



**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, SEPTEMBER 25, 2019 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.
- B) Pledge of Allegiance/Invocation. (BRIDGE)

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

- A) Approval of Minutes for August 21, 2019.
- B) Consideration and action, if any, on renewal of NASCO Annual Membership dues for \$5,000.
- C) Consideration and action, if any, on renewal of Texas International Produce Association (TIPA) for \$2,000.
- D) Consideration and action, if any, on Advertising with Texas Border Business for \$1,310 for 12 months.

AGENDA BRIDGE BOARD MEETING

September 25, 2019

E) Consideration and action, if any, on Advertising with The Advance News Journal for \$930 per month for 12 months.

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

G) Consideration and action, if any, on Sinola Encanta Sponsorship for \$2,367.

3. 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 August 2019.

B) Finance Report for August 2019.

C) Engineer's Report.

D) Director's Report.

4. ADMINISTRATIVE:

A) Discussion and action, if any, on proposal from Taller de Infografia y Fotografia (TIF) on Virtual Tour Animation and Video Presentation.

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 Board 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 Board 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**

AGENDA BRIDGE BOARD MEETING

September 25, 2019

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

Pursuant to Section 551.084, the Board 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 Board 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

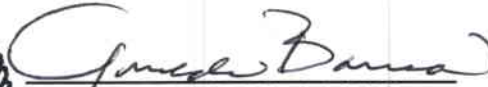
AGENDA BRIDGE BOARD MEETING

September 25, 2019

posted on the bulletin board of City Hall and on the City's webpage at www.pharr-tx.gov. The Notice was posted at a place convenient and readily accessible to the general public at all times; that said Notice was posted on the 20th day of September at 3:00 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 20th day of September at 3:00 p.m.




IMELDA BARRERA, TRMC
ASSISTANT CITY CLERK



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge
Board

AGENDA ITEM #: 2.A.

DATE SUBMITTED: September 18,
2019

MEETING DATE: September 25,
2019

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Approval of Minutes for August 21, 2019.

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue: Minutes for monthly Bridge Board meeting.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019

**REGULAR MEETING
TOLL BRIDGE BOARD
HELD ON AUGUST 21, 2019, AT 12:00 P.M.
CITY HALL, 118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS**

On the 21st day of August 2019, 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
Tony Martinez, Member
Adalberto Campero, Member
Luis Flores, 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

OTHER PRESENT: Alex Meade, City Manager
Ed Wylie, Deputy City Manager
Patricia Rigney, City Attorney
Karla Saavedra, Finance Director
Omar Anzaldua, City Engineering
Veronica Gutierrez, Purchasing Department
Cynthia Garza, Director of External Affairs
Joel Robles, Pharr PD
Juan Sanchez, Pharr PD
David Moreno, CBP
Ezequiel Ordonez, Mexico Liaison

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 Edgar Delgadillo called the meeting to order. All members were present during roll call. Chairman Edgar Delgadillo moved to the next item.

ITEM “2”: PLEDGE OF ALLEGIANCE/INVOCATIONS.

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

B. 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 “3”: CONSIDERATION AND ACTION ON APPROVAL OF MINUTES- JULY 17, 2019.

ITEM “4”: CONSIDERATION AND ACTION, IF ANY, ON 2019 INDEX REYNOSA MEMBERSHIP RENEWAL FOR \$1,948.80.

ITEM “5”: CONSIDERATION AND ACTION, IF ANY, ON ADVERTISING WITH THE PRODUCE NEWS IN THE PMA ISSUE FOR \$2,415.

ITEM “6”: CONSIDERATION AND ACTION, IF ANY, ON XXVI CONGRESO DEL COMERCIO EXTERIOR MEXICANO SPONSORSHIP FOR \$1,500.

Chairman Edgar Delgadillo introduced the next item. Member Flores made a motion to approve the Consent Agenda as presented. Member Martinez seconded the motion and was then carried on unanimously. Chairman Edgar 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 JULY 2019.

Chairman Edgar Delgadillo introduced the next item. Chairman Delgadillo stated that before they go in to the item he would like to thank Artemio Palacios and Prajeres Gutierrez for their serve on the board and they would like to welcome the new board members, which are Adalberto Campero and Luis Flores, thank you for your serve. Mr. Brouwen, Director of Operations stated that for the month of July total crossings were

97,056, which shows a decrease of (-15,479) vehicles or -13.75% compared to last year. Mr. Brouwen stated that total crossing for cars were 43,198 cars, which shows a decrease of (-20,813) cars or -32.51%. Mr. Brouwen then showed a car crossing comparison from other bridges across the board. Mr. Brouwen reported that total truck crossings for the month of July were 53,858, which shows an increase of 5,334 trucks or 10.99% increase in trucks. Mr. Brouwen then showed a truck crossing comparison from other bridges across the board. Mr. Brouwen reported that northbound crossings for the month of July were 55,450, which shows an increase of 3,016 trucks or 5.75% increase in trucks. Mr. Brouwen stated that for the Agriculture for the month of July they had 14,603 trucks, which represents a 27% of all imports from Mexico to the U.S. Mr. Brouwen stated that total revenue collected for the month of July were \$1,195,730, which shows an increase of \$60,475 or 5.33% in revenues. Several discussions then took place regarding the crossings. Chairman Edgar Delgadillo moved to the next item.

ITEM “8”: EXPENDITURES REPORT FOR JULY 2019.

Chairman Edgar Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that they do have Karla Saavedra, Finance Director if they have any questions. Chairman Edgar Delgadillo moved to the next item.

ITEM “9”: PROJECT ENGINEER REPORT.

Chairman Edgar Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that they do have Omar Anzaldua, City Engineer there if they have any questions regarding their projects. He stated that right now a couple of things that they are working on that have been moving forward is the building expansion. He added that there was a spot there when they had a lot of rain where they halted it for about three weeks to a month because there was a lot of rain and the equipment was under water, but they got going and Omar may have a quick update on what is going on there.

Mr. Omar Anzaldua, City Engineer stated that that project was currently stated to finish up in December, but it might slip in to January or February with all the rain days that they have accumulated. He added that as far as the other projects, the FY15DAP, which is the two northbound lanes and the second BSIF exit is currently pending TX-DOT formal approval of rejecting bids. He added that they had one bidder and it came in at twice the estimated budget, so they are going to rebid that project hopefully in the fall and get more participation with contractors.

Mr. Omar Anzaldua, City Engineer stated that as far as the FY16, that is the Ag lab, dry dock and the cold inspection facility, those plans are a 100% complete and right now they are just going through the Donation Acceptance Agreement process and getting all the documents in order so those can get executed and so they can have a plan to bid that project out.

Mr. Luis Bazan, Bridge Director added that these projects are pretty much at a 100%, but there is a lot of review process between GSA, CBP and them as the project sponsors, so it takes a lot of concurrences with all this government agencies to be on the same page and then finalizing everything through the final document which is the

Donation Acceptance Agreement or DAA, where GSA requires certain exhibits. Chairman Edgar Delgadillo moved to the next item.

ITEM “10”: DIRECTORS ADMINISTRATIVE REPORT.

Chairman Edgar Delgadillo introduced the next item and stated that they will discuss this in executive session.

D. ADMINISTRATIVE:

ITEM “10”: DISCUSSION AND ACTION, IF ANY, ON ALLOCATING FUNDS FOR AG INTERNSHIP PROGRAM IN LIEU OF STAC AG REIMBURSEMENT PROGRAM.

Chairman Edgar Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that this is something that they have been in conversations with for the last four years, it is something that they have shed light on at several meetings in the past. He added that as they are aware in the last two or three years, they have gotten reimbursements through this STAC reimbursement program at about a hundred and eighty to two-hundred thousand dollars, that is much how they have invested to Ag overtime. He added that there is a new program in place and they have invited Cynthia Garza, Government Affairs Director for the City of Pharr as she has been the one actively pursuing this and working together collectively together with us at the bridge with Texas International Produce Association and also at the federal level with United Fresh, which will be sometime in September, so he will bring her up at this time so she can explain the white paper, what the proposal calls for. Mrs. Cynthia Garza-Reyes, Governmental Affairs Director then began to explain this item in detail and how it will benefit the Pharr Bridge. Several discussions then took place regarding this item. Member Martinez made a motion to approve the item. Vice-Chairman Hernandez seconded the motion and was then carried on unanimously. Chairman Edgar Delgadillo moved to the next item

ITEM “11”: DISCUSSION AND ACTION, IF ANY, ON ELECTION OF VICE-CHAIRMAN AND SECRETARY.

Chairman Edgar Delgadillo introduced the next item and stated that they will discuss this in executive session.

E. EXECUTIVE 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 C-E.

Chairman Edgar Delgadillo stated the time being 12:22p.m., the Bridge Board would be going in to executive session in accordance with Chapter 551 of the Texas Govt.

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

Chairman Edgar Delgadillo reconvened the meeting to regular session at 1:07pm and stated that they will go back to Item 4B (Item 11), discussion and action, if any, on the election of Vice-Chairman and Secretary. Chairman Delgadillo stated that they need two independent motions. Vice-Chairman Hernandez made a motion to nominate Tony Martinez for Vice-Chairman. Member Campero seconded the motion and was carried on unanimously. Chairman Delgadillo stated that they need a motion for Secretary. Vice-Chairman Martinez made a motion to nominate Beto Campero for Secretary. Chairman Delgadillo seconded the motion and was carried on unanimously. Chairman Delgadillo moved to the next item.

G. ADJOURNMENT:

ITEM "12": ADJOURNMENT

Chairman Edgar Delgadillo introduced the next item. Vice-Chairman Martinez made a motion to adjourn the meeting. Member Hernandez seconded the motion and was then carried on unanimously.

APPROVED AS SUBMITTED:

EDGAR DELGADILLO, CHAIRMAN

ATTEST:

ADALBERTO CAMPERO, SECRETARY

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

ON THE 21st DAY OF AUGUST 2019, 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/BoardMtgMinutes8-21-19



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.B.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Consideration and action, if any, on renewal of NASCO Annual Membership dues for \$5,000.

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue: NASCO annual membership dues

Financial Consideration: \$5,000

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019



NASCO

**North American Strategy for
Competitiveness**

4347 W. Northwest Hwy, Suite 130-250
Dallas TX 75220
U.S.A

Invoice

Invoice# INV-000716

Balance Due
USD5,000.00

Bill To

Pharr International Bridge

Mr. Luis Bazan

9900 S. Cage Blvd.
Pharr Texas
78577

Invoice Date : 09/05/2019

Due Date : 11/01/2019

#	Item & Description	Rate	Amount
1	NASCO Annual Membership Dues November 2019 - October 2020	5,000.00	5,000.00
Sub Total			5,000.00
Total			USD5,000.00
Balance Due			USD5,000.00

Notes

As the 2019 NASCO Continental Reunion is less than 30 days, your expedited payment would be greatly appreciated! You are welcome to pay by check, wire, or ACH. Please make checks payable to North American Strategy for Competitiveness or NASCO. If you intend to pay by wire transfer, please contact Rachel Connell at rachel@nasconetwork.com to get our bank account information.

We truly appreciate your support!



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.C.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Consideration and action, if any, on renewal of Texas International Produce Association (TIPA) for \$2,000.

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue: Texas International Produce Association (TIPA) annual membership dues.

Financial Consideration: \$2,000

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019



901 Business Park Drive, Ste. 500
Mission, Texas 78572
(956) 581-8632 ★ Fax (956) 581-3912
www.texipa.org

August 21, 2019

Mr. Luis Bazan
CITY OF PHARR
9900 S. Cage Blvd.,
Pharr, TX 78577

RE: 2019-2020 Membership Dues

Dear Mr. Luis Bazan:

I want to thank you for your membership during the 2018-2019 year. Without your support, TIPA would not be able to provide the advocacy, promotional, and educational work that is necessary to ensure our industry's success. It is also time I ask you consider renewing your Texas International Produce Association membership for the 2019-2020 year.

Your membership and participation provide us with the ability to be engaged at local, state, and federal levels as we educate our elected officials and government agencies on the challenges and opportunities facing the fresh produce industry. Last year, our association's efforts included:

- Provided testimony, coordinated and lead office visits and supported multiple bills during the 2019 Texas state legislature
 - Including reauthorizing the South Texas Assets Consortium Agricultural Grant to fund personnel hour shortages at Texas ports-of-entry to improve the time and efficiency of fresh produce crossings
- Continued working directly with FMCSA on regulatory transportation updates, including improving the *Agriculture Exemptions* regulatory guidance with regards to ELDs and HOS
- Presented industry concerns to national level media, i.e. CBS & CNN, in the face of potential border shutdown & tariff threats
- Participated in various meetings and advisory capacities with USDA APHIS to address invasive pest issues
- Brought TDA Ag Commissioner Sid Miller to Rio Grande Valley multiple times, increasing the visibility to the importance of the region's fresh produce activities
- Coordinated stakeholder meetings with elected officials, including Sid Miller and US Congressman, to provide direct communication from constituents to local lawmakers
- Provided informational meetings to the trade with updates and other pertinent information in regards to the Tomato Suspension Agreement and Antidumping
- Continually pushing elected officials for improvements to the H2A program and the need for immigration reform

- Multiple meetings w/ local & federal US Customs & Border Protection staff on improving cross border trade and operations
- Proposed an internship project to build local candidate pool for additional CBP *Agriculture Specialist* agents at TX bridges
- Engagement with SENASICA & SAGARPA on food safety priorities for the cross-border flow of fresh produce
- Engaged FDA & industry allies to communicate outbreak updates, as well as discuss effects of various FSMA rules on stakeholders
- Coordinated with TxDOT & regional industries to discuss transportation infrastructure needs & impacts to the ag industry
- Provided regional awareness and educational partnerships for the purpose of improving industry presence in collaboration with groups such as: RGV Livestock Show, RGV Citrus & Veg Day, Texas A&M McAllen, AgriLife, UTRGV, & IDEA schools

In addition to public policy work, TIPA is focused on providing valuable promotional opportunities for our members. This year we hosted the 5th annual VIVA Fresh Produce Expo which again featured a sold-out show floor with over 370 buyers and more than 2,200 attendees. As we speak, TIPA is busy preparing for Texas Town at PMA, the TexPAC Skeet Shoot, and we are already planning the 2020 Viva Fresh. We also organized educational courses across multiple topics including: food safety certifications, crisis management, irrigation technologies, and transportation. Further, we increased our social media presence to become more active in sharing updates with the online community.

Myself, the TIPA staff and our board of directors all stand dedicated to educating, advocating, promoting, and representing our 270 member companies. We sincerely appreciate your continued support and look forward to working with you in the coming year as we move forward in fostering a successful economic, political, and business climate for the produce industry throughout all of Texas.

Sincerely,



Dante L. Galeazzi
President & CEO

LUIS, FREDY, FREDDY, CYNTHIA & TEAM,

THANK YOU! THE PHARR BRIDGE TEAM HAS ALWAYS BEEN GREAT SUPPORTERS & INCREDIBLE PARTNERS & FRIENDS TO TIPA & THE INDUSTRY. WE LOOK FORWARD TO ANOTHER GREAT YEAR!





901 Business Park Drive, Suite 500
Mission, Texas 78572
Phone: (956) 581-8632 ★ Fax: (956) 581-3912
www.texipa.org
Membership contact: lilly.garcia@texipa.org

August 21, 2019

INVOICE # MM 2020-1003

Mr. Luis Bazan
City of Pharr
9900 S. Cage Blvd.
Pharr, TX 78577

Membership Dues - "MUNICIPAL/EDC MEMBER"

This classification includes members who are city or county government entity.

THANK YOU!

Total Amount Due: \$ 2,000.00

- ☐ Full amount \$ 2,000.00 due by 10/01/2019
- ☐ Installments: 1st payment \$ 1,000.00 due 10/01/2019
2nd payment \$ 1,000.00 due 01/06/2020

Cardholders Name: _____

Credit Card #: _____ Expiration Date: _____ / _____

CSV Code # _____ Billing Zip Code: _____

Signature: _____

- ☐ Please check here if you would like TIPA to keep this credit card on file for future annual membership billing.

If you have any questions or concerns, please do not hesitate to contact our office at 956.581.8632.

Now in our 78th year of dedicated service to our members.



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.D.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Consideration and action, if any, on Advertising with Texas Border Business for \$1,310 for 12 months.

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue: Advertising with Texas Border Business for \$1,310 for 12 months.

Financial Consideration: \$1,310 per month.

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019

Advertising Agreement

614 S. 12th St. • McAllen, TX 78501
Ph.: 956-928-1255 • Sales 956-451-4585



Client: Pharr International Bridge FY 2019-2020 Website: www.pharr-tx.gov
Address: 118 S. Cage Blvd/ PO Box 1729 City: Pharr State: TX Zip: 78577
Tel: 956-402-4000 Fax: 956-702-5313 E-mail: luis.bazan@pharr-tx.gov
Cell: 956-702-5300 Contact: Luis Bazan Billing Contact: vanessa.guzman@pharr-tx.gov
Size: Full Page Ads Insertions: 12 x (1 Ad per month) Rate per Insertion: \$1,310 per Ad x 12=\$15,720
Page Ad/Month Number of Month(s) Ad (Full Color- No Extra charge)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2019										Full Pg	Full Pg	Full Pg
2020	Full Pg	Full Pg	Full Pg	Full Pg	Full Pg	Full Pg	Full Pg	Full Pg	Full Pg			
2021												

Additional Instructions:

Texas Border Business agrees to publish a 12 full-color Display Advertisements for the Pharr International Bridge (Client) over a minimum period of 12 months over the Fiscal Year 2019-2020. The regular price of \$1,739.00/Ad will be discounted to \$1,310.00/ Ad. This discounted price will expire on September 30, 2020. Ads must be submitted by the 1st of the month of publication to meet the Print Deadlines.

POLICY

This Agreement is strictly local and non-transferable. No person/party other than named above may run in part or whole under this agreement. All rates are non-commissionable. Publisher has the right at any time to refuse, reject or cancel any advertisement; or edit, reduce or reject any advertising copy. Any ad copy using news-style headings must be marked "Advertisement". Type styles adopted for Texas Border Business will not be used in advertisements resembling editorial matter. Client will provide information for display ad or print ready ad and may change the ad as many times as needed.

This is a confidential agreement between this client and Texas Border Business.

POSTPONEMENT

Postponement of one ad or entire agreement is permitted only if advertising agreement is paid in full. No exceptions. The request for a Postponement has to be made by customer in writing and signed by officer of the company.

ERRORS

Publisher assumes responsibility for errors originating with the publication, limited to the portion of the advertisement that is in error and to the first publication of the advertisement only.

PAYMENTS

You will be required to pay for the first ad at the signing of the advertising agreement. If credit has been extended, you will be billed for each subsequent publication, with payment due and payable within 10 days thereafter. Annual percentage rate (APR) is 18% which is the cost of your credit at a yearly rate. The customer hereby agrees to pay to Texas Border Business a finance charge of 1.5% per month on the unpaid balance.

CREDIT

All advertising accounts will be required to establish credit with Texas Border Business. Credit forms are available through your sales representative. If this agreement is cancelled for nonpayment of account, all advertising costs will be due and will be re-billed at full price rates with any and all collection costs added to the account.

CANCELLATIONS

Once this agreement is signed, no cancellations are accepted. If client wishes to cancel, this will result in advertiser's responsibility for full payment of reserved space for the entire agreement amount. This Agreement will automatically renew for another term at the end of each term unless client notifies our office in writing 30 days prior to the end of the current term, that they do not wish to renew. This agreement is binding when fully executed. There are no other agreements, verbal or otherwise, not contained herein.

x

Customer Signature

Luis Bazan

Please Print Name

Bridge Director

Title

August 29, 2019

Date

Sales Representative Signature

Roberto H. Gonzalez

Cell. (956) 451-4585

E-mail: robertog@tbbmega.com

August 29, 2019

Date



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.E.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Consideration and action, if any, on Advertising with The Advance News Journal for \$930 per month for 12 months.

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue: Advertising with The Advance News Journal for \$930 per month for 12 months

Financial Consideration: \$930 per month.

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019

Advance Publishing Company

217 West Park Avenue, Pharr, Texas, 78577

Sept. 5, 2019

Pharr/Reynosa International Bridge

Director Luis Bazan

Marketing Proposal Fiscal Year 2020

Dear Mr. Bazan,

Good afternoon. The Advance News Journal would like to propose a marketing budget for Fiscal Year 2020, much like we did for last year and the year before that.

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 and the trucking industry on both sides of the border. This would begin during the month of October 2019 and extend through the month of September 2020, which would mark the end of the new fiscal year.

The growth of Pharr's border crossing is truly remarkable on so many levels. Congratulations to you and the bridge board and staff.

The full-page ad can be generated either by city staff, or The Advance has a very good graphic arts department should you ever need our help in that regard. This current fiscal year, however, whoever has been doing the work on your ads has done a terrific job.

That sort of budget would equal \$930 x 12 months (October 2019 thru September 2020), or \$11,160.

Last year's budget was in the amount of \$9,840 for the year; which represents a price difference of \$1,320 when you compare the \$9,840 to the \$11,160.

Our move from the old tabloid size to the broadsheet size is the reason for the price increase. Meaning, the current full page is bigger than the previous size. We went from a page length of 16 inches to 21 inches.

We're also going to do more in the way of digital news and marketing this year. We'll have a weekly or semi-weekly podcast, live posts on social media on which we can run bridge events. We also have our website – anjournal.com – on which we will run the bridge ad at no extra charge.

Please let me know if we can be of assistance, or if you have any questions.

Thank you.

Sincerely,

Gregg Wendorf/Advance News Journal

Advance Publishing LLC



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.F.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

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

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue: Advertising with Mexico Industry for \$685 per issue and \$4,000 for Industrial Map (12 issues; 1 Industrial Map).

Financial Consideration: \$685 per issue and \$4,000 for Industrial map.

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019

MEXICO **INDUSTRY**

NEWS

A photograph of a male worker in a blue long-sleeved shirt and white gloves, working on a silver car on an assembly line. The car's hood is open, and various mechanical components are visible. The worker is standing on a light-colored floor, and yellow industrial equipment is visible in the background.

PRINTED CONTENT

AGENDA
SUCCESS STORIES
MADE IN MEXICO
CENTRAL ISSUE

PROMOTING
MEXICO
IN THE WORLD

www.mexicoindustry.com

ABOUT US

Since 1997, Mexico Industry has been the informative media source of the export industry in Mexico.

We are a print and digital publication that brings to our readers a wide variety of information on topics related to different sectors such as automotive, aerospace, medical, electrical-electronic, metal-mechanical and plastic.

We have 9 printed magazines with a monthly distribution, covering 76 cities in 12 States: Chihuahua, Coahuila, Estado de Mexico, Puebla, Tlaxcala, Guanajuato, Jalisco, Nuevo Leon, Queretaro, San Luis Potosi, Aguascalientes and Tamaulipas.

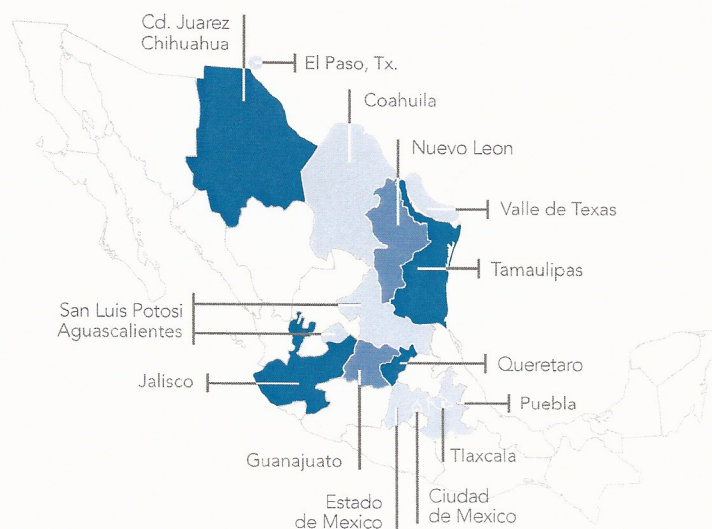
Our goal is to be the link between the industrial sector, suppliers and the community to boost Mexico in the world.



Our editorial content is committed with the following departments:

- Operations
- Management
- Human Resources
- Quality
- Environment
- Import-Export
- Purchasing
- Finance
- IT

COVERAGE



DISTRIBUTION

- Manufacturing industries
 - General Managers
 - Department Managers (Human Resources, Import - Export, Sales, Finance, Quality, etc.)
- Industries and Maquilas Lobbies
- Industrial Parks Developers
- Brokers
- Exclusive Restaurants and Hotels
- National and International Trade Shows
- Chambers and Associations
- Government offices:
 - Ministry of Economy
 - Economic development
 - Consulates
- More than 400 business of our clients

PRINTED ADVERTISING SPACES



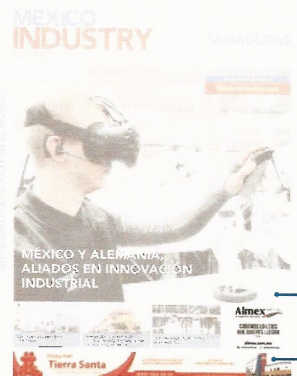
1 PAGE AND
BACK COVER
10" x 12.17"
25.0 cm x 31.0 cm



1/2 HORIZONTAL PAGE
10.0" x 6.0"
25.5 cm x 15.2 cm



1/2 VERTICAL PAGE
4.91" x 12.17"
12.5 cm x 31.0 cm



COVER AD
2.3" x 1.5"
5.8 cm x 3.8 cm

COVER BANNER AD
9.29" x 0.9"
23.6 cm x 2.3 cm

Requeriments

Extensions:

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

PRINTED RATE

Spaces and prices		When purchasing 4 EDITIONS you will receive a 5% OFF DISCOUNT in the monthly cost	When purchasing 8 EDITIONS you will receive a 10% OFF DISCOUNT in the monthly cost	When purchasing 12 EDITIONS you will receive a 15% OFF DISCOUNT in the monthly cost
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
Cover advertising (frame or picture)	-----	-----	\$735	\$650
Spaces	1 Page (price per advertorial)		1/2 page (price per advertorial)	
Advertorial	\$750		\$400	

* Our prices are per monthly publication in each place
* Prices in US Dollar
* Special position: 20 % additional

* Advance Payment is required for publication
* The rates will remain fixed during the period indicated in the contract
* The information contained in advertorials will be previously assessed by Mexico Industry Editorial Board

FACTS

AUDIENCE



180,000

PRINTING
(20,000 for magazine)



12
STATES



76
CITIES



5,000
BUSINESS



350
INDUSTRIAL PARKS



5.0
PASS ALONG



100,000
AUDIENCE BY REGION



FREQUENCY
MONTHLY

DEMOGRAPHIC



65%
MEN



35%
WOMEN



25-55
AGES



A, B & C
SOCIOECONOMIC LEVEL
SOURCE: AMAI.ORG

BENEFITS

- Presence in specialized media leader in the industrial market
- Participation in National and International Trade Show
- Extensive **free** distribution network
- Customized delivery to decision makers

CONTACT

USA

801 N. Ware Rd., McAllen, TX. 78501
+1 (956) 630.1740 / +1 (956) 630.9571
sales@mexicoindustry.com

www.mexicoindustry.com



@mexicoindustry

MEXICO INDUSTRY

Monterrey NL, 17 Septiembre 2019.

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.*

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.





AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.G.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Consideration and action, if any, on Sinola Encanta Sponsorship for \$2,367.

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue: Sinola Encanta Sponsorship for \$2,367.

Financial Consideration: \$2,367

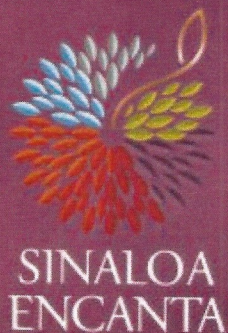
Staff Recommendation:

Alternatives: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019



CULIACÁN, SINALOA, SEPTEMBER 2019

Luis Bazan
PHARR INTERNATIONAL BRIDGE

Dear Luis,

With the pleasure of always greeting a friend, I inform you that next October 25 we will celebrate the sixth edition of "Sinaloa Encanta"; Like the previous ones, we will show the results of the efforts made in the horticultural and gastronomic sector of the state, creating a space to expand the business network that facilitates the promotion of what is ours to the world.

In this event you can interact with: producers, marketers, suppliers, customs agencies, buyers from the United States and Canada, national and foreign media, we have had the presence of representatives from the state governments of California, Arizona and New Mexico.

We have shown how Sinaloa's agriculture is governed by the highest standards of quality, safety and protection of the human-labor rights of rural workers. Assistants have seen how we are complying with the protocols established by national and international standards.

Once again, we are adding to the program the "Networking Day" to be held one day before the main event, this is where you have the opportunity to expand your business network; There will be work tables for the interaction between Buyer-Producer, in addition to panels with the most relevant topics for the industry.

As is tradition, on October 25 morning we will have our traditional field visit, the honor will be held by the company "Valores Hortícolas del Pacífico" (VALHPAC) which is located within the municipality of Culiacan.

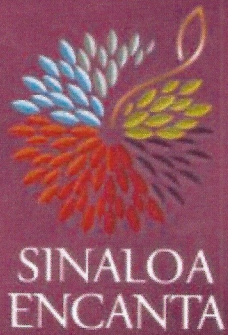
We want all the above to be the best reasons to extend our most cordial and warm invitation to accompany us on Friday, October 25 to what will be the 2019 Edition of "Sinaloa Encanta" to be held in the facilities of our "Feria Ganadera", in the City of Culiacán.

Respectfully,

A handwritten signature in black ink, which appears to read "Eduardo" or "Leyson", is positioned above the printed name.

EDUARDO LEYSON CASTRO

PRESIDENT OF SINALOA ENCANTA



Cost and benefits

Some of the benefits as a Sinaloa Encanta sponsor are the next:

- Up to 2 badges for Networking Day
- Up to 2 badges for Sinaloa Encanta Event
- Your company logo in Networking Day
- Your company logo in Sinaloa Encanta (you may have the option to put an exhibition booth)
- Your company logo in Social Media and web page

The sponsorship has a cost of \$2,367 US DLLS.

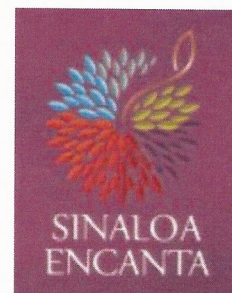
Invoice

From

SINALOA ENCANTA, A.C.
yubi@sinaloaencanta.com
Phone: +526672130952

To

PHARR INTERNATIONAL BRIDGE



Invoice #: INV0001
Date: Sep 10, 2019
Terms: Due On Receipt

Description	Rate	Qty	Amount
SPONSORSHIP PAYMENT	\$2,367.00	1	\$2,367.00
Notes			Subtotal
			\$2,367.00
* PAYMENT IN U.S. DOLLARS			Tax (0%)
			\$0.00
			Total
			\$2,367.00
			Balance Due
			\$2,367.00



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.A.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Crossings and Revenues Report for August 2019.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: Monthly crossings and revenues report.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019

CROSSINGS AND REVENUES FOR THE MONTH OF AUGUST FISCAL YEAR 2018 – 2019

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **98,491** vehicles for the month of August F.Y. 2018-2019, which showed a decrease of **(-18,093)** vehicles or **-15.52%** over the same month in F.Y. 2017-2018.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **44,829** cars for the month of August F.Y. 2018 – 2019, showing a decrease of **(-21,553)** cars or **-32.47%** over the same month in F.Y. 2017 – 2018.

c) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **53,662** trucks for the month of August F.Y. 2018-2019, showing an increase of **3,460** trucks or **6.89%** over the same month in F.Y. 2017 - 2018.

d) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled, **\$1,237,433 dollars** for the month of August F.Y. 2018 – 2019

\$	178,716	Autos & other
\$	1,057,047	Trucks
\$	<u>1,670</u>	Profit on pesos
	\$1,237,433	TOTAL

Revenues showed an increase of **\$97,385** or **8.54%** over the same month in F.Y. 2017 – 2018

e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **55,226** trucks for the month of August F.Y. 2018-2019, showing a decrease of **-325** trucks or **-0.59%** over the same month in F.Y. 2017-2018.

SOUTHBOUND TRUCK CROSSINGS SHOWED A DECREASE OF (-1,564) TRUCKS FOR THE MONTH OF AUGUST, COMPARED TO NORTHBOUND TRUCK CROSSINGS

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

	F.Y. 2017–2018	F.Y. 2018-2019	GAIN LOSS
OCTOBER	112,972	117,523	4,551
NOVEMBER	109,151	114,764	5,613
DECEMBER	111,883	114,630	2,747
JANUARY	111,544	120,643	9,099
FEBRUARY	103,602	111,276	7,674
MARCH	113,577	122,904	9,327
APRIL	110,588	98,377	(-12,211)
MAY	114,699	104,534	(-10,165)
JUNE	107,410	104,468	(-2,942)
JULY	112,535	97,056	(-15,479)
<u>AUGUST</u>	116,584	98,491	<u>(-18,093)</u>
YTD TOTAL	1,224,545	1,204,666	(-19,879)
SEPTEMBER	108,267		
TOTAL CROSS.	1,332,812		

- a) VEHICLE CROSSINGS SHOWED A DECREASE OF (-18,093) VEHICLES OR (-15.52%) OVER THE SAME MONTH IN F.Y. 2017-2018.
- b) VEHICLE CROSSING SHOWED A DECREASED OF (-19,879) VEHICLES OR (-1.62%) OVER THE SAME ELEVEN (11) MONTHS IN FY.Y.2017- 2018

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

	F.Y. 2017-2018	F.Y. 2018-2019	GAIN LOSS
OCTOBER	63,084	65,395	2,311
NOVEMBER	59,545	64,409	4,864
DECEMBER	65,516	69,288	3,772
JANUARY	59,600	65,059	5,459
FEBRUARY	55,506	60,102	4,596
MARCH	62,233	67,154	4,921
APRIL	60,018	47,494	(-12,524)
MAY	62,272	51,722	(-10,550)
JUNE	58,465	54,855	(-3,610)
JULY	64,011	43,198	(-20,813)
AUGUST	66,382	44,829	(-21,553)
YTD TOTAL	676,632	633,505	(43,127)
SEPTEMBER	62,054		
TOTAL CAR CROSS.	738,686		

a) CAR CROSSINGS SHOWED A DECREASE OF (-21,553) CARS OR (-32.47%) OVER THE SAME MONTH IN F.Y. 2017-2018.

b) CAR CROSSING SHOWED A DECREASED OF (-43,127) CARS OR (-6.37%) OVER THE ELEVEN (11) MONTHS IN F.Y.2017 – 2018

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

	F.Y. 2017-2018	F.Y. 2018-2019	GAIN LOSS
OCTOBER	49,888	52,128	2,240
NOVEMBER	49,606	50,355	749
DECEMBER	46,367	45,342	(1,025)
JANUARY	51,944	55,584	3,640
FEBRUARY	48,096	51,174	3,078
MARCH	51,344	55,750	4,406
APRIL	50,570	50,883	313
MAY	52,427	52,812	385
JUNE	48,945	49,613	668
JULY	48,524	53,858	5,334
AUGUST	50,202	53,662	3,460
YTD TOTAL	547,913	571,161	23,248
SEPTEMBER	46,213		
TOTAL TRUCK CROSSING	594,126		

- a) TRUCK CROSSINGS SHOWED AN INCREASE OF 3,460 TRUCKS OR 6.89% OVER THE SAME MONTH IN F.Y. 2017-2018
- b) TRUCK CROSSING SHOWED AN INCREASE OF 23,248 TRUCKS OR 4.24% OVER THE ELEVEN (11) MONTH IN F.Y. 2017-2018

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

	F.Y. 2017-2018	F.Y. 2018-2019	GAIN LOSS	FULL TRUCKS	EMPTY	AG TRUCKS	NARP NO INSP.
OCTOBER	53,564	56,847	3,283	39,935	16,912	14,427	7,410
NOVEMBER	52,586	54,278	1,692	38,349	15,929	14,738	7,317
DECEMBER	49,245	48,159	-1,086	34,431	13,728	15,525	7,970
JANUARY	55,097	58,516	3,419	41,958	16,558	19,124	9,104
FEBRUARY	51,612	53,895	2,283	38,788	15,107	17,101	9,356
MARCH	56,001	58,228	2,227	42,740	15,488	18,852	9,208
APRIL	55,151	49,762	-5,389	37,592	12,170	16,856	7,975
MAY	57,754	54,588	-3,166	40,100	14,488	16,250	7,413
JUNE	53,593	51,641	-1,952	36,647	14,994	14,901	7,204
JULY	52,434	55,450	3,016	38,833	16,617	14,603	7,463
AUGUST	55,551	55,226	-325	38,846	16,380	14,505	7,624
SEPTEMBER	50,725						
TOTAL NORTHBOUND	643,313						

Northbound trucks at the Pharr International Bridge totaled **55,226** trucks for the month of August F.Y. 2018-2019, showing a decrease of **-325** trucks or **-0.59%** over the same month in F.Y. 2017-2018.

TRUCK CROSSING SHOWED AN INCREASE OF 4,002 TRUCKS OR 0.68% OVER THE SAME ELEVEN (11) MONTH IN F.Y. 2017-2018.

Agriculture trucks at the Pharr International Bridge totaled **14,505 crossings for the month of August representing a **26%** of the imports from Mexico.**

Agriculture trucks at the Pharr International Bridge Import Lot showed an increase of **496 or **4.00%** over the same month in F.Y. 2017-2018.**

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

	F.Y. 2017-2018	F.Y. 2018-2019	GAIN (LOSS)
OCTOBER	\$ 1,151,213	\$ 1,218,069	\$ 66,855
NOVEMBER	\$ 1,158,692	\$ 1,229,321	\$ 70,629
DECEMBER	\$ 1,116,645	\$ 1,153,646	\$ 37,001
JANUARY	\$ 1,126,326	\$ 1,257,893	\$ 131,567
FEBRUARY	\$ 1,100,912	\$ 1,213,717	\$ 112,805
MARCH	\$ 1,184,114	\$ 1,337,921	\$ 153,807
APRIL	\$ 1,150,980	\$ 1,190,428	\$ 39,448
MAY	\$ 1,190,182	\$ 1,214,867	\$ 24,685
JUNE	\$ 1,123,395	\$ 1,179,999	\$ 56,604
JULY	\$ 1,135,255	\$ 1,195,730	\$ 60,475
AUGUST	\$ 1,140,048	\$ 1,237,433	\$ 97,385
YTD TOTAL	\$ 12,577,762	\$13,429,025	\$ 851,262
SEPTEMBER	\$ 989,616		
TOTAL REV.	\$ 13,567,378		

a) **REVENUES SHOWED AN INCREASE OF \$97,385 OR 8.54%
OVER THE SAME MONTH IN F.Y. 2017-2018.**

b) **REVENUES SHOWED AN INCREASE OF \$851,262 OR 6.77%
OVER THE SAME ELEVEN (11) MONTHS IN F.Y. 2017 – 2018.**



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.B.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for August 2019.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: Monthly bridge expenditures report.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019

CITY OF PHARR
GENERAL LEDGER STATUS REPORT
NON AUDITED BUDGET VS. ACTUAL
FOR PERIOD ENDING AUGUST 31, 2019

BRIDGE FUND 70

	FY 18/19					FY 17/18 --Variance--			
	ORIGINAL BUDGET	AMENDED BUDGET	Y-T-D ACTUAL	PERCENT OF BUDGET	BALANCE	Y-T-D ACTUAL	Prior FY Y-T-D Actual	Amount	Percent
REVENUES									
BRIDGE TOLL REVENUES	\$ 14,178,500	\$ 14,178,500	\$ 12,792,439	90%	\$ (1,386,061)	\$ 12,792,439	\$ 12,617,930	\$ 174,509	1%
BRIDGE REVENUE FUND INTEREST EARNED	50,000	50,000	97,243	194%	47,243	97,243	88,735	8,509	10%
PESO EXCHANGE RATE INCOME	86,700	86,700	35,211	41%	(51,489)	35,211	72,278	(37,067)	-51%
RENTAL INCOME	210,600	210,600	199,500	95%	(11,100)	199,500	199,500	-	0%
TRANSFER IN-GF	-	30,700	18,700	61%	(12,000)	18,700	-	18,700	0%
FINANCING DEBT FUNDS	520,000	200,000	200,000	100%	-	200,000	439,000	(239,000)	-54%
TOTAL REVENUES	15,045,800	14,756,500	13,343,094	90%	(1,413,406)	13,343,094	13,417,443	(74,349)	-1%
EXPENDITURES									
PERSONNEL	1,452,400	1,401,100	1,113,912	80%	287,188	1,113,912	1,018,705	(95,207)	-9%
SUPPLIES & MATERIALS	225,500	255,500	112,756	44%	142,744	112,756	146,543	33,787	23%
BUILDING & EQUIPMENT	699,300	1,772,300	718,241	41%	1,054,059	718,241	1,255,092	536,850	43%
REPAIRS & MAINTENANCE	15,400	15,400	7,241	47%	8,159	7,241	4,245	(2,997)	-71%
EQUIPMENT RENTALS	5,600	5,600	2,818	50%	2,782	2,818	3,180	362	11%
UTILITIES	60,000	60,000	56,036	93%	3,964	56,036	41,180	(14,856)	-36%
VEHICLE USAGE	10,500	22,500	21,468	95%	1,032	21,468	20,558	(910)	-4%
INSURANCE	40,000	40,000	41,260	103%	(1,260)	41,260	31,557	(9,702)	-31%
DEBT SERVICE	1,339,500	1,339,500	1,220,842	91%	118,658	1,220,842	1,241,686	20,844	2%
CONTRACTUAL SERVICES	137,800	207,800	210,149	101%	(2,349)	210,149	183,361	(26,788)	-15%
OTHER CONTRACTUAL & SPECIAL SERVICES	694,300	964,300	529,408	55%	434,892	529,408	744,633	215,225	29%
TRANSFERS OUT	10,365,500	9,865,500	7,918,758	80%	1,946,742	7,918,758	9,144,267	1,225,508	13%
TOTAL EXPENDITURES	15,045,800	15,949,500	11,952,890	75%	3,996,610	11,952,890	13,835,007	1,882,117	14%
REVENUE OVER/(UNDER) EXPENDITURES	<u>\$ -</u>	<u>\$ (1,193,000)</u>	<u>\$ 1,390,204</u>		<u>\$ 2,583,204</u>	<u>\$ 1,390,204</u>	<u>\$ (417,564)</u>	<u>\$ 1,807,768</u>	



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.C.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

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: No back up information needed for this item.

Thank you.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.D.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

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: No back up information needed for this item.

Thank you.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.A.

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on proposal from Taller de Infografia y Fotografia (TIF) on Virtual Tour Animation and Video Presentation.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: Taller de Infografia y Fotografia (TIF) on Virtual Tour Animation and Video Presentation

Financial Consideration: \$48,000.

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/18/2019

PRELIMINARY QUOTE FOR SERVICES

Project	PHARR INTERNATIONAL BRIDGE NEW PROJECTS VIDEO
Client	Luis Bazan / Bridge Director
Services	Virtual Walkthrough and video presentation.
Quote	M-340/01 190911-1

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

1. VIRTUAL ANIMATION AND VIDEO PRESENTATION

Quantity	Description	ID	Unit Price	Totals
1	Virtual exterior walkthrough animation for master plan involving Pharr International Bridge infrastructure expansion and renovation. Includes using of actual 3D modeling based on project's information provided by client, update includes the following projects: 1.-IBTC/BSIF Exit Connector, 2.-DAP 20 - CBP Command Center, 3.- Expansion Access to Mexico Customs, 4.- Second Span. Includes virtual rendering for materials / architectural finishes and camera animation to show aerial and ground views of the new facilities. Total running time will be 3 minutes in RAW before video post (180 seconds @ 30 fps) in FullHD. Includes video editing service with 2D logos, stock background music with limited broadcast license, 2D infographics, video transitions. Final running time 3 to 3.5 minutes en Full-HD resolution.	EXT	\$48,000.00	\$48,000.00

* Prices may vary if total running time is added.

subtotal USD \$ 48,000.00

INCLUDES

- a Use of 3D virtual model of master plan and 6 key projects involving infrastructure and facilities.
- b Camera animation for aerial and street level views.
- c Up to 6 scheduled review sessions for comments and markups.
- d Full 3D rendering service.
- e Video editing and post production.

DELIVERABLES

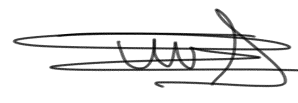
- a 1 final presentation video in digital format MP4/MOV in FullHD resolution. Total video running time 3 mins.

GENERAL TERMS AND CONDITIONS

- a Technical and general survey information regarding the master plan, warehouse parks and specific projects must be delivered by client in AutoCAD DWG digital format. Master site, floor plans, elevation and scale sections are needed for proper virtual 3D modeling of the entire project by TIF. Data for infographics must be delivered by client in PPT or XLS digital format.
- b Once client approves final rendering process (after review sessions) any change requested by later date could impact on deliverable times and produce extra costs.
- c The services above described need between 8 to 10 weeks for production work including review sessions with the client for feedback. Once project's information is delivered, a more detail schedule of work will be presented by TIF.

- d Payment must be received as follows to ensure proper timing and deliverables: 30% advance payment to start, 40% when all animation sequences get approved for final process in high resolution, 30% final payment 2 weeks after all deliverables are received by client. Any service/product not mentioned above must be quoted as extra.
- e Costs presented in this quote don't include: insurance/finance fees if needed by client, taxes, money transfer costs, legal consultancy for contract approval, photo and videos sessions on site, neither any service not mentioned in section 1 of this document.
- f All review sessions will be remote using online conference systems / phone calls. For security reasons, just site visits to US border side will be attended. On site presentation sessions requested by client must be done by commercial airline transportation and all travel expenses will be paid by the client.

Sincerely,



Arq. Rodrigo Ramos Avilez
rodrigo@tif.com.mx



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge
Board

AGENDA ITEM #:

DATE SUBMITTED: September 18,
2019

MEETING DATE: September 25,
2019

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.071, the Board 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 - 9/18/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge
Board

AGENDA ITEM #:

DATE SUBMITTED: September 18,
2019

MEETING DATE: September 25,
2019

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.072, the Board 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 - 9/18/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.074, the Board 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 - 9/18/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge
Board

AGENDA ITEM #:

DATE SUBMITTED: September 18,
2019

MEETING DATE: September 25,
2019

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.076, the Board 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 - 9/18/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 18, 2019

MEETING DATE: September 25, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.084, the Board 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 - 9/18/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge
Board

AGENDA ITEM #:

DATE SUBMITTED: September 18,
2019

MEETING DATE: September 25,
2019

FROM: Vanessa Guzman, Administrative
Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.087, the Board 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 - 9/18/2019