

**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, OCTOBER 16, 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.

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 September 25, 2019.
- B) Consideration and action, if any, on renewal of Texas Border Coalition annual Membership dues for \$5,000.
- C) Consideration and action, if any, on Border Trade Alliance (BTA) 2019 Membership Silver Patron Level renewal for \$10,000.

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 September 2019.

B) Finance Report for September 2019.

C) Engineer's Report.

D) Director's Report.

4. ADMINISTRATIVE:

A) Discussion and action, if any, on Viva Fresh Summit Sponsorship and booth.

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 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.

AGENDA BRIDGE BOARD MEETING
October 16, 2019

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 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 11th day of October, 2019 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 11th day of October 2019



Hilda Pedraza
HILDA PEDRAZA, TRMC, CMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.A.

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Approval of Minutes for September 25, 2019.

Classification: Consent

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

Exclude Material from Public Packet? No

Reason:

Issue: No back-up information at this time.

Thank you.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 10/11/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.B.

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Consideration and action, if any, on renewal of Texas Border Coalition 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:

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 10/11/2019

Texas Border Coalition
327 Congress Ave, Suite 450
Austin, TX 78701
(512)744-0044
spence@vianovo.com
www.texasbordercoalition.org



INVOICE

BILL TO

Pharr-Reynosa Int'l Bridge
Luiz Bazan
9900 S. Cage
Pharr, TX 78577 USA

INVOICE # 1068

DATE 10/01/2019

TERMS Due on receipt

DESCRIPTION	QTY	RATE	AMOUNT
Membership Dues for 2019-2020	1	5,000.00	5,000.00

The Texas Border Coalition (TBC) estimates a portion of your membership dues are allocable to lobbying expenses which are not deductible for federal tax purposes under IRC 162(e). If actual non-deductible lobbying expenses in any calendar year are greater than estimated non-deductible lobbying expenses, TBC will carryover the excess into the subsequent calendar year estimate as allowed under IRC 6033(e)(2). TBC estimates that 20% of your membership dues will be allocable to non-deductible lobbying expenses.

BALANCE DUE

\$5,000.00

TBC dues are calculated based on population. Cities are ten cents per capita, capped at \$45,000. Counties are five cents per capita, capped at \$30,000. Economic Development Entities and Chambers of Commerce are \$1,000 for entities with operating areas serving less than 25,000 people, \$2,000 for areas serving 25,000-50,000 and \$3,000 for areas serving over 50,000.

Chairman

Mayor Pete Saenz
City of Laredo

Vice Chairman

Sergio Contreras
Rio Grande Valley
Partnership

Chairman-elect

Judge Eddie Treviño, Jr.
Cameron County

Treasurer

Henry Sauvignat
IBC Bank

Immediate Past Chairman

J.D. Salinas, III
AT&T

Executive Committee

Judge Eleazar Cano
Brewster County

Mayor Ralph Lozano
City of Del Rio

Mayor Ramsey Cantu
City of Eagle Pass

Mayor Jim Darling
City of McAllen

Mayor Armando O'Caña
City of Mission

Mayor Amos Hernandez
City of Pharr

Mayor J.J. Zamora
City of Port Isabel

Mayor John Ferguson
City of Presidio

Judge Cinderella Guevara
Presidio County

Mayor Patrick McNulty
City of South Padre Island

Ben Petty, Sr.
TaxFree Shopping

Mayor David Suarez
City of Weslaco

Judge Aurelio Guerra
Willacy County

Committee Chairs

Carolyn Petty
Economic Development

Dr. Hector F. Gonzalez
Healthcare

Monica Weisberg-Stewart
Immigration &
Border Security

Cynthia Garza Reyes
Transportation

Michael E. Gonzalez
Education & Workforce
Development

Mission:

To make legislative
recommendations to
help the Texas Border
Region grow and prosper
economically.



September 26, 2019

Mr. Luis Bazan

Director, Pharr-Reynosa International Bridge
9900 South Cage Boulevard
Pharr, TX 78577

In re: Invitation to TBC annual meeting, election for TBC Chair-Elect, October 23-24 on South Padre Island

Dear Director Bazan:

I am writing to invite you to attend our Texas Border Coalition Annual Meeting, October 23-24 on South Padre Island. The Texas Border Coalition works year-round to maintain our communities and make life here even better and more prosperous.

When we meet in South Padre, we are looking forward to a dynamic discussion of the issues that affect our border communities. **TBC members will also be electing our new Chair Elect, who will serve under our incoming TBC Chair, Cameron County Judge Eddie Treviño, and succeed him as TBC Chair in 2021.**

I hope you'll attend our Annual Meeting and support our work as a 2019-20 TBC member.

TBC Annual Meeting and Reception: TBC's meeting will begin with a welcome reception on Wednesday, October 23, 5:30 pm - 7:00 pm at Pearl South Padre, our host hotel on South Padre Island. TBC members and guests will enjoy refreshments and informal networking with other border leaders.

Our TBC Annual Meeting will convene on Thursday, October 24 with registration at 8:00 am in the Blue Marlin Room at Pearl South Padre. We look forward to hearing from an outstanding line-up of speakers on current issues including outreach for the 2020 US Census, emergency preparedness and redistricting, as well as a conversation about TBC's priorities for 2020 and beyond, led by our committee chairs and members. We'll circulate a full meeting agenda in the coming days.

TBC Election for Chair-Elect: It has been my honor to serve as TBC Chair these last two years. At our Annual Meeting, I will officially turn over the duties of TBC Chair to Judge Treviño, who will lead TBC for the next two years. During our business meeting on Thursday, ***TBC dues-paying members who are in good standing for the 2019-20 fiscal year will be eligible to vote for our new TBC Chair-Elect***, who will serve under Judge Treviño and succeed him as TBC Chair in Fall 2021. Under the TBC By-laws, candidates for TBC Chair-Elect must be a current or former elected representative of a TBC member city or county.

The continued success of the Texas Border Coalition depends on our agreement to work together to improve the border region. By working together and speaking with one voice in Austin and in Washington, DC, we can be more effective in bringing the border region's perspective into the state and national debate on issues that affect our communities. We also depend on a smart and efficient staff to serve the common purpose that we pursue. Since Vianovo became our staff, our progress has been steady and substantial.

I hope you will attend our Annual Meeting on South Padre Island and participate in our discussions and the election of our new Chair-Elect. To that end, I am enclosing an invoice for 2019-20 dues. I would appreciate your attention to it.

Hotel Accommodations: For TBC members and guests, we have a block of rooms available at Pearl South Padre at the special rate of \$104.00 per night. Please call the hotel at 1-956-761-6551 before Friday, October 11 to make your reservation and tell them that you are part of the TBC group. If TBC members and guests wish to extend their stay in beautiful South Padre, the same preferential rate will be available through the weekend.

Please contact Elizabeth Lippincott at (512) 744-0044 if we can provide you with additional information, or if additional members of your leadership team would like to be included for TBC conference calls and other periodic updates. **Please keep in mind that only dues-paying TBC members in good standing who attend the Annual Meeting will be able to participate in the election of a new TBC Chair-Elect.**

Thank you for your leadership on behalf of the border region.

Sincerely,

A handwritten signature in blue ink, reading "Pete Saenz, Jr.", with a stylized, cursive script.

The Honorable Pete Saenz, Jr.
Mayor of Laredo
Chairman, Texas Border Coalition



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.C.

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Consideration and action, if any, on Border Trade Alliance (BTA) 2019 Membership Silver Patron Level renewal for \$10,000.

Classification: Consent

(* 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 - 10/11/2019

Invoice



BILL TO

Ms. Luis Bazan
Pharr International Bridge
9900 S. Cage
Pharr, TX 78577

INVOICE #	DATE	TOTAL DUE	DUE DATE		ENCLOSED
82	01/08/2019	\$10,000.00	02/07/2019		

DATE	ACTIVITY	AMOUNT
01/08/2019	Membership-Silver Patron 2019 Membership Renewal	10,000.00

Please remit payment to:

Border Trade Alliance

ID# 2145

PO BOX 659506

San Antonio, TX 78265-9506

BALANCE DUE

\$10,000.00



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.A.

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Crossings and Revenues Report for September 2019.

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 - 10/11/2019

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

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **95,551** vehicles for the month of September F.Y. 2018-2019, which showed a decrease of **(-12,716)** vehicles or **-11.75%** over the same month in F.Y. 2017-2018.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **43,557** cars for the month of September F.Y. 2018 – 2019, showing a decrease of **(-18,497)** cars or **-29.81%** over the same month in F.Y. 2017 – 2018.

c) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **51,994** trucks for the month of September F.Y. 2018-2019, showing an increase of **5,781** trucks or **12.51%** over the same month in F.Y. 2017 - 2018.

d) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled, **\$1,197,219 dollars** for the month of September F.Y. 2018 – 2019

\$ 173,808	Autos & other
\$ 1,021,295	Trucks
\$ 2,116	Profit on pesos
\$1,197,219	TOTAL

Revenues showed an increase of **\$207,603** or **20.98%** over the same month in F.Y. 2017 – 2018

e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **53,388** trucks for the month of August F.Y. 2018-2019, showing an increase of **2,663** trucks or **5.25%** over the same month in F.Y. 2017-2018.

SOUTHBOUND TRUCK CROSSINGS SHOWED A DECREASE OF (-1,394) TRUCKS FOR THE MONTH OF SEPTEMBER, 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)
AUGUST	116,584	98,491	(-18,093)
SEPTEMBER	108,267	95,551	(-12,716)
TOTAL CROSS.	1,332,812	1,300,217	(-32,595)

- a) VEHICLE CROSSINGS SHOWED A DECREASE OF (-12,716) VEHICLES OR (-11.75%) OVER THE SAME MONTH IN F.Y. 2017-2018.
- b) VEHICLE CROSSING SHOWED A DECREASED OF (-32,595) VEHICLES OR (-2.45%) OVER THE SAME TWELVE (12) 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)
SEPTEMBER	62,054	43,557	(-18,497)
TOTAL CAR CROSS.	738,686	677,062	(-61,624)

a) CAR CROSSINGS SHOWED A DECREASE OF (-18,497) CARS OR (-29.81%) OVER THE SAME MONTH IN F.Y. 2017-2018.

b) CAR CROSSING SHOWED A DECREASED OF (-61,624) CARS OR (-8.34%) OVER THE TWELVE (12) 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
SEPTEMBER	46,213	51,994	5,781
TOTAL TRUCK CROSSING	594,126	623,155	29,029

- a) **TRUCK CROSSINGS SHOWED AN INCREASE OF 5,781 TRUCKS OR 12.51% OVER THE SAME MONTH IN F.Y. 2017-2018**
- b) **TRUCK CROSSING SHOWED AN INCREASE OF 29,029 TRUCKS OR 4.89% OVER THE TWELVE (12) 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	53,388	2,663	36,521	16,867	13,651	6,739
TOTAL NORTHBOUND	643,313	649,978	6,665	464,740	185,238	190,533	94,783

Northbound trucks at the Pharr International Bridge totaled **53,388** trucks for the month of September F.Y. 2018-2019, showing an increase of **2,663** trucks or **5.25%** over the same month in F.Y. 2017-2018.

TRUCK CROSSING SHOWED AN INCREASE OF 6,665 TRUCKS OR 1.04% OVER THE SAME TWELVE (12) MONTH IN F.Y. 2017-2018.

Agriculture trucks at the Pharr International Bridge totaled 13,651 crossings for the month of September representing a 26% of the imports from Mexico.

Agriculture trucks at the Pharr International Bridge Import Lot showed an increase of 952 or 7.00% 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
SEPTEMBER	\$ 989,616	\$ 1,197,219	\$ 207,603
TOTAL REV.	\$13,567,378	\$ 14,626,244	\$ 1,058,865

a) **REVENUES SHOWED AN INCREASE OF \$207,603 OR 20.98%
OVER THE SAME MONTH IN F.Y. 2017-2018.**

b) **REVENUES SHOWED AN INCREASE OF \$1,058,865 OR 7.80%
OVER THE SAME TWELVE (12) MONTHS IN F.Y. 2017 – 2018.**



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.B.

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for September 2019.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: No back up information at this time.

Will present at meeting.

Thank you.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 10/11/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.C.

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 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 - 10/11/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.D.

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 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 - 10/11/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 4.A.

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 2019

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Viva Fresh Summit Sponsorship and booth.

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 - 10/11/2019

2020 SPONSORSHIP OPPORTUNITIES

VIVA★FRESH™

PRESENTED BY
TEXAS INTERNATIONAL PRODUCE ASSOCIATION

SAN ANTONIO★TEXAS

JW MARRIOTT HILL COUNTRY RESORT AND SPA

APRIL 30 - MAY 2, 2020

VIVAFRESHEXPO.COM

BENEFITS OF SPONSORSHIP

Hosted by the Texas International Produce Association (TIPA), the sixth annual Viva Fresh Produce Expo is returning to San Antonio on April 30 – May 2, 2020 at the luxurious JW Marriott Hill Country Resort and Spa.

Since the first Viva Fresh Expo launched in 2015, the retail and foodservice attendance has increased by more than 110%. Sponsoring an event provides great marketing opportunities to build brand awareness with retail and foodservice attendees who are ready to do business. Your brand will be featured directly in front of a captive audience composed of current and potential customers. There are multiple levels and benefits to sponsorship to fit any budget.

BENEFITS OF SPONSORSHIP INCLUDE:

- Reach a captive audience of retail and foodservice buyers
- Position your company as an industry leader
- Increase your company's exposure and awareness with highly visible recognition
- Attract more visitors to your booth
- Create opportunities to increase sales

ALL SPONSOR COMPANIES WILL RECEIVE:

- Company logo/name featured on the Viva Fresh website
- Listing in the sponsor section of the Viva Fresh mobile app
- Invitation to attend special VIP reception with retail and foodservice attendees



READY TO MAKE YOUR COMMITMENT? CONTACT TOMMY WILKINS TODAY!
SPONSORSHIP COMMITTEE CHAIR | 956-377-5301 | TOMMY@GROWFARMSTX.COM

SPONSORSHIP LEVELS

DIAMOND LEVEL: \$25,000 AND UP

- Company listed as Diamond Level Sponsor on the Viva Fresh mobile app
- Complimentary push notification on app to event attendees during expo (must be scheduled in advance with event coordinators)
- Company logo included on entrance signage at main Exhibit Hall doors
- Use of TIPA/Viva Fresh logo throughout the year
 - *with approval by TIPA Executive Board*
- Company logo on homepage and sponsors page of Viva Fresh website
- Preferred priority to reserve premium exhibit space in central aisle
 - *applicable for those companies eligible to reserve a booth*
- 5 full access badges in addition to the 5 received with the booth space (10 total) that include:
 - Entry to the Sponsor's VIP Reception
 - Entry to the Welcome Reception
 - Entry to the Keynote Luncheon
- Reserved table seating at Keynote Luncheon
- Company logo/name on select Viva Fresh signage
- Guarantee a block of up to 10 hotel rooms in the conference hotel up to December 1, 2019
- Invitation to attend special VIP reception with retail and foodservice attendees
- 2 complimentary rounds of golf at the Viva Fresh Open

PLATINUM LEVEL: \$20,000 - \$24,999

- Company listed as a Platinum Level Sponsor on the Viva Fresh mobile app
- Complimentary push notification on app to event attendees during expo (must be scheduled in advance with event coordinators)
- Use of TIPA/VIVA Fresh logo throughout the year
 - *with approval by TIPA Executive Board*
- Company logo on homepage and sponsors page of Viva Fresh website
- Preferred priority for premium exhibit space in central aisle
 - *applicable for those companies eligible to reserve a booth*
- 5 full access badges in addition to the 5 received with the booth space (10 total) that include:
 - Entry to the Sponsor's VIP Reception
 - Entry to the Welcome Reception
 - Entry to the Keynote Luncheon
- Reserved table seating at Keynote Luncheon
- Company logo/name on select Viva Fresh signage
- Guarantee a block of up to 10 hotel rooms in the conference hotel up to December 1, 2019
- Invitation to attend special VIP reception with retail and foodservice attendees
- 2 complimentary rounds of golf at the Viva Fresh Open

GOLD LEVEL: \$15,000 - \$19,999

- Company listed as a Gold Level Sponsor on the Viva Fresh mobile app
- Use of TIPA/VIVA Fresh logo throughout the year
 - *with approval by TIPA Executive Board*
- Company logo on sponsors page of Viva Fresh website
- Premium exhibit space on either sponsors' row (space permitting) or premium end caps
 - *applicable for those companies eligible to reserve a booth*
- 3 full access badges in addition to the 5 received with the booth space (10 total) that include:
 - Entry to the Sponsor's VIP Reception
 - Entry to the Welcome Reception
 - Entry to the Keynote Luncheon
- Reserved table seating at Keynote luncheon
- Invitation to attend special VIP reception with retail and foodservice attendees
- Company logo/name on select Viva Fresh signage

SILVER LEVEL: \$7,500 - \$14,999

- Company listed as a Silver Level Sponsor on Viva Fresh mobile app
- Use of TIPA/VIVA Fresh logo throughout the year
 - *with approval by TIPA Executive Board*
- Company logo on sponsors page of Viva Fresh website
- Prime exhibit space, if available
 - *applicable for those companies eligible to reserve a booth*
- 2 complimentary VIP Reception tickets
- Invitation to attend special VIP reception with retail and foodservice attendees
- Company logo/name on select Viva Fresh signage

BRONZE LEVEL: \$3,500 - \$7,499

- Company listed as a Bronze Level Sponsor on Viva Fresh mobile app
- Company logo on sponsors page of Viva Fresh website
- Company logo/name on select Viva Fresh signage

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SPONSORSHIP OPPORTUNITIES

Once you choose a sponsorship level, you can determine from the list below which event(s) you'd like to sponsor.

CUSTOM INSTAGRAM MOMENT: \$20,000 PER SPONSOR

(3 SPONSORS)

- Custom display/interactive installation to create a “wow” moment
- Sponsor logo to be included and if possible sponsor's product to be featured as part of theme
- Display will be located in high traffic area during the conference
- Sponsor will be given a push notification on conference app to increase traffic
- Also qualifies for Platinum Level Sponsorship benefits (see page 2)



EDUCATION SESSIONS SPONSOR: \$20,000 PER SPONSOR

(2 SPONSORS)

- Company name and logo included on banner at entrance to Education Session area
- Company logo included in pre-presentation slide
- Company name included on podium sign along with Viva Logo (does not include keynote session)
- Also qualifies for Platinum Level Sponsorship benefits (see page 2)



ATTENDEE NAME BADGE LANYARD: \$15,000

(1 SPONSOR)

- Company name/logo featured on lanyard given to all attendees and exhibitors
- Also qualifies for Gold Level Sponsorship Benefits (see page 2)

HOTEL KEY CARD: \$15,000

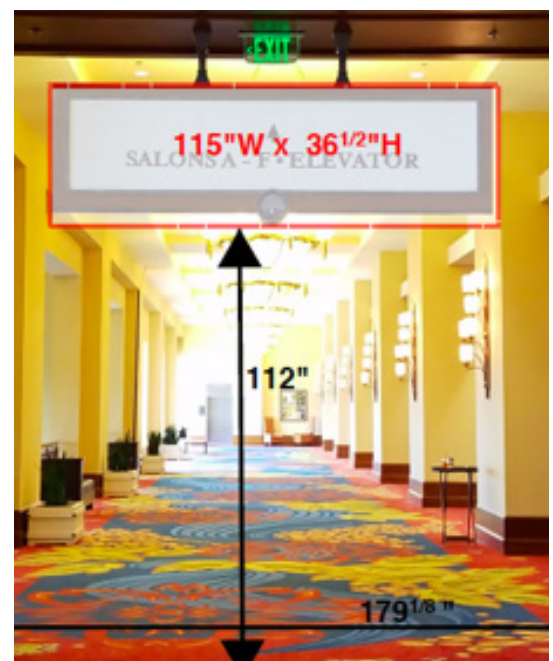
(1 SPONSOR)

- Sponsor logo and graphics printed on front of key card
- Key card will be handed out to all expo hotel guests including exhibitors and retail/foodservice attendees
- Also qualifies for Gold Level Sponsorship Benefits (see page 2)

VIP RETAILER/FOODSERVICE GIFT: \$15,000 PER SPONSOR

(2 SPONSORS)

- Company name and logo will be featured on card included with the gift
- Sponsor has the option to cover the cost of the gift and/or additional contributed items as part of this sponsorship fee
- Also qualifies for Gold Level Sponsorship Benefits (see page 2)



Sample Education Sessions Sponsor

SPONSORSHIP OPPORTUNITIES

SHOW FLOOR WIFI: \$15,000

(1 SPONSOR)

- Company logo will be featured on signage related to wifi access
- Company logo will be featured on mobile app wifi information screen
- Company may provide default landing page URL to appear when wifi is connected
- Also qualifies for Gold Level Sponsorship benefits (see page 2)

HOTEL ROOM DOOR HANGERS: \$15,000

(1 SPONSOR)

- Sponsor logo, messaging, artwork and contact information will be featured on hotel door hangers to be hung on all attendee hotel doors
- Sponsor has the option to create original artwork for both sides of door hanger, or approve a design created by the Viva Fresh design team
- Also qualifies for Gold Level Sponsorship benefits (see page 2)

WELCOME DRINK: \$15,000

(1 SPONSOR)

- Sponsor logo on drink ticket provided to retail/foodservice attendees
- Also qualifies for Gold Level Sponsorship (see page 2)

SUSTAINABILITY SPONSOR: \$10,000

(1 SPONSOR)

- Company logo will be featured on sustainability bin front panel
- Sustainability bins located throughout conference (for sorting waste)
- Also qualifies for Silver Level Sponsorship (see page 2)

COMMEMORATIVE BAG: \$10,000 PER SPONSOR

(6 SPONSORS)

- Company logo will be featured on the commemorative bag handed out to all attendees and exhibitors
- Company flyer can be included in commemorative bag
(Sponsor is responsible for design, printing and shipping costs)
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

EXPO PRODUCT HANDLING, COLD STORAGE & TRANSPORTATION: \$10,000

(1 SPONSOR)

- Sponsor will provide refrigeration to store exhibitor's product in advance of show and deliver product to the expo before the show on Friday and Saturday as a trade-out value for sponsorship
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)



SPONSORSHIP OPPORTUNITIES

LIVE PAINTING 4'X4' CANVAS: \$7,500

(1 SPONSOR)

- Custom, interactive artwork that reflects sponsor products
- Artist-created paint-by-number will be completed by attendees with artist supervision/assistance if necessary
- Sponsor logo featured on signage near artist
- Art to be featured in high-traffic area
- Sponsor allowed push notification on app to increase awareness
- Completed artwork may be given away via in-app competition
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

MOBILE DEVICE CHARGING STATION: \$7,500 PER SPONSOR

(5 SPONSORS)

- Company logo will be featured on charging station
- Each charging station will feature a single sponsor
- Charging stations will be placed in high-traffic areas on both Friday and Saturday
- Sponsor will work with the expo designer to create (1) charging station design featuring company logo, product photography and messaging (following specific design parameters, subject to Viva Fresh approval)
- Also includes Silver Level Sponsorship Benefits (see page 2)

POP-UP DEMO STATION: \$7,500 PER SPONSOR

(2 SPONSORS, 1 PER EVENT)

- Sponsor company will work with chef to create unique food dish featuring sponsor-provided product to distribute to expo participants during a 1 hour demo (chef to create recipe, prepare, and sample dish)
- Demo stations will happen on Friday and Saturday, placed in a high-traffic areas
- Sponsor will be allowed to distribute brochures and sales materials during pop-up demo
- *Sponsor is responsible for design, printing and shipping costs*
- Sponsor will be given a push notification on conference app during demo to increase traffic
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

RELAXATION STATION: \$4,500 PER SPONSOR

(2 SPONSORS)

- Sponsor can pick one of 2 activities
 - Massages
 - Meditation area
- Sponsor logo on signage at designated activity
- Sponsor will be given a push notification during relaxation station hours
- Relaxation Station will be located in conference room
- Also qualifies for Bronze Level Sponsorship benefits (see page 2)



SPONSORSHIP OPPORTUNITIES

LEMONADE REFRESHMENT STATION: \$3,500 PER SPONSOR

(2 SPONSORS)

- Company logo featured on Lemonade Stand
- If possible, lemonade to be infused with sponsors offerings (not guaranteed)
- Company is allowed to supply hotel chef with featured product to be used in recipe
- Lemonade stand will be located near educational sessions
- Sponsor will be given a push notification on conference app while stand is active
- Also qualifies for Bronze Level Sponsorship benefits (see page 2)

APP PASSPORT PROGRAM: \$1,500 PER SPONSOR

(20 SPONSORS)

- Sponsors showcased on passport program in the new Viva Fresh app
- Sponsor to provide question or password to Viva Fresh for attendees to enter into app
- Sponsor will be given a push notification on conference app

APP LEADERBOARD SPONSOR: \$3,000

(1 SPONSOR)

- Company Logo on Leaderboard showcased in the new Viva Fresh app and on posted screens
- Leaderboard will be used to display attendee engagement points redeemed for prizes

PUBLICATION BIN: \$2,500 PER SPONSOR

(8 SPONSORS)

- Company logo will be featured on Publication Bin front panel
- Publication Bin will be displayed in high-traffic areas of the expo on both Friday and Saturday



Sample Publication Bin Design

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VIVA FRESH RETAILER SPEED MEETING SPONSORSHIPS

SPEED MEETING GRAB&GO BREAKFAST: \$5,500 PER SPONSOR

(4 SPONSORS)

- Company logo featured on signage near “grab & go” breakfast station
- Breakfast station will be located near Retailer/Foodservice Speed Meetings
- Buyers choose the exhibitors for meetings so sponsorship does not guarantee invitation
- Also qualifies for Bronze Level Sponsorship benefits (see page 2)

SPEED MEETING COFFEE STATION: \$4,500 PER SPONSOR

(3 SPONSORS)

- Company logo featured on signage near coffee station
- Coffee station will be located near Retailer/Foodservice Speed Meetings
- Buyers choose the exhibitors for meetings so sponsorship does not guarantee invitation
- Also qualifies for Bronze Level Sponsorship benefits (see page 2)



READY TO MAKE YOUR COMMITMENT? CONTACT TOMMY WILKINS TODAY!
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VIVA FRESH WOMEN'S LUNCHEON SPONSORSHIPS

WOMEN'S LUNCHEON TITLE SPONSOR: \$20,000

(1 SPONSOR)

- Company name will be introduced at the Women's Luncheon
- Company logo will be featured on event signage
- Sponsor can provide a takeaway for luncheon attendees
 - *Sponsor is responsible for design, printing and shipping costs*
- Sponsor name to be presented during prize distribution
- Also qualifies for Platinum Level Sponsorship Benefits (see page 2)



WOMEN'S LUNCHEON FOOD STATIONS: \$4,000 PER SPONSOR

(3 SPONSORS)

- Company Logo will be featured on Foodstation signage
- When possible the menu will reflect sponsor products (not guaranteed)
- Company is allowed to supply hotel chef with featured product to be used in recipes (must coordinate with event planners in advance)
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

WOMEN'S LUNCHEON DRINK STATIONS: \$4,000 PER SPONSOR

(3 SPONSORS)

- Company Logo will be featured on drink station signage
- Sponsor may select the station they'd like to sponsor (as available)
 - Mimosa Station
 - Bloody Mary Station
 - Espresso Station
- Also qualifies for Bronze Level Sponsorship (see page 2)

WOMEN'S LUNCHEON PHOTOBOOTH SPONSOR: \$4,500

(1 SPONSOR)

- Company Logo will be featured on Photobooth signage
- Also qualifies for Bronze Level Sponsorship (see page 2)



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VIVA FRESH RECEPTION & MEAL SPONSORSHIPS

KEYNOTE LUNCHEON MEAL SPONSOR: **\$7,500 PER SPONSOR**

(10 SPONSORS)

- Company logo will be featured on luncheon signage at the top level of the entrance doors as shown in this mockup
- Company logo featured in slideshow video reel before and after keynote speaker
- Company logo featured in Powerpoint presentation prior to keynote speaker
- Company name will be introduced at the Friday Luncheon
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)



Sample Keynote Luncheon Meal Sponsor

WELCOME RECEPTION: **\$7,500 PER SPONSOR**

(12 SPONSORS)

- Company name will be introduced at the Welcome Reception
- Company logo will be featured on Welcome Reception signage throughout the venue
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)
- Companies may select the element of the evening that they would like to sponsor

• BAR SPONSORS (5)

- Sponsor can provide coasters or koozies imprinted with their logo (must coordinate with event planners in advance).
Sponsor is responsible for design, printing and shipping costs

• FOOD STATION SPONSORS (5)

- Table tent sign on each of the food stations will include the sponsors logo
- Whenever possible the menu will reflect sponsor products (*there are no guarantees*)
 - If product is to be included, company is allowed to supply hotel chef with featured product to be used in recipes (must coordinate with event planners in advance)

• MUSIC SPONSORS (2)

- Sponsor logo will be included on banner either on the stage or next to it



SPONSOR'S VIP RECEPTION: **\$7,500 PER SPONSOR**

(8 SPONSORS)

- Company name will be introduced at the Sponsor's VIP Reception
- Company logo will be featured on event signage
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

VIVA FRESH RECEPTION & MEAL SPONSORSHIPS

FRIDAY “MEET & GREET” BREAKFAST STATIONS: \$7,500 PER SPONSOR

(5 SPONSORS)

- Each sponsor will be featured at a breakfast station
 - Company may supply hotel chef with featured product to be used in breakfast recipe of chef's choosing (must coordinate with event planners in advance)
 - Company logo featured on banner and tabletop signage
- Breakfast stations will be located near educational sessions
- Also qualifies for Silver Level Sponsorship Benefits (see page 2)

FRIDAY “MEET & GREET” BREAKFAST ESPRESSO STATION: \$5,000 PER SPONSOR

(4 SPONSORS)

- Company logo featured on espresso counter signage
- Company logo featured on coffee cup sleeves
- Espresso station will be located near educational sessions in high traffic area on Friday morning
- Also qualifies for Bronze Level Sponsorship benefits (see page 2)

EXPO LUNCH BUFFET: \$6,000 PER SPONSOR

(10 SPONSORS)

- Company logo will be featured on Luncheon tabletop signs and posters
- Company will have the opportunity to provide branded boxes of produce for display (must coordinate with event planners in advance)
- Whenever possible the menu will reflect sponsor products (there are no guarantees)
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

EXPO CLOSING HAPPY HOUR: \$6,000 PER SPONSOR

(6 SPONSORS)

- Company logo will be featured on happy hour signage and bar napkins
- Sponsor can provide coasters or koozies imprinted with their logo (must coordinate with event planners in advance)
Sponsor is responsible for design, printing and shipping costs
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

AGGIES FOR FRESH RECEPTION: \$4,500 PER SPONSOR

(6 SPONSORS)

- Company name will be introduced at the reception
- Company logo will be included on reception signage and presentation
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)



VIVA FRESH BANNER & SIGNAGE SPONSORSHIPS

EXHIBIT HALL AREA BANNER 11E: \$10,000

(1 SPONSOR)

- Banner Size: 20' W x 6' H
- Banner Location: located above side entry door into exhibit hall
- Sponsor will have the opportunity to approve a design created by the Viva Fresh design team.
- Also qualifies for Silver Level Sponsorship benefits (see page 2)



Sample Exhibit Hall Area Banner 11 E

EXHIBIT HALL AREA BANNER 11G: \$10,000

(1 SPONSOR)

- Banner Size: 20' W x 6' H
- Banner Location: located above side entry door into exhibit hall
- Sponsor will have the opportunity to approve a design created by the Viva Fresh design team.
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

WINDOW CLING 4B: \$10,000 PER SPONSOR

(4 SPONSORS)

- Window Cling Size: approximately 3' W x 8' H
- Window Location: Level 2, near registration and educational sessions area
- Sponsor will be allowed to either provide branded design or work with the expo designer to create (1) window cling design featuring company logo, product photography and messaging (following specific design parameters, subject to Viva Fresh approval)
- Also qualifies for Silver Level Sponsorship benefits (see page 2)



Sample Window Cling 4 B

RESTROOM MIRROR CLINGS: \$7,500 PER SPONSOR

(2 SPONSORS)

- Mirror Cling Size: approximately 2' W x 3' H
- Mirror Location: Restrooms near educational sessions and exhibit hall
- Expo designer will provide concept and design for mirror cling, sponsor to provide final approval on design and concept.
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

EXHIBIT HALL AREA BANNER 14: \$7,500

(1 SPONSOR)

- Company logo will be featured on banner located near exhibit hall above entryway doors
- Sponsor will work with the expo designer to create (1) banner design featuring company logo, product photography and messaging (following specific design parameters, subject to Viva Fresh approval)
- Also qualifies for Silver Level Sponsorship benefits (see page 2)



Sample Exhibit Hall Area Banner 14

VIVA FRESH BANNER & SIGNAGE SPONSORSHIPS

EXHIBIT HALL AREA BANNER 13: \$7,500

(1 SPONSOR)

- Company logo will be featured on banner located near exhibit hall above entryway doors
- Sponsor will work with the expo designer to create (1) banner design featuring company logo, product photography and messaging (following specific design parameters, subject to Viva Fresh approval)
- Also qualifies for Silver Level Sponsorship benefits (see page 2)



Sample Exhibit Hall Area Banner 13

WINDOW CLING 15: \$7,500 PER SPONSOR

(2 SPONSORS)

- Window Cling Size: approximately 6' W x 8' H
- Window Location: Level 1, near exhibit hall
- Sponsor will be allowed to either provide branded design or work with the expo designer to create (1) window cling design featuring company logo, product photography and messaging (following specific design parameters, subject to Viva Fresh approval)
- Also qualifies for Silver Level Sponsorship benefits (see page 2)



Sample Window Cling 15

WINDOW CLING 16: \$7,500 PER SPONSOR

(2 SPONSORS)

- Window Cling Size: approximately 6' W x 8' H
- Window Location: Level 1, near exhibit hall
- Sponsor will be allowed to either provide branded design or work with the expo designer to create (1) window cling design featuring company logo, product photography and messaging (following specific design parameters, subject to Viva Fresh approval)
- Also qualifies for Silver Level Sponsorship benefits (see page 2)



Sample Window Cling 16

REGISTRATION DESK BANNERS: \$5,000 PER SPONSOR

(6 SPONSORS)

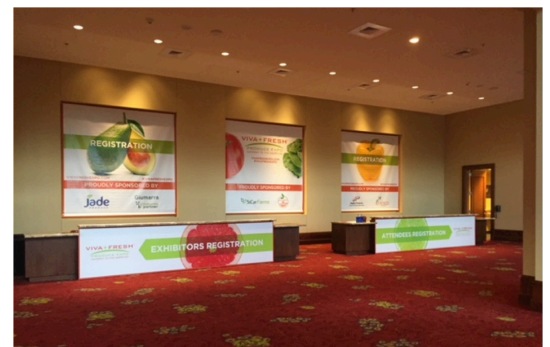
- Company logo will be featured on banner located at registration desks for duration of expo
- Also qualifies for Bronze Level Sponsorship benefits (see page 2)

SCHEDULE AT A GLANCE COLUMN:

\$5,000 PER SPONSOR

(3 SPONSORS)

- Company Logo and branding featured on 2/4 sides of on one column
- Schedule and maps to appear on other 2 panels of column
- A total of 3 columns will be placed in high traffic areas, each sponsor will be featured on one column
- Also Qualifies for Bronze Level Sponsorship (see page 2)



Sample Registration Desk Banners



VIVA FRESH OPEN GOLF TOURNAMENT SPONSORSHIPS

GOLF TOURNAMENT TITLE SPONSOR: **\$7,500 PER SPONSOR**

(2 SPONSORS)

- Company name will be introduced at all tournament events
- Company logo will be featured on event banners and other select signage
- Company will be listed as Title Sponsor in all tournament communications and press/media
- Also qualifies for Silver Level Sponsorship benefits (see page 2)

GOLF TOURNAMENT 19TH HOLE CELEBRATION: **\$5,000**

(1 SPONSOR)

- Company name will be introduced at the 19th Hole Celebration
- Company logo/name will be featured on 19th Hole Celebration signage
- Company logo/name will be highlighted on other select tournament signage
- Also qualifies for Bronze Level Sponsorship benefits (see page 2)

GOLF TOURNAMENT SHIRTS: **\$6,000 PER SPONSOR**

(2 SPONSORS)

- Company logo will be featured on golf tournament shirts that are provided to all players
- Company logo/name will be highlighted on select tournament signage
- Also qualifies for Bronze Level Sponsorship Benefits (see page 2)

GOLF TOURNAMENT GOLF CART/SCORECARDS: **\$3,500 PER SPONSOR**

(2 SPONSORS)

- Company logo will be featured on scorecards and golf cart signage
- Company logo/name will be highlighted on other select tournament signage

GOLF TOURNAMENT AWARDS CEREMONY: **\$2,000 PER SPONSOR**

(3 SPONSORS)

- Company name will be introduced during the Awards Ceremony
- Company logo/name will be highlighted on select tournament signage

GOLF TOURNAMENT 19TH BEVERAGE TICKETS: **\$2,500 PER SPONSOR**

(2 SPONSORS)

- Company logo/name will be included on individual beverage tickets that are provided to all players
- Company logo/name will be highlighted on select tournament signage



Sample Award Ceremony Sponsorship



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VIVA FRESH OPEN GOLF TOURNAMENT SPONSORSHIPS

GOLF TOURNAMENT HOLE-IN-ONE SPONSORSHIP: **\$2,500 PER SPONSOR**

(2 SPONSORS)

- Company name will be announced during Awards Ceremony
- Company logo/name will be highlighted on select tournament signage

GOLF TOURNAMENT BEVERAGE CART: **\$3,500 PER SPONSOR**

(4 SPONSORS)

- Company logo will be featured on beverage cart signage
- Company logo/name will be highlighted on other select tournament signage

GOLF TOURNAMENT GOLF BALLS: **\$4,000**

(1 SPONSOR)

- Company logo will be featured on tournament golf balls
- Company logo/name will be highlighted on select tournament signage

GOLF TOURNAMENT CAP SPONSOR: **\$3,500 PER SPONSOR**

(3 SPONSORS)

- Company logo will be featured on tournament hat that are provided to all players
- Company logo/name will be highlighted on select tournament signage

GOLF TOURNAMENT INDIVIDUAL HOLE SPONSORSHIPS: **\$500 PER SPONSOR**

(36 SPONSORS)

- Company logo/name will be featured on signs at sponsored hole
- Company logo/name will be highlighted on other select tournament signage

GOLF TOURNAMENT LONGEST DRIVE SPONSOR: **\$1,000 PER SPONSOR**

(4 SPONSORS)

- Company name will be announced during Awards Ceremony
- Company logo/name will be highlighted on select tournament signage

GOLF TOURNAMENT CLOSEST TO THE PIN SPONSOR: **\$1,000 PER SPONSOR**

(4 SPONSORS)

- Company name will be announced during Awards Ceremony
- Company logo/name will be highlighted on select tournament signage



Sample Individual Hole Sponsor



Sample Cap Sponsor



VIVA*FRESH™

PRESENTED BY
TEXAS INTERNATIONAL PRODUCE ASSOCIATION

VIVAFRESHEXPO.COM



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: October 10, 2019

MEETING DATE: October 16, 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 - 10/10/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: October 10, 2019

MEETING DATE: October 16, 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 - 10/10/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 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 - 10/11/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 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 - 10/11/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 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 - 10/11/2019



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: October 11, 2019

MEETING DATE: October 16, 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 - 10/11/2019