

**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, MAY 20, 2020 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.

In accordance with social distancing guidelines, the Bridge Board meeting will not be open to the public. The meeting will be via Videoconference and streamed live at www.pharr-tx.gov .

1. CALL TO ORDER:

- A) Roll call and possible action on the excusing of any absent member.
- B) Pledge of Allegiance/Invocation.

2. 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 April 2020.
- B) Finance Report for April 2020.
- C) Engineer's Report.
- D) Director's Report.

3. ADMINISTRATIVE:

A) Discussion and action, if any, on 2020 PMA Fresh Summit Annual Conference Texas Town Pavilion.

B) Discussion on proposal for Customer Discount Program.

C) Approval of Minutes for April 15, 2020.

4. 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
May 20, 2020

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.

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

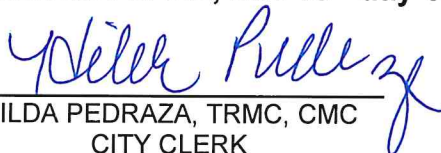
NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

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 15th day of May 2020 at 2:00 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 15th day of May 2020




HILDA PEDRAZA, TRMC, CMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.A.

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Crossings and Revenues Report for April 2020.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: Crossings & Revenues Reports for April 2020.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 5/14/2020

CROSSINGS AND REVENUES FOR THE MONTH OF APRIL FISCAL YEAR 2019 – 2020

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **63,947** vehicles for the month of April F.Y. 2019-2020, which showed a decrease of **(-34,430)** vehicles or **-35.00%** over the same month in F.Y. 2018-2019.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **19,791** cars for the month of April F.Y. 2019 – 2020, showing a decrease of **(-27,703)** cars or **-58.33%** over the same month in F.Y. 2018 – 2019.

c) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **44,156** trucks for the month of April F.Y. 2019-2020, showing a decrease of **(-6,727)** trucks or **-13.22%** over the same month in F.Y. 2018 - 2019.

d) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled, **\$1,008,023 dollars** for the month of F.Y. 2019 – 2020

\$	79,216	Autos & other
\$	928,337	Trucks
\$	470	Profit on pesos
	\$1,271,490	TOTAL

Revenues showed a decrease of **(-\$182,405)** or **(-15.32%)** over the same month in F.Y. 2018 – 2019

e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **44,149** trucks for the month of April F.Y. 2019-2020, showing a decrease of **(-5,613)** trucks or **(-11.28%)** over the same month in F.Y. 2018-2019.

SOUTHBOUND TRUCK CROSSINGS SHOWED AN INCREASE OF 7 TRUCKS FOR THE MONTH OF APRIL, COMPARED TO NORTHBOUND TRUCK CROSSINGS

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

	F.Y. 2018–2019	F.Y. 2019-2020	GAIN LOSS
OCTOBER	117,523	100,995	(-16,528)
NOVEMBER	114,764	98,066	(-16,698)
DECEMBER	114,630	94,623	(-20,007)
JANUARY	120,643	99,930	(-20,713)
FEBRUARY	111,276	94,774	(-16,502)
MARCH	122,904	91,218	(-31,686)
<u>APRIL</u>	<u>98,377</u>	<u>63,947</u>	<u>(-34,430)</u>
YTD TOTAL	800,117	643,553	(156,564)
MAY	104,534		
JUNE	104,468		
JULY	97,056		
AUGUST	98,491		
SEPTEMBER	95,551		
TOTAL CROSS.	1,300,217		

- a) VEHICLE CROSSINGS SHOWED A DECREASE OF (-34,430) VEHICLES OR (-35.00%) OVER THE SAME MONTH IN F.Y. 2018-2019.
- b) VEHICLE CROSSING SHOWED A DECREASED OF (-156,564) VEHICLES OR (-19.57%) OVER THE SAME SEVEN (7) MONTHS IN FY.Y.2018- 2019

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

	F.Y. 2018-2019	F.Y. 2019-2020	GAIN LOSS
OCTOBER	65,395	46,694	(-18,701)
NOVEMBER	64,409	47,401	(-17,008)
DECEMBER	69,288	48,405	(-20,883)
JANUARY	65,059	44,720	(-20,339)
FEBRUARY	60,102	41,743	(-18,359)
MARCH	67,154	33,670	(-33,484)
APRIL	47,494	19,791	(-27,703)
YTD TOTAL	438,901	282,424	(-156,477)
MAY	51,722		
JUNE	54,855		
JULY	43,198		
AUGUST	44,829		
SEPTEMBER	43,557		
TOTAL CAR CROSS.	677,062		

a) CAR CROSSINGS SHOWED A DECREASE OF **(-27,703) CARS OR **(-58.33%)** OVER THE SAME MONTH IN F.Y. 2018-2019.**

b) CAR CROSSING SHOWED A DECREASED OF **(-156,477) CARS OR **(-35.65%)** OVER THE SEVEN **(7)** MONTHS IN F.Y.2018 – 2019**

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

	F.Y. 2018-2019	F.Y. 2019-2020	GAIN LOSS
OCTOBER	52,128	54,301	2,173
NOVEMBER	50,355	50,665	310
DECEMBER	45,342	46,218	876
JANUARY	55,584	55,210	(374)
FEBRUARY	51,174	53,031	1,857
MARCH	55,750	57,548	1,798
APRIL	50,883	44,156	(-6,727)
YTD TOTAL	361,216,	361,129	(-87)
MAY	52,812		
JUNE	49,613		
JULY	53,858		
AUGUST	53,662		
SEPTEMBER	51,994		
TOTAL TRUCK CROSSING 623,155			

- a) **TRUCK CROSSINGS SHOWED A DECREASE OF (-6,727) TRUCKS OR (-13,22%) OVER THE SAME MONTH IN F.Y. 2018-2019**
- b) **TRUCK CROSSING SHOWED A DECREASE OF (-87) TRUCKS OR -0.02% OVER THE SEVEN (7) MONTH IN F.Y. 2018-2019**

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

	F.Y. 2018-2019	F.Y. 2019-2020	GAIN LOSS	FULL TRUCKS	EMPTY	AG TRUCKS	NARP NO INSP.
OCTOBER	56,847	58,887	2,040	40,128	18,759	14,905	7,746
NOVEMBER	54,278	53,066	(1,212)	36,918	16,148	14,584	7,462
DECEMBER	48,159	48,976	817	34,192	14,784	14,627	7,973
JANUARY	58,516	58,580	64	41,933	16,647	18,967	10,141
FEBRUARY	53,895	54,534	639	38,529	16,275	15,969	8,679
MARCH	58,228	58,168	(60)	41,359	16,809	17,378	9,119
APRIL	49,762	44,149	7	30,259	13,890	13,674	6,795
MAY	54,588						
JUNE	51,641						
JULY	55,450						
AUGUST	55,226						
SEPTEMBER	53,388						
TOTAL NORTHBOUND	649,978						

Northbound trucks at the Pharr International Bridge totaled **44,149** trucks for the month of April F.Y. 2019-2020, showing a decrease of **(-5,613)** trucks or **(-11.28%)** over the same month in F.Y. 2018-2019.

TRUCK CROSSING SHOWED A DECREASE OF -3,325 TRUCKS OR -0.88% OVER THE SAME SEVEN (7) MONTH IN F.Y. 2018-2019.

Agriculture trucks at the Pharr International Bridge totaled 13,674 crossings for the month of April representing a 31% of the imports from Mexico.

Agriculture trucks at the Pharr International Bridge Import Lot showed a decrease of (-3,182) or -19% over the same month in F.Y. 2018-2019.

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

	F.Y. 2018-2019	F.Y. 2019-2020	GAIN (LOSS)
OCTOBER	\$ 1,218,069	\$ 1,274,663	\$ 56,593
NOVEMBER	\$ 1,229,321	\$ 1,246,201	\$ 16,880
DECEMBER	\$ 1,153,646	\$ 1,159,871	\$ 6,225
JANUARY	\$ 1,257,893	\$ 1,312,020	\$ 54,127
FEBRUARY	\$ 1,213,717	\$ 1,171,034	(\$ 42,683)
MARCH	\$ 1,337,921	\$ 1,271,490	(\$ 66,431)
APRIL	\$ 1,190,428	\$ 1,008,023	(\$ 182,405)
YTD TOTAL	\$ 8,600,996	\$ 8,443,302	(\$ 157,693)
MAY	\$ 1,214,867		
JUNE	\$ 1,179,999		
JULY	\$ 1,195,730		
AUGUST	\$ 1,237,433		
SEPTEMBER	\$ 1,197,219		
TOTAL REV.	\$ 14,626,244		

a) REVENUES SHOWED A DECREASE OF **(\$182,405)** OR **-15.32%**
OVER THE SAME MONTH IN F.Y. 2018-2019.

b) REVENUES SHOWED A DECREASE OF **(\$157,693)** OR **(-1.83%)**
OVER THE SAME SEVEN (7) MONTHS IN F.Y. 2018 – 2019.



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.B.

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for April 2020.

Classification: Regular

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

Exclude Material from Public Packet? No

Reason:

Issue: Expenditures Report for the month of April 2020.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 5/14/2020

CITY OF PHARR
GENERAL LEDGER STATUS REPORT
NON AUDITED BUDGET VS. ACTUAL
FOR PERIOD ENDING APRIL 30, 2020

BRIDGE FUND 70

	FY 19/20						FY 18/19 --Variance--			
	ORIGINAL BUDGET	AMENDED BUDGET	Y-T-D ACTUAL	PERCENT OF BUDGET	BALANCE		Prior FY Y-T-D Actual	Amount	Percent	
REVENUES										
BRIDGE TOLL REVENUES	\$ 14,853,900	\$ 14,853,900	\$ 8,004,492	54%	\$ (6,849,408)	\$ 8,004,492	\$ 8,221,117	\$ (216,625)	-3%	
BRIDGE REVENUE FUND INTEREST EARNED	102,300	102,300	41,702	41%	(60,598)	41,702	61,732	(20,030)	-32%	
PESO EXCHANGE RATE INCOME	38,600	38,600	14,256	37%	(24,344)	14,256	28,056	(13,800)	-49%	
RENTAL INCOME	210,600	210,600	122,300	58%	(88,300)	122,300	119,850	2,450	2%	
TRANSFER IN-GF	-	25,000	-	0%	(25,000)	-	-	-	0%	
FINANCING DEBT FUNDS	1,750,000	1,750,000	1,750,000	100%	-	1,750,000	200,000	1,550,000	775%	
TOTAL REVENUES	16,955,400	16,980,400	9,932,750	58%	(7,047,650)	9,932,750	8,630,755	1,301,994	15%	
EXPENDITURES										
PERSONNEL	1,351,900	1,376,900	725,135	53%	651,765	725,135	724,844	(291)	0%	
SUPPLIES & MATERIALS	276,000	276,000	90,816	33%	185,184	90,816	73,027	(17,788)	-24%	
BUILDING & EQUIPMENT	2,136,400	2,136,400	168,972	8%	1,967,428	168,972	515,617	346,645	67%	
REPAIRS & MAINTENANCE	70,700	70,700	3,652	5%	67,048	3,652	2,087	(1,565)	-75%	
EQUIPMENT RENTALS	3,100	3,100	2,897	93%	203	2,897	1,899	(998)	-53%	
UTILITIES	75,600	75,600	36,172	48%	39,428	36,172	35,775	(397)	-1%	
VEHICLE USAGE	22,500	22,500	12,760	57%	9,740	12,760	13,565	805	6%	
INSURANCE	45,000	45,000	31,796	71%	13,204	31,796	41,260	9,464	23%	
DEBT SERVICE	1,519,600	1,519,600	500,642	33%	1,018,958	500,642	365,827	(134,815)	-37%	
CONTRACTUAL SERVICES	297,800	297,800	568,626	191%	(270,826)	568,626	132,857	(435,769)	-328%	
OTHER CONTRACTUAL & SPECIAL SERVICES	879,700	879,700	354,436	40%	525,264	354,436	352,083	(2,354)	-1%	
TRANSFERS OUT	10,277,100	10,521,000	4,994,975	47%	5,526,025	4,994,975	4,978,592	(16,383)	0%	
TOTAL EXPENDITURES	16,955,400	17,224,300	7,490,878	43%	9,733,422	7,490,878	7,237,432	(253,446)	-4%	
REVENUE OVER/(UNDER) EXPENDITURES	<u>\$ -</u>	<u>\$ (243,900)</u>	<u>\$ 2,441,872</u>		<u>\$ 2,685,772</u>	<u>\$ 2,441,872</u>	<u>\$ 1,393,323</u>	<u>\$ 1,048,549</u>		



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.C.

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

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 - 5/14/2020



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.D.

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

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 - 5/14/2020



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.A.

DATE SUBMITTED: May 15, 2020

MEETING DATE: May 20, 2020

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on 2020 PMA Fresh Summit Annual Conference Texas Town Pavilion.

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 - 5/15/2020



Exhibitor's Contract 2020 PMA Texas Town Pavilion

TIPA exhibitors are expected to adhere to in conjunction with PMA Rules and Regulations.

1. Each exhibitor **MUST be a member** of the **Texas International Produce Association** and be in good financial standing with the association.
2. Prior to the show, payment for booth space and \$10.00 sq/ft maintenance fee is **DUE UPON RECEIPT OF TIPA INVOICE**. In the event of a cancellation, the booth space portion non-refundable as TIPA has already been charged by PMA.
3. After the show, exhibitors will be invoiced all other expenses (ie. Transportation, labor, etc.). Payment is **DUE UPON RECEIPT OF TIPA INVOICE**.
4. Invoices must be paid in full upon receipt. The system of "installments" has been abused in the past and TIPA no longer offers that service.
5. It is the responsibility of each exhibitor to set-up/tear-down their booth (i.e. empty trash cans, put up company-specific décor, etc.). It is TIPA's responsibility to set-up/tear-down Texas Town (i.e. backdrop, lighting, unload and reload packing crates/pallets).
6. In order to maintain a consistent Texas Town image, exhibitors:
 - a. **must purchase** graphics for their booths including a back-lit panel and an overhead arched sign with your company's name/logo through TIPA.
 - b. **shall not** cover the back-lit panels and sign.
7. **Exhibitors may not begin tear down until the *last day* of the Expo at PMA's *posted ending time*. Failure to comply will result in a \$500 fine.**
8. Any entertainment provided by the exhibitor must be approved by the TIPA Board. The exhibitor will be required to submit a detailed "booth entertainment" plan to the board no less than two months prior to the start of Fresh Summit. Failure to comply will result in immediate removal of unapproved entertainment the day of the show and loss of ability to exhibit at future Texas Town events.
9. Exhibitor **MUST** always have a representative at the booth during Expo hours. Failure to comply will result in a \$500 fine.
10. Exhibitor must make their own travel and hotel arrangements.
11. Booth orders must go through the Texas Town coordinator (i.e. furniture, cold storage, carpet, etc.).

If the above rules are not followed, you forfeit your option to exhibit the next year. *I agree, as my company's representative, to abide by these rules.*

Signature: _____

Name: _____ Date: _____

Company: _____

Please sign and return to lilly.garcia@texipa.org

Did you know... the Texas International Produce Association hosts the TEXAS TOWN PAVILION at PMA's Fresh Summit?



What: Texas Town is a 7,600 square foot exhibit space **FRONT** and **CENTER** at the Produce Marketing Association's Fresh Summit. With over 22,000 attendees, this Expo is THE place to be if you are in the produce industry.

The Texas International Produce Association has been coordinating Texas Town since 1992 and are 13th in line to pick for produce and 3rd for solutions on the showroom floor - that means we're right behind the big players like Sunkist, Dole, Chiquita, Melissa's and in front of 600 other companies.

When: October 15-17, 2020

Where: Dallas, Texas USA

List of 2019 Exhibitors:

Bebo Distributing, Inc.
CabeFruit Produce, LLC
Empacadora GAB
Fortune Growers
Fox Packaging
Fresco Produce, LLC
Grande Produce LTD
LakeWay Foods, LLC
London Fruit, Inc.
Lone Star Citrus Growers
Marengo Foods
Mode Transportation
Montero Farms

Pharr International Bridge
Phillip Garcia CHB
Port Laredo Texas
Pratt Industries
Spring Valley Fruits, LLC.
Sunrise Produce, LLC.
Super Starr International
Sweet Seasons, LLC.
Texas Department of Ag.
Traveler Produce, LLC.
Triple H Produce
Villita Avocados

CALL TODAY!

Reservations will be on a
first-come-first-serve basis!!
956.581.8632 or lilly.garcia@texipa.org



What are the BENEFITS?

Prime Location: TIPA has been exhibiting with PMA for TWENTY-SEVEN years. We select great booth spaces – in front of 600 other companies exhibiting at PMA. Individually, exhibitors do not have the ability to obtain this space – there is power in numbers and the uniqueness of Texas Town stands out.

Exhibitors DO NOT have to be a member of PMA:

Because TIPA is a member of the Produce Marketing Association, the companies exhibiting in Texas Town are not required to be a member of PMA to get the “member rate” for booth space (a savings of \$4,000).

TIPA Staff Coordinates EVERYTHING: Except for your housing and travel arrangements, TIPA staff oversees all areas of the expo – from freight handling to sign hanging. We set-up Texas Town and tear it down; thus allowing the participating exhibitors to do what they are there to do – meet with existing or potential customers. Our exhibitors do not have to worry about outside transportation or staying on top of PMA’s deadlines - you don’t even have to stay around until midnight after the show is over waiting on freight to be picked up – we do all of that for you.

A Cohesive Community Design: Texas Town has a cohesive look. Your display will be customized with your company’s logo and graphics.

What Does it Cost?

Booth Space: \$4,000 per 10x10 space (same amount PMA charges its members)

Maintenance Fee: \$10 sq. ft.: Covers direct and indirect costs as well as up keep expenses.

Staff Travel and Labor: Each Texas Town exhibitor shares the travel and labor expenses for the TIPA staff members that coordinate Texas Town.

Furniture & Accessories: Only if ordered.

Plants: Only if ordered.

Carpet & Padding: Carpet is ordered for all exhibitors and is the same color throughout Texas Town. Exhibitors are charged based on their square footage.

Sign Hanging: A 20’x20’ “Texas Town” overhead sign is hung over the pavilion. This cost is divided equally among exhibitors.

Labor: Contract labor is hired to assemble Texas Town. Exhibitors are charged based on square footage.

Cold Storage: Only if used.

Electrical: Electricity is always ordered for accent lighting – this amount is divided equally among exhibitors. Additional electrical needs are charged solely to the ordering exhibitor.

Material Handling: PMA charges all exhibitors for moving freight in and out of the show. The Texas Town exhibit freight costs are shared among exhibitors based on square footage.

Supplies/Décor: Any upgrades or supplies needed for Texas Town are charged based on square footage.

Transportation: Each company will be charged for their individual freight costs – the more you transport, the more it will cost.

Custom Graphics: You are given the option to customize your booth by creating a back-lit panel that will promote your company’s message. The cost is usually around \$550/panel.

A base budget without shipping and handling:
 10x10—\$10,000 10x20—\$20,000
 20x20—\$35,000 20x30—\$50,000

These totals are based on averages from exhibitors over the past five years.



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.B.

DATE SUBMITTED: May 15, 2020

MEETING DATE: May 20, 2020

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion on proposal for Customer Discount Program.

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.

Financial Consideration:

Staff Recommendation:

Alternatives:

ROUTING:

Vanessa Guzman

Created/Initiated - 5/15/2020



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.C.

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Approval of Minutes for April 15, 2020.

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 - 5/14/2020

**REGULAR MEETING
TOLL BRIDGE BOARD
HELD ON APRIL 15, 2020, AT 12:00 P.M.
CITY HALL, 118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS**

On the 15th day of April 2020, the Toll Bridge Board met in a regular Bridge Board Meeting. Following is the record of attendance.

MEMBERS PRESENT: Edgar Delgadillo, Chairman
Tony Martinez, Vice-Chairman
Adalberto Campero, Secretary
Luis Flores, Member

MEMBER ABSENT: Larry Hernandez, Member

**EX-OFFICIO MEMBER
PRESENT:** None

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

STAFF PRESENT: Luis Bazan, Bridge Director
Fred Brouwen, Director of Operations
Vanessa Guzman, Administrative Assistant
Cleo Salinas, Administrative Assistant

OTHERS PRESENT: Anali Alanis, Assistant City Manager
Patricia Rigney, City Attorney
Karla Saavedra, Finance Director
Maria Rangel, Engineering Department
Ignacio Amezcua, Purchasing Director
Carlos Rodriguez, CBP
Andres Vega, CBP
Ezequiel Ordonez, Mexico Liaison
Eddie Gutierrez, Financial Consultant
Hollis Rutledge, Governmental Affairs

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

A. CALL TO ORDER:

ITEM "1": ROLL CALL-EXCUSE ABSENT MEMBERS.

Chairman Edgar Delgadillo called the meeting to order. All members were present during roll call except Member Hernandez. Vice-Chairman Martinez made a motion to excuse Member Hernandez for being absent. Member Flores seconded the motion and was then carried on unanimously. 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. 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 “3”: CROSSING AND REVENUES COMPARISON FOR FEBRUARY AND MARCH 2020.

Chairman Edgar Delgadillo introduced the next item. Mr. Brouwen, Director of Operations stated that for the month of February total crossings were 94,774, which shows a decrease of (-16,502) vehicles or -14.83% compared to last year. Mr. Brouwen stated that total crossing for cars were 41,743 cars, which shows a decrease of (-18,359) cars or -30.55%. Mr. Brouwen then showed a car crossing compassion from other bridges across the board. Mr. Brouwen reported that total truck crossings for the month of February were 53,031, which shows an increase of 1,857 trucks or 3.63% increase in trucks. Mr. Brouwen then showed a truck crossing compassion from other bridges across the board. Mr. Brouwen reported that northbound crossings for the month of February were 54,534, which shows an increase of 639 trucks or 1.19% increase in trucks. Mr. Brouwen stated that for the Agriculture for the month of February they had 15,969 trucks, which represents a 29% of all imports from Mexico to the U.S. Mr. Brouwen stated that total revenue collected for the month of February were \$1,171,034, which shows a decrease of -\$42,683 or -3.52% in revenues.

Mr. Brouwen, Director of Operations stated that for the month of March total crossings were 91,218, which shows a decrease of (-31,686) vehicles or -25.78% compared to last year. Mr. Brouwen stated that total crossing for cars were 33,670 cars, which shows a decrease of (-33,484) cars or -49.86%. Mr. Brouwen then showed a car crossing compassion from other bridges across the board. Mr. Brouwen reported that total truck crossings for the month of March were 57,548, which shows an increase of 1,798 trucks or 3.23% increase in trucks. Mr. Brouwen then showed a truck crossing compassion from other bridges across the board. Mr. Brouwen reported that northbound crossings for the month of March were 58,168, which shows a decrease of -60 trucks or -0.10% decrease in trucks. Mr. Brouwen stated that for the Agriculture for the month of March they had 17,378 trucks, which represents a 30% of all imports from Mexico to the U.S. Mr. Brouwen stated that total revenue collected for the month of March were \$1,271,490, which shows a decrease of -\$66,431 or -4.97% in revenues. Several

discussions then took place regarding the crossings. Chairman Edgar Delgadillo moved to the next item.

ITEM “4”: EXPENDITURES REPORT FOR FEBRUARY AND MARCH 2020.

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 “5”: PROJECT ENGINEER REPORT.

Chairman Edgar Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that they do have Maria Rangel in place of Omar Anzaldúa, City Engineer there if they have any questions regarding their projects. He stated that they are about three weeks out from the completion of the renovations of the bridge offices but that does not mean that they are going to be able to occupy the building right away. He added that there is another change order that is taking place right now and they are waiting on the new generator, so they will not be able to occupy until change order #3 is complete. He also added that they just placed the order for the furniture as well, so that is about another 4-6 weeks and with shipping the way it is right now the freight movement might be pushed out another extra couple of weeks.

Mr. Luis Bazan, Bridge Director stated that on DAP15, which is the inbound commercial entry lanes and the inbound commercial exit lanes, that project was awarded so they will be going through the vetting process soon and hopefully breaking ground on those projects.

Mr. Luis Bazan, Bridge Director stated that when it comes to DAP16 they will not be going out for bids till next year because there is a bidding process that takes place along with TX-DOT, so they do not want to interfere with that. He also added that they have to stagger their projects so that there isn't so many things going on at one time. Chairman Edgar Delgadillo moved to the next item.

ITEM “6”: DIRECTORS ADMINISTRATIVE REPORT.

Chairman Edgar Delgadillo introduced the next item. Mr. Luis Bazan, Bridge Director stated that one of the biggest things for them now as they face this together is the fact that now more than ever he is so excited and happy that they started BridgeConnect 5-6 years ago. He added that BridgeConnect has been the way that they engage with the public, their customers, their end users and that is the way they keep them informed of what is going on. Mr. Bazan, Bridge Director stated that last week they decided to have a BridgeConnect LIVE session, which will now be a weekly session and they will bring in the panelists. He added that Edgar participated last week and they had CBP, DPS and the Pharr Police Department there because they had a lot of questions about what is going on at the border, what types of questions are they asking, if they will be able to cross if they are not an essential worker, so they wanted to clear the smoke a bit. He added that even though the trade crosses through there they might live in different cities, so their rules are a little bit different than ours. He stated that people are

getting pulled over and the officers are determining what is essential and what is non-essential regardless of the fact that the customer has a letter indicating they are essential. He added that again they just wanted to clear the smoke and they think it went very well and they had about 109 attendees, which is an average for them at a regular BridgeConnect session. Mr. Bazan stated that they are hoping that that number will increase for this next one that they are hosting tomorrow Thursday, April 16 and that will be Part 2, so they are titling it BridgeConnect LIVE Part 2: The Effect of COVID-19 on Trade from An Industry Perspective. He added that for this next one they are inviting their different trade associations to talk about the changes that are going on and how it is affecting them. Mr. Luis Bazan, Bridge Director stated that there will probably be more questions than answers, but they are trying their best to keep the trade informed and they think that BridgeConnect LIVE is the next big thing for them as they continue to move forward, not just for promotion but for outreach as well. Some discussions then took place regarding suggestions for the next BridgeConnect LIVE session. Chairman Edgar Delgadillo moved to the next item.

C. ADMINISTRATIVE:

ITEM “7”: CONSIDERATION AND ACTION ON APPROVAL OF MINUTES- FEBRUARY 19, 2020.

Chairman Edgar Delgadillo introduced the next item. Vice-Chairman Martinez made a motion to approve the minutes for February 19, 2020. Secretary Campero seconded the motion and was then carried on unanimously. Chairman Edgar Delgadillo moved to the next item.

ITEM “8”: CONSIDERATION AND ACTION, IF ANY, ON BORDER TRADE ALLIANCE (BTA) 2020 MEMBERSHIP SILVER PATRON LEVEL RENEWAL FOR \$10,000. (TABLED)

Chairman Edgar Delgadillo introduced the next item and stated that this item was tabled so they need a motion to untable the item. Vice-Chairman Martinez made a motion to untable the item. Secretary Campero seconded the motion and was then carried on unanimously. Mr. Luis Bazan, Bridge Director stated that they have been members of this alliance for many years and what this membership does is give them a place on the board, but most importantly now this will allow him to be part of the governing body, so not just the board but part of the executive board as well. He added that there is a chairman, vice-chairman and secretary, and he has been asked to be the secretary for the next two-years. He added that it is a great platform, particularly now and a lot of the updates that the board gets from him come from the Border Trade Alliance with regards to the USMCA and the state of trade as a whole. He added that he thinks it is important for them and it has been discussed with leadership and they have all come to terms that this is a good position for them, it's a great opportunity especially during these trying times. Several discussions then took place regarding the Border Trade Alliance. Member Flores made a motion to approve the item. Chairman Edgar

Delgadillo seconded the motion and was then carried on unanimously. Chairman Edgar Delgadillo moved to the next item.

ITEM “9”: DISCUSSION AND ACTION, IF ANY, ON RENEWAL PROPOSAL FROM XOANA FOR ROAD SIGNS IN REYNOSA. (TABLED)

Chairman Edgar Delgadillo introduced the next item and stated that this item was tabled so they need a motion to untable the item. Member Flores made a motion to untable the item. Chairman Delgadillo seconded the motion and was then carried on unanimously. Mr. Luis Bazan, Bridge Director stated that also due to the same circumstances and the fact that they are trying to use their dollars wisely when it comes to promotion of the Bridge and this is something that at one time became more of a promotional strategy, not just for our customers but also on the tourism side. He added that right now they do not have tourism and they haven't had a lot of tourism since last year due to the immigration crisis that hit them. He stated that what they did was talk to the company and went back and forth on this with the leadership at the city level to ensure that they are doing the right thing and to find out if there was something that they actually wanted to keep. He also added that right now what the offer is, is if they look at their agenda packet, they basically put two contracts in to one. He added that one contract already ended in February, where they were paying \$3,750 a month for signage leading to and from the bridge and other signs for tourism. He added that the second contract ends in August of this year, and that one is the smaller one for almost \$600 a month, so what they did was put both contracts in to one and it is giving them a savings of about \$1,600 a month, so they will only be paying \$2,750 a month. Mr. Bazan, Bridge Director stated that these are signs that they had put together a while back to ensure that our customers had the correct directions to get to the Pharr Bridge, and this will be the second time around with this vendor, and all these signs are all in Mexico. Several discussions then took place regarding the signs. Secretary Campero made a motion to approve the new proposal from XOANA. Member Flores seconded the motion and was then carried on unanimously. Chairman Edgar Delgadillo moved to the next item.

D. ADJOURNMENT:

ITEM “10”: ADJOURNMENT

Chairman Edgar Delgadillo introduced the next item. Vice-Chairman Martinez made a motion to adjourn the meeting. Secretary Campero 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 15th DAY OF APRIL 2020, 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/BoardMtgMinutes4-15-20



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

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 - 5/14/2020



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

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 - 5/14/2020



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

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 - 5/14/2020



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

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 - 5/14/2020



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

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 - 5/14/2020



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: May 14, 2020

MEETING DATE: May 20, 2020

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 - 5/14/2020