

**REGULAR MEETING
TOLL BRIDGE BOARD
HELD ON OCTOBER 17, 2018, AT 12:00 P.M.
CITY HALL, 118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS**

On the 17th day of October 2018, the Toll Bridge Board met in a regular Bridge Board Meeting. Following is the record of attendance.

MEMBERS PRESENT: Edgar Delgadillo, Chairman
Larry Hernandez, Vice-Chairman
Prajeres Gutierrez, Secretary
Tony Martinez, Member
Artemio Palacios, Member

MEMBER ABSENT: None

**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
Vanessa Guzman, Administrative Assistant
Cleo Salinas, Administrative Assistant
Freddy Flores, Trade Liaison
Ezequiel Ordonez, Bridge Liaison

OTHER PRESENT: Ed Wylie, Deputy City Manager
Patricia Rigney, City Attorney
Carlos Montemayor, Finance Department
Omar Anzaldua, City Engineering
Sgt. Juan Sanchez, Bridge PD
David Moreno, CBP
David Gonzalez, CBP
Javier Cantu, CBP
Hollis Rutledge, Governmental Affairs

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. Chairman Delgadillo moved to the next item.

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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- SEPTEMBER 19, 2018.

ITEM “5”: CONSIDERATION AND ACTION, IF ANY, ON TEXAS WATERMELON ASSOCIATION 2018 CONVENTION SPONSORSHIP FOR \$1,000.

ITEM “6”: CONSIDERATION AND ACTION, IF ANY, ON MEXICO’S AUTO INDUSTRY SUMMIT FOR \$5,500.

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.

C. 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 “7”: CROSSING AND REVENUES COMPARISON FOR SEPTEMBER 2018.

Chairman Delgadillo introduced the next item. Mr. Brouwen, Director of Operations stated that for the month of September total crossings were 108,267, which shows a decrease of -6,641 vehicles or -5.78% compared to last year. Mr. Brouwen

stated that total crossing for cars were 62,054 cars, which shows a decrease of -5,525 cars or -8.18%. 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 September were 46,213, which shows a decrease of -1,116 trucks or -2.36% 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 September were 50,725, which shows a decrease of -7 trucks or -0.01% decrease in trucks. Mr. Brouwen stated that for the Agriculture for the month of September they had 12,699 trucks, which represents a 27% of all imports from Mexico to the U.S. Several discussions then took place regarding crossings. Mr. Brouwen stated that total revenue collected for the month of September were \$989,616, which shows a decrease of -\$135,101 or -12.01% in revenues. Several discussions then took place regarding the crossing and the Mexican Aduana construction. Chairman Delgadillo moved to the next item.

ITEM "8": EXPENDITURES REPORT FOR SEPTEMBER 2018.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that they do have Carlos Montemayor there in representation of Karla Moya, Finance Director if they have any questions. He added that they just kicked off the fiscal year as of October 1st and one of the things that they need to consider is for this year is how much they put in to the product in comparison as to how much they put in on the marketing side. He added that they do have some marketing already lined up for the entire fiscal year, but they might need to make some adjustments along the way and that was a given from the beginning so he just wanted to make everyone aware of how the budget is going to be laid out for this year. Mr. Bazan stated that it is pretty much what they had for last fiscal year but they do have some wiggle room in there to make adjustments as needed, but one of the things that he was discussing with staff this morning is to have some type of internal meeting. He added that first with staff and even bring a couple of board members, maybe someone from the trade to discuss marketing going forward. He added that because one of the things that they need to consider is how much do they want to put in to that in comparison to the product, and by product, he means their infrastructure and things of that nature. He stated that they are already putting a lot of money in to that, which is good so it kind of evens out but at the end of the day his thing has always been about promoting that infrastructure once they get it built. Mr. Bazan stated that they will have that discussion further along the way and they can entertain questions in executive session regarding that. Chairman Delgadillo stated that he knows that Karla is not there, but they can relay the message and this is something that he has told Luis and he has told Fred that the bridge is handled as a business, it creates a lot of revenue for the city and its budget should be treated as a business. He added that most businesses, they have to invest in it to generate new customers and maintain the customers they already have and recuperate the ones they have lost and sometimes those are the ones that cost you the most. He stated that just make sure that they have room for them to work and do their job the way they expect them to get results for the bridge. Member Martinez stated that to add on to what the Chairman said, they all have handled budgets at one level or another, but what

percentage of their total budget are they actually allocating to marketing. He added that not only do they have to keep it, but also they have to retain the market share because the reality is that the region is booming and everyone is fighting for the same customer. He stated that it is going to take some innovation, and realistically if they look at the staff, everybody wears different hats and his respects to the team because they have not added any personnel. He added that yet they have increased 6% in just cargo trucks for the fiscal year, so that is huge with the same staff and he can easily say that hats off to everybody because they do so much work. Member Martinez stated that now they have more trade shows, BridgeConnect every month, it is on the road, so these are all things that they have to look at, and they should do that meeting on a more consistence bases just to be aligned with the city's overall vision. Several discussion then took place regarding peak hours at the bridge with the new system. Chairman Delgadillo moved to the next item.

ITEM "9": PROJECT ENGINEER REPORT.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that they do have Omar Anzaldua, City Engineer is there if they have any questions regarding their projects. He added that he would like to say a few things regarding these projects, but will not go in to full detail because they are pretty much standing where they stood last month as far as the percentage of completion on the design. He added that one of the things that they got done this week with the help of Omar and last week with Karla was Exhibit F for the Donations Acceptance Agreement. He added that Exhibit F is something that they needed to submit to CBP & GSA, and what it was is a financial plan and statement. He stated that basically financial capability of the city, so they were able to coordinate efforts with finance to ensure that they gave them the information that they needed. He added that they are secured funding on the federal side for most of these projects and they already have some federal funds lined up for next fiscal year's projects, so with that he will leave it for Omar if he has anything to add. Mr. Omar Anzaldua, City Engineer stated that just to add on to that the FY15, which is the northbound lanes and the second BSIF exit project with CBP, like Luis mentioned that have gotten pretty much all the Exhibits for the Donations Acceptance Agreement, so now GSA & CBP will be routing all that up to Washington for signatures. He added until the federal government signs that, they will not be able to go out for bids, which they expect to go out for bids in December or January. He stated that that is the time line and all the paperwork is pretty much done so they are just waiting. Mr. Omar Anzaldua, City Engineer stated that on FY16, which is the Dry Dock, Cold Inspection Facility and Regional Ag Lab & Training Center, they should be at about 100% by the end of the month with the plans. He stated like Luis mentioned they did get some funding from TX-DOT on some of those projects, so they are going to be looking at staggering that project. He added that they cannot be going through construction with the other projects in place, so they are looking at staggering that until probably mid-year next year June 2019 to start that project just to let the other projects get on the ground. He added that there is going to be a lot of activity coming up at the bridge here at the beginning of the year. Mr. Omar Anzaldua, City Engineer stated that lastly the bridge office expansion project they did do some modifications with some stainability issues to

go out for bids, that is a million dollar budget for that project to renovate the bridge where Luis is at and some of the toll facilities. He added that that one should be going out for bids by the end of October and bid it out for three weeks and maybe start construction also in December, so that is the time line for the projects that they have going on with the bridge. Mr. Luis Bazan, Bridge Director stated that there is a lot of construction coming up and they did secure Rider11B Funds. He added that that is the federal funds that they secured, which is about twelve million dollars for the FY16 projects as Omar mentioned. Several discussions then took place regarding the bridge office expansion project. Chairman Delgadillo moved to the next item.

ITEM "10": DIRECTORS ADMINISTRATIVE REPORT.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that he wants to give a quick update on what is going on with NAFTA. He added that as they are aware they are members of the North American Strategy for Competitiveness otherwise known as NASCO, they are also members of the Border Trade Alliance, Border Trade Advisory Committee and many of these conversations come up. He then began to give a brief update on the US timeline for NAFTA. Some discussions then took place regarding NAFTA.

Mr. Bazan, Bridge Director Stated that the other thing he wanted to share with them is that last month they held their BridgeConnect Trade Session, which they hold once a month and this one was specifically on NAFTA 2.0 and it's impact on the border region particularly in the Rio Grande Valley mostly affecting Pharr. He added that they brought in the Trade For America Director Mr. Bill Lane from Washington, D.C. and they also had Ken Roberts from World City who publishes their Trade Numbers every couple of years and now they have an agreement with them to publish it for the next two years. He added that they were able to come in there and paint the overall picture and they had about 95 people in attendance and most of them are their customers and some of them are not their customers but they are looking at Pharr or they are just using them as a platform for information. He stated that these are small conferences and this was the new face of BridgeConnect and as they can see they went all out on this one and people appreciated the fact that they are putting some money in to it because they become dependent on the information that they share with them. He added that it was good to have people from Miami the State of Florida and then from Washington D.C. to be present here in Pharr. He then showed the board pictures from the BridgeConnect Trade Session. Some discussion then took place regarding the BridgeConnect Trade Session.

Mr. Bazan, Bridge Director Stated that just last week they had their Start of the Produce Season, and they had a tremendous amount of people. He added that they had over 150 people that attended and this is the largest event that they have held to date when it comes to this. He stated that that was Edgar Delgadillo's truck in the picture, a very beautiful truck and our Ag Commissioner wanted to buy it on the spot. He added that they had Sid Miller, Texas Agriculture Commissioner present and showed photos of the event. Several discussions then took place regarding the Start of the Produce Season celebration and a video was shown to the board that was created from the event. Chairman Delgadillo moved on to the next item.

D. ADMINISTRATIVE:

ITEM “11”: DISCUSSION AND ACTION, IF ANY, ON VIVA FRESH SUMMIT SPONSORSHIP AND BOOTH.

Chairman Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that this is something that they have done for 6 years. He added that Viva Fresh is a regional event and this will take place in San Antonio this coming year, but this is just a commitment that they do through the Texas International Produce Association (TIPA), so he just wanted to open it up and next month he will bring in Dante Galeazzi the President/CEO for TIPA to give them more details on that but everyone who has participated in it are very familiar with what goes on there. Several discussions then took place regarding this item. No motion was made, item was only discussed. Chairman Delgadillo moved on to the next item

E. ADJOURNMENT:

ITEM “12”: ADJOURNMENT

Chairman Delgadillo introduced the next item. Member Palacios made a motion to adjourn the meeting. Vice-Chairman Hernandez 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 17th DAY OF OCTOBER 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/BoardMtgMinutes10-17-18