



**NOTICE THAT A REGULAR CALLED MEETING OF THE
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS WILL BE HELD AT
CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 12:00 PM ON
TUESDAY, NOVEMBER 3, 2020**

1. CALL TO ORDER:

A) Roll call and possible action on the excusing of any absent member.

2. INTRODUCTIONS:

3. ORGANIZATIONAL BUSINESS:

A) Approval of Minutes: October 6, 2020 - Regular Called Meeting

B) Consideration and action, if any, on Treasurer's Report of Account Summary – Period Ending 10/31/2020

4. BOARD ACTION AND STRATEGIC INITIATIVES:

A) Discussion and Review Pharr Business Impact Survey Results

B) Consideration and Action, if any, on Greater Chamber of Commerce Strategic Plan 2020-2021

C) Consideration and action, if any, authorizing staff to restart Ambassador Program in the month of November 2020

5. ACTIVITIES AND ANNOUNCEMENTS:

A) Upcoming Events

B) President's Administrative Report

6. ADJOURNMENT:

I, the undersigned authority, do hereby certify that the above notice of said Meeting of the Board of the Greater Pharr Chamber of Commerce was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 30th day of October 2020 at 4:00 p.m. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 30th day of October 2020.




HILDA PEDRAZA, TRMC, CMC
CITY CLERK

THE GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING - MINUTES
COMMENCING AT 12:00 PM
TUESDAY OCTOBER 6, 2020

PRESENT

MEMBERS: MARIO LIZCANO, DR. PALOMO, JOHNNY RODRIGUEZ, ERNESTO SEPULVEDA,
JOSE DELGADO, SONIA FALCON, LISANN MCALPINE

ABSENT MEMBERS: RIC PEDRAZA, ALMA CASO, ALEX RIOS

STAFF PRESENT: LISA SALINAS, PRESIDENT; BRENDA CORTEZ, RECEPTIONIST

I. CALL MEETING TO ORDER – M. LIZCANO

- Meeting was called to order by Chairman M. Lizcano at 12:01 pm

II. ORGANIZATIONAL BUSINESS

- Board excused all absent Board Members.
- Board reviewed and approved February 10, 2020 Board Meeting minutes; a motion was made by J. Rodriguez and seconded by L. Mcalpine. Motion carries.
- Treasurer's Report – M. Lizcano mention that the budget report was account summary -period ending 9/30/2020. M. Lizcano discussed that they will from time to time ask Karla from the Finance department to provides them with any information that they will be needing. S. Falcon state that Budget reports should be gather every month and for the report be send to her beforehand. Mrs. Salinas inform the Board Members that she had recently taken training on how to pull a budget report. A motion to approve September Treasurer Report was made by J. Rodriguez and seconded by A. Palomo. Motion carries

III. BOARD ACTION & STRATEGIC INITIATIVES

- Old business – Membership Chamber Fees -Mrs. Salinas discuss current Chamber membership fees which are as follow Investor Level -\$200, Sliver Level-\$400. Gold Level -\$700 and Platinum Level-\$1200. Mrs. Salinas brought up a discussion that happen in the commissioner meeting, that one of four business belong to a Hispanic person across the United States. Many are having financial difficulties; how do we continue be a support when business is going to be in a burden with dues, I pay my light bill, or do I pay the Chamber fee. I would like to reassess our investing levels and would like to hear your opinion on this matter. Mr. Rodrigues proposed we lower \$50 on all membership levels. Mr. Lizcano suggested that our office works on researching the external surrounding Chambers and make an assessment base on what other Chambers are charging. Mrs. Salinas stated that we will have an excel sheet on every single investment level other Chamber have by the end of the week. Mrs. Falcon ask if we could get information if the City of Pharr & EDC is helping the small businesses with forgivable grants. Mrs. Falcon suggested that if in those packages they could include the Chamber membership.
- Old business-outstanding Chamber 2020 deliverables-Mrs. Salinas address outstanding Chamber 2020 deliverables excel sheet that reflects all that is owe to the members. If you can see in the Excel sheet the later P stands pending, letter C stands for completed and N/A stands for not applicable to the member membership. We have identified that we still owe 50 plaques to our members. Brenda has already ordered those plaques and as soon as they arrive by the 10/15/2020 we will go ahead and start delivering them. In the process of doing this excel sheet we have notice that five of members are pending payment and if you look at the balance sheet it will be reflected on there the amount that is owe. We went through

all the accounts and the information we were seeking could not be found. Mrs. Falcon stated that we don't want to bill them twice and burn bridges. Mrs. Salinas stated that we don't know if they didn't pay or they were never invoice. Mr. Lizcano will be, going to accounting and follow up before we invoice anyone, I will be checking if the donation was done and where it was directed to. No invoices we be send until all information is gather.

- Old business-Ambassador Program – Mrs. Salinas discuss the reopening of the Ambassador program. Mr. Rodriguez inform the board that all activities have come to halt because of COVID-19 but that little by little other Chambers are also having ribbons cuttings. I think the Chamber is ready to take small steps towards inviting some of our old ambassadors to come back and support us during ribbon cuttings and other function's .Mr. Lizcano suggested that when the plaques arrive, that one or two board members deliver the plaques to the business. Mr. Rodriguez inform Mrs. Salinas that we should have the emails of the ambassadors and that the Chamber is ready to get back at it.
- Old business- Membership Manager– Mrs. Salinas discuss the reposting of the manager position. The three applicants that Mrs. Arizmendi had set aside for the position one of them has already decline the position and the other two, have not respond to the calls Mrs. Salinas has send them. Mr. Lizcano stated that he would like to have a couple of board members to ensure that we are involved in this interview. This is an important position for us in the Chamber, we really need to have someone; with the Chamber experience. Mrs. Salinas stated that one of the reasons she is excited to get a membership manager was because the City of Pharr due to COVID-19 the communication department launched a work safe plan for business that would have to be submitted to able to stay open. With the Work Safe Plan, they were able identify 1500 business that are currently operating. The list is in our possession and we have their email, phone number and address. I would like to start targeting all 1500 business, we can do that through Event Bank. Mr. Lizcano call motion to repost, motion made by Mrs. Falcon and seconded by Mrs. Sepulveda. Motion carries.

IV. ACTIVITIES & ANNOUNCEMENTS

- Mrs. Salinas discussed upcoming events.

Possible web-based Seminar with the topics being Social Media on how to grow your base media and the other being how to continue engaging during and post COVID-19.

V. ADJOURNMENT

- Chairman M. Lizcano asked for a motion to adjourn at 12:46 pm. Motion made by J. Rodriguez and seconded by Mrs. Mcalpine. Motion carries.



Pharr, TX

Balance Sheet

Account Summary

As Of 10/31/2020

Account	Name	Balance
Fund: 81 - PHARR CHAMBER OF COMMERCE		
Assets		
81-1-1005-000	BANK - OPERATING ACCOUNT	125,863.07
81-1-1006-000	BANK - CONTINGENCY	101.03
	Total Assets:	125,964.10
		<u>125,964.10</u>
Liability		
81-2-0211-000	TEC TAXES PAYABLE	895.15
81-2-0235-000	ESCROW-GOLF TOURNAMENT	2,519.22
81-2-2001-000	ACCOUNTS PAYABLE	1,865.46
81-2-2113-000	A/P - AMERITAS - VISION	26.76
81-2-2117-000	A/P - AMERITAS - DENTAL	70.36
81-2-2125-000	A/P-UNITED HEALHT INS EMPLOYEE	2,993.62
81-2-2130-000	A/P - TERM LIFE	15.10
81-2-2133-000	A/P - COLONIAL	-17.84
81-2-2134-000	A/P - MUTUAL OF OMAHA/BASIC LF	90.90
81-2-2135-000	A/P - LINCOLN STD/LTD	99.42
81-2-2152-000	A/P - MASA MTS	27.00
81-2-2154-000	A/P - HEALTHIEST YOU	117.00
81-2-2495-000	DUE TO PAYROLL FUND	-77.25
	Total Liability:	8,624.90
Equity		
81-3-3101-000	UNAPPROPRIATED FUND BALANCE	123,344.36
	Total Beginning Equity:	123,344.36
Total Revenue		400.00
Total Expense		6,405.16
Revenues Over/Under Expenses		-6,005.16
	Total Equity and Current Surplus (Deficit):	117,339.20
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>125,964.10</u>



Pharr, TX

Budget Report

Account Summary

For Fiscal: 10/2020-09/2021 Period Ending: 10/31/2020

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE							
Revenue							
81-4-4676-000	MEMBERSHIP	20,000.00	20,000.00	400.00	400.00	-19,600.00	98.00 %
81-4-4677-000	SPONSORSHIP	28,200.00	28,200.00	0.00	0.00	-28,200.00	100.00 %
81-4-4883-020	TRANSFER IN-HOTEL FUND	68,400.00	68,400.00	0.00	0.00	-68,400.00	100.00 %
81-4-4883-086	TRANSFER IN - PEDC	150,000.00	150,000.00	0.00	0.00	-150,000.00	100.00 %
Revenue Total:		266,600.00	266,600.00	400.00	400.00	-266,200.00	99.85 %
Expense							
81-51000-1100-000	SALARIES	145,800.00	145,800.00	4,625.95	4,625.95	141,174.05	96.83 %
81-51000-1104-000	OVERTIME	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
81-51000-1105-000	F I C A	11,600.00	11,600.00	350.94	350.94	11,249.06	96.97 %
81-51000-1106-001	HOSPITAL INSURANCE	4,000.00	4,000.00	470.10	470.10	3,529.90	88.25 %
81-51000-1107-000	ANNUAL WORK COMP INSURANCE	600.00	600.00	0.00	0.00	600.00	100.00 %
81-51000-1108-000	T E C TAXES	700.00	700.00	166.16	166.16	533.84	76.26 %
81-51000-1115-000	EMPLOYEES RETIREMENT	11,000.00	11,000.00	370.07	370.07	10,629.93	96.64 %
81-51000-1122-000	EAP - ASSISTANCE PROGRAM	100.00	100.00	2.68	2.68	97.32	97.32 %
81-51000-1123-000	HEALTHIEST YOU	1,000.00	1,000.00	6.90	6.90	993.10	99.31 %
81-51000-2201-000	OFFICE SUPPLIES	2,500.00	2,500.00	325.00	325.00	2,175.00	87.00 %
81-51000-2202-000	POSTAGE	500.00	500.00	0.00	0.00	500.00	100.00 %
81-51000-2208-000	OTHER OPERATING SUPPLIES	4,500.00	4,500.00	27.56	27.56	4,472.44	99.39 %
81-51000-2220-000	NON CAPITAL EQUIP&SUPPLIES	3,000.00	3,000.00	0.00	0.00	3,000.00	100.00 %
81-51000-3301-000	BUILDING & EQUIPMENT	3,500.00	3,500.00	59.80	59.80	3,440.20	98.29 %
81-51000-4401-000	OFFICE EQUIPMENT RENTALS	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
81-51000-5501-000	COMMUNICATIONS	2,000.00	2,000.00	0.00	0.00	2,000.00	100.00 %
81-51000-5502-000	ADVERTISING	10,000.00	10,000.00	0.00	0.00	10,000.00	100.00 %
81-51000-5503-000	TRAVEL EXPENSE	10,000.00	10,000.00	0.00	0.00	10,000.00	100.00 %
81-51000-5505-000	DUES & PUBLICATIONS	11,000.00	11,000.00	0.00	0.00	11,000.00	100.00 %
81-51000-5508-000	SPONSORSHIP	20,000.00	20,000.00	0.00	0.00	20,000.00	100.00 %
81-51000-5509-000	PUBLIC RELATIONS	18,800.00	18,800.00	0.00	0.00	18,800.00	100.00 %
Expense Total:		266,600.00	266,600.00	6,405.16	6,405.16	260,194.84	97.60 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):		0.00	0.00	-6,005.16	-6,005.16	-6,005.16	0.00 %
Report Surplus (Deficit):		0.00	0.00	-6,005.16	-6,005.16	-6,005.16	0.00 %

Group Summary

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE						
Revenue						
	266,600.00	266,600.00	400.00	400.00	-266,200.00	99.85 %
Revenue Total:	266,600.00	266,600.00	400.00	400.00	-266,200.00	99.85 %
Expense						
	266,600.00	266,600.00	6,405.16	6,405.16	260,194.84	97.60 %
Expense Total:	266,600.00	266,600.00	6,405.16	6,405.16	260,194.84	97.60 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0.00	0.00	-6,005.16	-6,005.16	-6,005.16	0.00 %
Report Surplus (Deficit):	0.00	0.00	-6,005.16	-6,005.16	-6,005.16	0.00 %

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
81 - PHARR CHAMBER OF COMMER	0.00	0.00	-6,005.16	-6,005.16	-6,005.16
Report Surplus (Deficit):	0.00	0.00	-6,005.16	-6,005.16	-6,005.16

Pharr Business Impact Survey – COVID-19

- Survey results from April 2020 – October 2020
- 420 local small – medium businesses
- Findings:
 - 27.62% - Company has 2-weeks of reserves
 - 28.81% - Company has 1-month reserve
 - 81% - Lack of customers and lack of revenue
 - 71% - Will be seeking federal funds and/or programs

ANSWER CHOICES	RESPONSES	
Lack of customers/Loss of revenue	81.43%	342
Lack of employees due to illness	10.24%	43
Lack of child care for employees	19.05%	80
Inability to maintain safe social distance	7.86%	33
Lack of transit options	4.52%	19
Visitor or travel restrictions	29.29%	123
Student-based business	6.43%	27
No access to inventory	7.86%	33
CDC or governmental mandates regarding gatherings	25.95%	109
Other (please specify)	11.67%	49
Total Respondents: 420		

ANSWER CHOICES	RESPONSES	
Our company has less than 2 weeks reserve	27.62%	116
Our company has a month reserve	28.81%	121
Our company has a three-month reserve	15.00%	63
Our company has a six-month or longer reserve	17.38%	73
Currently/Temporarily closed	11.19%	47
TOTAL		420



Strategic Plan

2020-2021

The Greater Pharr Chamber of Commerce
Board of Directors

Mario Lizcano, Chairman
Doctor's Hospital at Renaissance

Alex Rios, Vice Chairman
Kids College & JC Sports

Ricardo Pedraza, Secretary
Conсор Engineers

Sonia Falcon, Treasurer
Lone Star National Bank

Johnny Rodriguez, Member
Bert Ogden

Alma Caso, Member
Plaza Sports

Dr Annabelle Palomo
RGV College

Jose Delgado, Member
HALFF & Assoc.

Lisann McAlpin, Member
Marquez Orthopedic Institute

Ernest Sepulveda, Member
BBVA Compass

Lisa Salinas, President
Greater Pharr Chamber of Commerce

MISSION & VISION

MISSION:

To be Pharr's leading organization that advocates for businesses and the community by providing relevant services that foster economic growth.

VISION:

The Greater Pharr Chamber of Commerce will be an influential business organization that will improve the economic strength and vitality of its members.

GOALS

- Role of the GPCC is to help the local businesses succeed in the community.
- Promote and improve trade/commerce and overall economic welfare for the City of Pharr.
- Increase and maintain active memberships

Targets:

ALL businesses in the surrounding area starting – Starting November 15th, 20

- Immediately target 1,500 businesses that submitted Work Safe programs in June
 - Make Chamber accessible to struggling businesses with an incentive.
 - Greater Pharr Chamber of Commerce to extend a membership to businesses in the community for 180 days, payment due 180 days after commencement to help rebuild and recharge
 - Each Board member to recruit 20 paid members each.
- 4-5 ribbon cuttings a month
- Learning seminars:
 - Nov 10th – Increase your business followers and engagement on social media (Image House Media).
 - 1-hour Boot Camp on tips & tricks to Social Media
 - Dec 8th - Health Care (DHR)
 - Healthcare Amid a Pandemic – please join as we get more information about the current pandemic and how it will interact with the upcoming flu season
 - January 12th -
 - How Businesses Use Credit (BBVA Compass)
 - Types of credit available to a small business owner such as lines of credit, credit cards and term loans, as well financing options from the Small Business Administration
 - Feb - March - Pending Topic's



*Increase your business followers and
engagement on social media*

1 - hour Boot Camp on tips & tricks to Social Media

November 10th, 2020 @ 10:00 AM

We're bringing helpful information by influential,
local digital marketing experts!

Register today by calling (956) 402-4240
or email brenda.cortez@pharr-tx.gov

