



**NOTICE THAT A REGULAR CALLED MEETING OF THE
PHARR ECONOMIC DEVELOPMENT CORPORATION II
BOARD OF DIRECTORS
WILL BE HELD AT
CITY HALL 118 SOUTH CAGE, 2ND FLOOR
COMMISSIONERS ROOM
PHARR, TEXAS 78577
COMMENCING AT 3:00 PM
*Monday, December 18, 2017***

If during the meeting, the Board of Directors should determine that a closed, or executive session of the Board is required, then such closed or executive session or meeting is authorized by Sections 551.071 et seq. of the Texas Government Code. Notice of closed or executive session will be given after the commencement of the meeting covered by this notice. On matters requiring a public hearing all persons desiring to speak during a public hearing shall sign in with the presiding clerk prior to the scheduled public hearing in accordance with O-2015-28.

1. Roll Call and possible action on the excusing of any absent board member

2. Pledge of Allegiance & Invocation

3. Public Comments. (Ordinance No. O-2015-28) - *A registered speaker may speak on several items or topics of public concern, however, a speaker may not exceed three (3) minutes as a whole when addressing the board. A registered speaker may not donate time to another speaker. No more than five (5) registered persons may speak at a scheduled meeting. A sign-in form must be filled out prior to the meeting to allow the registered speaker to address the governing body.*

4. Executive Director's Administrative Reports

A) PEDC II Events of Interest

B) Submission of December 2017 Sales Tax Report

C) Loans/Leases Report

5. CONSENT AGENDA:

A) Approval of Minutes - November 20th, 2017 - Regular Called Meeting.

B) Consideration and action, if any, on sponsorship for the 8th Annual STAR Gala 2018 in the amount of \$3,000.00.

6. Public Hearing: *Notice that this is the Public Hearing portion of the Pharr Economic Development Corporation II for all eligible items listed in section 4-7.*

7. REGULAR AGENDA - OPEN SESSION: *Additional Items on the Agenda:*

A) Update and discussion on State of the City Address.

B) Consideration and action, if any, on Project Equine.

C) Consideration and action, if any, on Project River.

D) Consideration and action, if any, on Project Mountain Top.

E) Consideration and action, if any, on return of Earnest Money Deposit for Lot 6 at the Pharr Produce District.

F) Update and discussion of current project(s).

8. CLOSED SESSION: *In accordance with Chapter 551 Texas, Government Code, Vernon's Texas Code Annotated (Open Meetings Act), the Pharr Economic Development Corporation II Board will meet in Executive (Closed) Session to discuss the items listed on the public portion of the meeting agenda, including items 4-7 in accordance with the following below.*

Pursuant to Section 551.071, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II may convene in a closed, non-public meeting to discuss any matters related to **Project Equine, Earnest Money Deposit for Lot 6 at the Pharr Produce District, 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 Pharr Economic Development Corporation II 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.

PEDC II AGENDA
Monday, December 18, 2017

Pursuant to Section 551.074, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.084, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II may convene in a closed, non-public meeting to discuss any matters regarding **update and discussion on State of the City Address, Project River, Project Mountain Top, update and discussion of current project(s), economic development issues**. The Pharr Economic Development Corporation II 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.

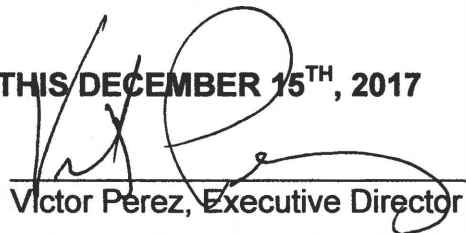
9. RECONVENE: *into Regular Session, and consider action, if necessary on any item(s) discussed in executive session.*

10. ADJOURNMENT:

I, the undersigned authority do certify that the above agenda of said regular meeting of the Pharr Economic Development Corporation II is a true and current copy and that said notice was posted at <http://pharredc.com/events/>, City Hall, 118 South Cage, PEDC, 1215 S. Cage at a place convenient and readily accessible to the general public, at all times, and said notice was posted on the **15TH OF DECEMBER 2017 AT 3:00PM** and will remain posted continuously for at least 72 hours preceding the scheduled time of said meeting in compliance with Chapter 551 Texas Government Code (Opening Meetings Act).

WITNESS MY HAND AND SEAL, THIS DECEMBER 15TH, 2017




Victor Perez, Executive Director

PEDC II EVENTS OF INTEREST

- Victor Garcia Park Improvements Ribbon Cutting
Tuesday, Dec. 19, 2017 | 11:00 am
205 W. Polk Ave. Pharr, TX 78577

The Greater Pharr Chamber of Commerce will join the City of Pharr to celebrate the new renovations of Victor Garcia Park. The project was funded by Valley Baptist Legacy Foundation and the park will now have exercise stations, new basketball courts, and several other amenities. The check will also be presented to the City on this day.

- PSJA North Theater Ribbon Cutting
Wednesday, Dec. 20, 2017 | 10:00 am
500 E. Nolana Loop Pharr, TX 78577

PSJA North Early College High School will be celebrating the Grand Opening of Gilberto Zepeda Jr. Performing Arts Center. A special showing of this year's show The Lion King, Jr. will be held Saturday, Dec. 23, 2017 at 7:00 pm as part of the celebration. All ticket proceeds of the last show will go to the Gilberto Zepeda, Jr. Scholarship Fund.

- Index Fresh Ribbon Cutting
Tuesday, January 9, 2018 | 11:00 am
1100 W. Capote Pharr, TX 78577

The Greater Pharr Chamber of Commerce will be celebrating the Grand Opening of Index Fresh, a worldwide marketer of avocados. Lunch and tours of the facility will be provided, and City Officials are encouraged to attend.

- Pharr Research & Development Center
Wednesday, January 10, 2018 | 11:00 am
850 W. Dicker Rd Pharr, TX 78577

The Greater Pharr Chamber of Commerce will join the City of Pharr to celebrate the Grand Opening of the Pharr Research & Development Center. The new facility will serve as a multi-disciplinary technology research, professional training facility that will serve the local community in South Pharr, and will include venue space and an exhibit hall for large meetings and educational sessions.



MEMORANDUM

DATE: December 7, 2017

TO: Juan Guerra, City Manager

FROM: Karla Moya, Finance Director

SUBJECT: December 2017 Pharr Sales Tax Activity
--

TRUE SALES TAX GROWTH

The sales tax activity for the city of Pharr as of the month of December 2017 (third month of City's Fiscal Year but October's Sales Activity) has shown an OVERALL POSITIVE trend in the amount of \$121,244 from this point last year, or an INCREASE of **2.92%**

RGV SALES TAX COMPARISON

City of Pharr shows a DECREASE of **-1.17%** compared to last December collections, the City still rank No. 4 compared to 9 other cities in the Valley in annual sales collections.

GAAP BASIS

This is the 1st month (Month of Actual Sales) of the fiscal year 2017/2018; to date we are down **-1.17%**, which equate to **(\$16,194)** from this point of the fiscal year compared to last year.

Please feel free to contact me should the need arise, I am at extension 1907.

THANK YOU

SALES TAX STATE COLLECTION RGV COMPARISON -DECEMBER 2017

Valley Rank	City	Net Payment This Period	Payment Prior Year	% Change	2017 Payments To Date	2016 Payments To Date	% Change
Rank Based on Current Month Activity							
1	Harlingen	1,950,731	1,702,513	14.58%	24,007,368	22,558,062	6.42%
2	McAllen	4,390,341	4,254,734	3.19%	58,616,965	60,112,580	-2.49%
3	Brownsville	2,765,731	2,718,614	1.73%	36,383,170	36,934,744	-1.49%
4	Alamo	263,313	261,899	0.54%	3,436,854	3,477,246	-1.16%
5	Weslaco	886,379	881,823	0.52%	11,950,057	11,679,765	2.31%
6	Pharr	1,363,693	1,379,834	-1.17%	17,065,315	16,853,721	1.26%
7	Edinburg	1,624,491	1,644,571	-1.22%	20,934,767	21,171,251	-1.12%
8	San Juan	284,214	288,837	-1.60%	3,556,346	3,490,849	1.88%
9	Mission	1,111,736	1,175,859	-5.45%	14,693,033	15,128,820	-2.88%
10	Mercedes	389,815	430,233	-9.39%	6,169,085	6,970,719	-11.50%

Rank Based on Calendar Year 2017 To Date Activity							
1	Harlingen	1,950,731	1,702,513	14.58%	24,007,368	22,558,062	6.42%
2	Weslaco	886,379	881,823	0.52%	11,950,057	11,679,765	2.31%
3	San Juan	284,214	288,837	-1.60%	3,556,346	3,490,849	1.88%
4	Pharr	1,363,693	1,379,834	-1.17%	17,065,315	16,853,721	1.26%
5	Edinburg	1,624,491	1,644,571	-1.22%	20,934,767	21,171,251	-1.12%
6	Alamo	263,313	261,899	0.54%	3,436,854	3,477,246	-1.16%
7	Brownsville	2,765,731	2,718,614	1.73%	36,383,170	36,934,744	-1.49%
8	McAllen	4,390,341	4,254,734	3.19%	58,616,965	60,112,580	-2.49%
9	Mission	1,111,736	1,175,859	-5.45%	14,693,033	15,128,820	-2.88%
10	Mercedes	389,815	430,233	-9.39%	6,169,085	6,970,719	-11.50%

STATE TOTALS	443,537,427.22	408,144,535.94	7.98%	5,478,995,013.76	5,292,256,913.47	3.41%
--------------	----------------	----------------	-------	------------------	------------------	-------



AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 4.C.

DATE SUBMITTED: December 15,
2017

MEETING DATE: December 18, 2017

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: Loans/Leases Report

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:

Marcela Beas
Victor Perez

Created/Initiated - 12/15/2017
New -



RENTAL & LOAN UPDATE

December 2017

BUSINESS	RENTAL MONTH	AMOUNT	DUE DATE	COMMENTS
Pharr Bridge Business Park	November	\$ 10,281.62	11th	Current
Mayan Captial Marketing (Khan's Grill)	November	\$ 5,628.00	1st	Current
Eugenio Cortez (American Star)	November	\$ 345.44	1st	Current
Rosita's	November	\$ 1,170.00	17th	Current
Irma's Sweete Shoppe (1)	November	\$ 554.60	1st	Current
Irma's Sweete Shoppe (2)	November	\$ 277.30	15th	Current
RGV Careers (APRL Investments)	November	\$ 7,424.59	20th	Current
Maria Herrera	November	\$ 375.86	17th	Current
Moonbeans*	November	\$ 1,185.81	1st	Past Due
Create The Bridge**	November	\$ 660.00	10th	Past Due
Stormy Colors***	November	\$ 424.26	1st	Lawsuit Filed
* Moonbeans' total balance due is \$7,114.86. Only \$4,743.24 is considered past due at this time.				
**Create the Bridge is 2 months past due as of Dec 2017. The total balance due is \$1,320.00.				
*** Stormy Colors is 16 months past due as of Dec 2017. The total balance due is \$6,788.16.				



AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 5.A.

DATE SUBMITTED:

MEETING DATE: December 18,
2017

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: Approval of Minutes - November 20th, 2017 - Regular Called Meeting.

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:

Marcela Beas
Victor Perez

Created -

Dear STAR Sponsor,

The South Texas Agriculture Roundup (STAR) is a non-profit organization supported 100% by volunteers with the single goal of investing in our future leaders. STAR has awarded over \$7.7 million in auction dollars to Hidalgo County 4-H and FFA members since its inaugural show in 2003.

With your generous support STAR has funded scholarships, underwritten leadership activities, rewarded 4-H and FFA members raising breeding and market animal projects, and so much more... **all to invest in our future leaders!** Every STAR exhibitor that has applied and completed the interview process has been awarded a scholarship. To date, we have award over \$554,000 to 474 deserving students. Your support makes this possible **year in and year out!**

In preparation for this year's STAR Show, we will be hosting our **8th annual STAR Gala**. The STAR Gala is the primary fundraising event and your support is greatly appreciated. You will not want to miss this true country HOEDOWN! Boots, jeans and hats are the perfect attire! The STAR Gala will be held at the **Boggus Ford Events Center** from **6pm to 12am** on **January 20, 2018**. There will be a fun and exciting live auction plus a silent auction with items made by the 4-H & FFA students. For dinner, enjoy a delicious Rib Eye steak with all the fixings, cooked by Louis Flores, the Ag Teachers and the Chorizo de San Manuel crew. Serving will begin at **7pm**. Afterwards, we invite you to dance the night away with live music by the Scott Randolph Band. You will not want to miss this event!

With your help, we can continue to make this one of the best county shows in the state. For more information, please visit the STAR website at www.gostar.org, our Facebook page at **STAR Show Gala-Hidalgo County TX**, or contact any of the Board Members listed below.

. We sincerely **THANK YOU** once again for supporting the STAR Show and STAR Gala.

Mike England
956.330.0916

James Cano
956.212.8054

Benny Cano
956.499.5129

Olympia Reyes
361.815.8150

Glenda Sanchez
956.393.7702

Michelle Martin
956.330.8870

Laura Ramirez
Chairperson
956.451.6931

Victor Guerra
956.607.5515

Juan Carlos Rendon
956.235.3904

Louie Flores
956.457.0205

Larry Garza
956.206.1244

Sonia Cano
956.328.6203

Laura Ramirez
956.451.6931

Carlos Guerra
956.802.1641

Tonya Hill
956.566.0442

Danny de la Vina
956.240.5760

Danny de la Vina, Jr.
956.240.9787

Art Ponce
956.821.2079

Johnny Rodriguez
956.212.1163

Jesse Ozuna
956.648.3493



It's All About the Kids!



SPONSORSHIP FORM

SPONSOR	PHARR ECONOMIC DEVELOPMENT CORPORATION
CONTACT PERSON	VICTOR PEREZ - MARCELA BEAS
EMAIL ADDRESS	VICTOR.PEREZ@PHARR-TX.GOV MARCELA.CASTRO@PHARR-TX.GOV
PHONE NUMBER	956-402-4332
ADDRESS	1215 S. CAGE BLVD
CITY	PHARR
ZIP CODE	78577

SELECT CATEGORY:

_____ GOLD SPONSOR - \$10,000

_____ SILVER SPONSOR - \$5,000

X _____ BRONZE SPONSOR - \$3,000

_____ TABLE (10) - \$1,250

\$125 PER PERSON x _____ = \$ _____

FFA CHAPTER/4-H CLUB YOU WISH TO CREDIT

Lone Star 4-H

PLEASE MAKE CHECK PAYABLE TO STAR GALA

Contact Mary Kelly (956)929-4767 or Tonya Hill (956)566-0442 with any questions.

AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.A.

DATE SUBMITTED: December 15,
2017

MEETING DATE: December 18, 2017

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Update and discussion on State of the City Address.

Classification: Closed Session

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

Exclude Material from Public Packet? No

Reason:

Issue: De Saro Rodriguez Advertising will discuss updates on State of the City Address.

Financial Consideration: To be discussed in executive session.

Staff Recommendation: To be discussed in executive session.

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 12/15/2017
New -

AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.B.

DATE SUBMITTED: December 15,
2017

MEETING DATE: December 18, 2017

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Project Equine.

Classification: Closed Session

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

Exclude Material from Public Packet? No

Reason:

Issue: Discussion on Project Equine.

Financial Consideration: To be discussed in executive session.

Staff Recommendation: To be discussed in executive session.

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 12/15/2017
New -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 7.C.

DATE SUBMITTED: December 15, 2017

MEETING DATE: December 18, 2017

FROM: Marcela Beas, Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Project River.

Classification: Closed Session

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

Exclude Material from Public Packet? No

Reason:

Issue: Discussion on Project River

Financial Consideration: To be discussed in executive session.

Staff Recommendation: To be discussed in executive session.

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 12/15/2017
New -

AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.D.

DATE SUBMITTED: December 15,
2017

MEETING DATE: December 18, 2017

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Project Mountain Top.
--

Classification: Closed Session

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

Exclude Material from Public Packet? No

Reason:

Issue: Discussion on Project Mountain Top

Financial Consideration: To be discussed in executive session.

Staff Recommendation: To be discussed in executive session.

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 12/15/2017
New -

AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.E.

DATE SUBMITTED: December 15,
2017

MEETING DATE: December 18, 2017

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on return of Earnest Money Deposit for Lot 6 at the Pharr Produce District.

Classification: Closed Session

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

Exclude Material from Public Packet? No

Reason:

Issue: Earnest Money Deposit for Lot 6

Financial Consideration: To be discussed in executive session.

Staff Recommendation: To be discussed in executive session.

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 12/15/2017
New -

AGENDA MEMORANDUM

BOARD: Pharr Economic Development
Corporation II

AGENDA ITEM #: 7.F.

DATE SUBMITTED: December 15,
2017

MEETING DATE: December 18, 2017

FROM: Marcela Beas, Administrative
Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Update and discussion of current project(s).
--

Classification: Closed Session

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

Exclude Material from Public Packet? No

Reason:

Issue: Update on PEDC project(s)

Financial Consideration: To be discussed in executive session.

Staff Recommendation: To be discussed in executive session.

Alternatives:

ROUTING:

Marcela Beas
Victor Perez

Created/Initiated - 12/15/2017
New -