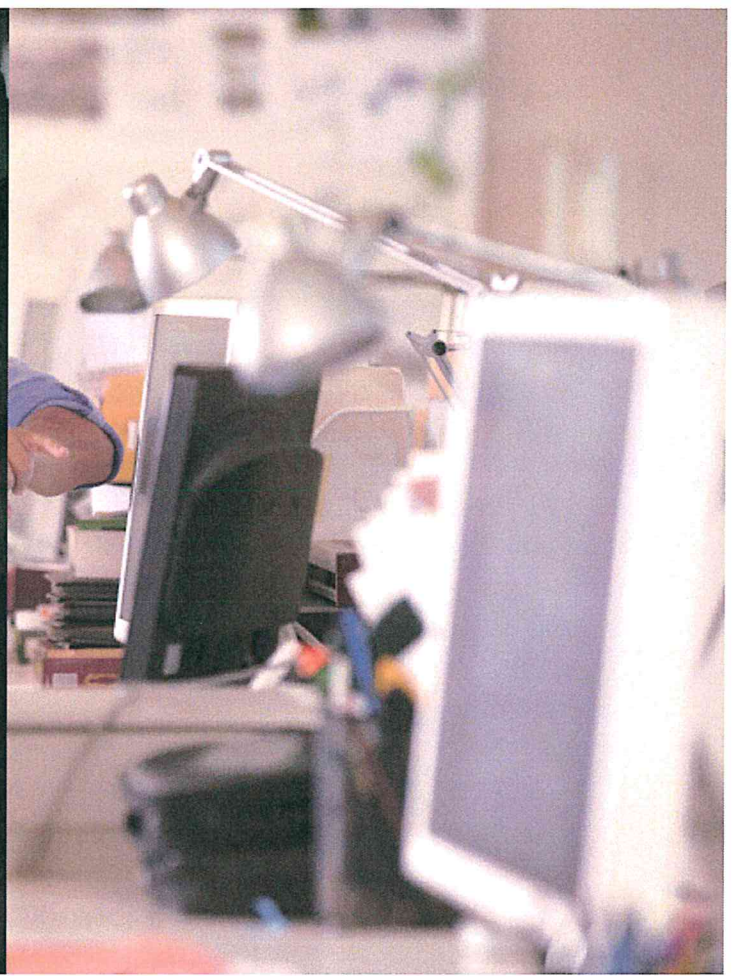


De Saro | Rodriguez
Advertising Agency

***WE CREATE BRANDED CONTENT FOR OUR CLIENTS
ACROSS ALL MEDIA PLATFORMS***

Project proposal:

Client: Pharr Economic Development
Delivered on: September 14th, 2018
Submitted by: Rodrigo Rodriguez & Edna De Saro



Why De Saro | Rodriguez ?

Our team of producers, media buyers, video editors, and graphic artist; combine business development, marketing, communications, and design to develop effective and impactful branded content across all platforms . We don't just come up with what's cool; we craft the message your customers want to hear and one that you can deliver on. Most importantly we measure success by increasing our clients market growth.

Mayor's State Of The City Address

De Saro | Rodriguez will provide event coordination, management services, sponsorship sales, and visual content for the Mayor's State Of The City Address for 2019. Services to be detailed below.





AGENCY SERVICES



SERVICES

As Event Coordinators for the Mayor's State Of The City Address, De Saro | Rodriguez will provide the following specific services as part of its project agreement:

SPONSORSHIP SALES

DR will provide marketing services for the annual Mayor's Address in the form of Management of Corporate Event Sales.

1. DR will create the City Of Pharr - Annual Mayor's State Of City Address 2018, corporate marketing sales package.
2. DR will be responsible for contacting, booking, and confirming corporate table sales.
3. DR will advise and consult on the Events planning and execution.
4. All legal contracts, will be drawn by the City Of Pharr and signed by an official of the City Of Pharr.
5. DR will be paid a 15% commission on all corporate sales.

EVENT CREATIVE DESIGN

The Creative Design of the overall look of an event like the Mayor's Address is of the upmost importance, attention to detail, and understanding how the different elements come together is key. DR will provide creative development services for the Mayor's State Of The City Address to include:

1. Event Management
2. Set Design
3. Print Design
4. Invite Design
5. Table Design and Decorations
6. Facility Staging Design
7. Scheduling and Coordination



TECHNICAL COORDINATION

DR will provide technical coordination the events technical requirements as related to the over all staging presentation including; lighting, videos, and sound.

1. Stage Crew Management
2. Stage Management
3. Crew Schedules and Coordination
4. Communications
5. Coordination with outside vendors and city staff
6. Coordination and operation of Large Projection Screens
7. Coordination of AV playback

HOST COORDINATION

DR will provide Hosting Coordination the events technical requirements as related to catering and decorations.

1. Selection and Supervision of catering
2. Mayors Executive Greenroom catering
3. Selection and purchase of guest gifts
4. Creation and distribution of event invitations.
5. Coordination and assignment of tables and sitting.

VIDEO & GRAPHIC PRODUCTION

DR will produce the graphic elements and event specific videos for the State Of The City Address, these key presentation elements will all have a unified theme look.

1. Graphic slide design and production
2. Transitional Video Bumpers
3. Scripting writing and reseach for Event Presentation Videos
4. Sponsor Video - Name Recognition
5. Production of Event Presentation Video- "Pharr Citizens Report". Based on Pharr residents talking about the recent improvements that they are experiencing in Pharr. 4- 5 Minutes in lenght.
6. Creation of all 4k Projection Masters Files
7. Coordination and filming of all Video Interviews.





AGENCY EXPERIENCE



MARKETING EXPERIENCE

-SOUTH TEXAS

De Saro | Rodriguez brings a wealth of marketing experience both in internal and external marketing for a variety of area companies. We provide a variety of services for our clients including: corporate event management, television advertising, public relations efforts, brand strategies, website design, print design, Social Media Management, and legal compliance.

Our South Texas area clients include: Lone Star National Bank, South Texas College, Space X, Security First Credit Union, Simpre Natural, Bob's Steak House, Pharr Economic Development Counsel, South Texas Sinus Center, RGV Vipers, and TexaSweat.

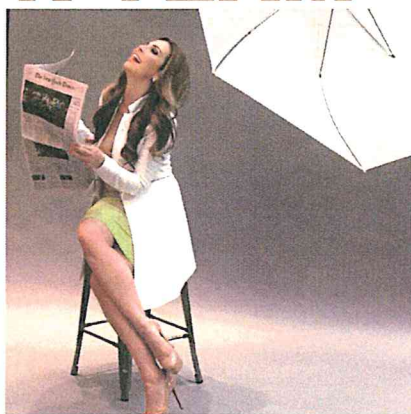


MARKETING EXPERIENCE -GOVERNMENT ENTITIES

Some of our National, State, and City government experience include: Marketing efforts for Texas Lottery Commission, Texas Health And Human Services Commission, Houston Metro, Texas Work Force Commission, and US Border Patrol.



OUR TEAM



Edna De Saro

**Strategic Branding
Director**

Edna DeSaro has over 15 years experience in corporate brand management. She has vast knowledge in public relations and media buying. Edna also has a Master's Degree in Business.



Rodrigo Rodriguez

Creative Director

Rodrigo has over 25 years of experience in advertising and media production. He has worked on national campaigns for Uniroyal Tires, American Lung Association, Lone John Silvers, and Texas Road House.



Tom De Rosa

Social Media Manager

With over 4 years of experience, Tom is in charge of executing and coordinating Social Media Campaigns and Interactive Branding Strategies.



Mauricio Pena

Web Architect

Mauricio has devoted his career to all things internet. He brings vast experience in applying effective search engine optimization strategies and web design.



Gabe Aguilar

Senior Graphic Design

Gabe is the Senior Designer at De Saro | Rodriguez. He is a talented member of our team with well over 15 years of experience in all aspects of design; including identity, print, and web.



BUDGET BREAKDOWN

Below is the budget breakdown that we have estimated based on the scope of services outlined earlier in this proposal. The budget below is based on the 2018 Mayor's Address cost:

Description	Total \$
Event Coordinator	12,000
Print Design Services	2,500
Technical Director & AV Coordinator	4,500
Video, Graphic Production, and Crew	26,500
Total:	45,500

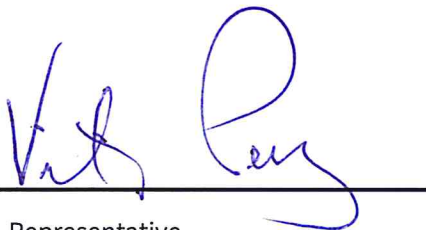


NEXT STEPS

1. Once you approve our general budget and approach, we will submit a Work Order & Invoice for you processing. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call

Rodrigo Rodriguez
Creative Director

Edna De Saro
Strategic Branding Director



Representative
Pharr Economic Development





AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 4.C.

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Consideration and action, if any, on contract amendment with Waste Management of Texas, Inc.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: This amendment will extend the Waste Management Contract to 2028 with certain changes.

Financial Consideration:

Staff Recommendation: Staff is recommending approval

Alternatives:

ROUTING:

Hilda Pedraza
Patricia Rigney
City Management Office

Created/Initiated - 10/05/2018
Approved - 10/05/2018
Final Approval - 10/05/2018



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 4.D.

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Omar Anzaldua, City Engineer

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Consideration and action, if any, authorizing City Manager to use The Interlocal Purchasing System (TIPS) Purchasing Cooperative to negotiate and approve a contract for the Demolition and Asbestos Abatement of the City Owned Buildings located on 200 and 220 South Cage Blvd. (Project #1819-39-510-C001-001)

Classification: Regular

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

Exclude Material from Public Packet? No

Reason: N/A

Issue: Demolition of two existing buildings for the development of the proposed downtown park.

Financial Consideration: The Demolition and Asbestos Abatement is estimated as follows:

Demolition: \$62,000

Asbestos Abatement: \$20,000 (Contingency Allowance)

Total not to Exceed \$82,000

Staff Recommendation: Staff recommends approval and authorization to use The Interlocal Purchasing System (TIPS) Purchasing Cooperative to negotiate and approve a contract with RL Abatement Inc. from Weslaco, TX, for the Demolition Asbestos Abatement of the City Owned Buildings located on 200 and 220 South Cage Blvd.

Alternatives: The alternative would be the conventional Bid Process which will take around 1-month from the time of advertisement to the start of construction. Since this is a time sensitive project, using the TIPS Purchasing Cooperative will allow to begin work within one week of contract approval.

If the conventional Bid Process is preferred, staff requests approval to advertise for bids for the Asbestos Abatement of the Jose "Pepe" Salinas Civic Center

ROUTING:

Omar Anzaldua	Created/Initiated - 10/05/2018
Omar Anzaldua	Approved - 10/05/2018
Sandra Zamora	Approved - 10/05/2018
Karla Moya	Approved - 10/05/2018
Patricia Rigney	Approved - 10/05/2018
City Management Office	Final Approval - 10/05/2018



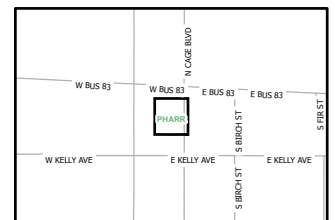
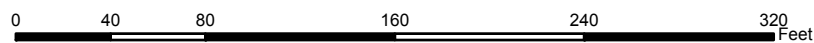
 Pharr City Limit

 Pharr Parcels

City of Pharr, Texas
Engineering Department
956.402.4242

Date: 10/4/2018

Scale: 1 inch = 81 feet



R.L. ABATEMENT, INC.

P.O. BOX 332

WESLACO, TEXAS 78599

TEL: 956-968-2265

FAX: 956-968-3301

WWW.rlabatement.com

Email: rlai@rlabatement.com

BID PROPOSAL

Proposal No: 18-2738

Date: 10-03-2018

Project: Building Structures
Corner of Cage & Caffery Ave.
Pharr, Texas

RE: **Demolition**

BID ITEM: Complete demolition of two buildings, concrete slab and disposal. Work to be completed within three weeks. Breakdown items as followed:

-Cost for demolition of two buildings, temporary chain link fence, Permits and silt fence,
Select backfill, capping of utility lines, payment and performance bonds:.....\$61,907.00
(Sixty-one Thousand Nine Hundred Seven Dollars and Zero Cent.)

-Contingency Allowance:.....\$20,000.00
(Unforeseen Asbestos vinyl floor tile and tape/bed on wall board)

Exclusions:

- *Hiring an Asbestos Consultant who will need to prepare specifications, conduct air monitoring and clearance testing, if applicable.
- *Notification filing fees and State fees (ARU), which will be mailed directly to the owner, if applicable.
- *Built Back or Replacements of any items.
- *Disconnection, re-routing or re-location of any utility lines.
- *Builders Risk

R.L. ABATEMENT, INC. will provide labor, materials, equipments and insurances. Proposal is subject to change in accordance with the project's specifications.

Submitted by: Roberto Valladares, Jr. Print Name: Roberto Valladares, Jr. Title: President Date: 10/03/2018

Acceptance of Proposal: The above price, specifications and conditions are satisfactory and hereby accepted. You are authorized to do the work as specified.

Signature: _____ Print Name: _____ Title: _____ Date: _____

Note: This proposal is good for 30 days from date submitted. If your firm is exempt from any and all taxes, please provide our office with a Tax Exempt Form. If Tax Exempt form is not received in our office, you will be charged 8.25% (taxes) on invoice.



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #:

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

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:

Hilda Pedraza

Created/Initiated - 10/05/2018



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #:

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

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:

Hilda Pedraza

Created/Initiated - 10/05/2018



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #:

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

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:

Hilda Pedraza

Created/Initiated - 10/05/2018



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #:

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

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:

Hilda Pedraza

Created/Initiated - 10/05/2018



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #:

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

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:

Hilda Pedraza

Created/Initiated - 10/05/2018



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #:

DATE SUBMITTED: October 5, 2018

MEETING DATE: October 8, 2018

FROM: Hilda Pedraza, City Clerk

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:

Hilda Pedraza

Created/Initiated - 10/05/2018