

**REGULAR MEETING
TOLL BRIDGE BOARD
HELD ON SEPTEMBER 16, 2020, AT 12:00 P.M.
CITY HALL, 118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS**

On the 16th day of September 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
Larry Hernandez, Member

MEMBER ABSENT: None

**EX-OFFICIO MEMBERS
PRESENT:** None

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

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

OTHERS PRESENT: Anali Alaniz, Assistant City Manager
Patricia Rigney, City Attorney
Omar Anzaldua, Engineering Department
Karla Saavedra, Finance Director
David Moreno, 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 Delgadillo called the meeting to order. All members were present during roll call.

ITEM 2 PLEDGE OF ALLEGIANCE/INVOCATIONS

Luis Bazan, Bridge Director, led in the Pledge of Allegiance and said the prayer.

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 AUGUST 2020

Chairman Edgar Delgadillo introduced the item.

Fred Brouwen, Director of Operations, went over the total crossing and revenues report for the month of August 2020. He reported total crossings were 98,902, which was an increase of 411 vehicles or 0.42% compared to last year. Mr. Brouwen stated that total crossing for cars were 39,410, which was a decrease of (-5,419) cars or -12.09% and showed a car crossing compassion from other bridges across the board. Mr. Brouwen further reported the total truck crossings were 59,492, which was an increase of 5,830 trucks or 10.86% increase. Mr. Brouwen then showed a truck crossing compassion from other bridges across the board. Mr. Brouwen further reported northbound crossings were 59,687, which was an increase of 4,461 trucks or 8.08% increase. Mr. Brouwen further stated for the Agriculture for the month of August they had 15,492 trucks, which represents a 26% of all imports from Mexico to the U.S. Lastly, Mr. Brouwen stated total revenue collected for the month of August was \$1,317,085, which shows an increase of \$79,652 or 6.44% in revenues.

Discussion ensued on the crossings.

ITEM 4 EXPENDITURES REPORT FOR AUGUST 2020

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, stated Karla Saavedra, Finance Director, was logged on to the meeting and questions could be entertained at this time.

After a brief discussion, Chairman Edgar Delgadillo moved to the next item.

ITEM 5 PROJECT ENGINEER REPORT

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, stated Omar Anzaldúa, City Engineer, was present and questions on projects could be entertained at this time.

Luis Bazan, Bridge Director, reported on the DAP15 projects. He stated they broke ground last week and it was a well-attended event and they are hoping to complete those two projects by March 2022.

Luis Bazan, Bridge Director, reported on the DAP16 projects. He stated that the official federal press release went out for DAP16 and they will not be going out for bids until October 2021, in order to have the projects staggered.

Luis Bazan, Bridge Director, reported on the expansion of the bridge. He stated they are doing very well, and they are in the process of submitting the application for the Presidential Permit amendment. He added if everything goes according to plan about February or March of next year, they should be receiving the Presidential Permit.

Luis Bazan, Bridge Director, reported on the office expansion. He stated they will be going into phase II of the project, but they do not have more of an update yet but as soon as they do, he will let them know.

After a brief discussion, Omar Anzaldúa, City Engineer, reported on the FY15 project. He stated the contract is a 365 working day project, so that puts them sometime in March 2022 for completion.

After a brief discussion, Chairman Edgar Delgadillo moved to the next item.

ITEM 6 DIRECTORS ADMINISTRATIVE REPORT

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, reported that they are still doing BridgeConnect LIVE session on a weekly basis and may change it to every two weeks, to be able to bring more information to the trade community.

After a brief discussion, Chairman Edgar Degadillo moved to the next item.

C. ADMINISTRATIVE:

ITEM 7 CONSIDERATION AND ACTION ON APPROVAL OF MINUTES- AUGUST 19, 2020.

Chairman Edgar Delgadillo introduced the items.

Vice-Chairman Martinez moved to approve the minutes as presented. Member Hernandez seconded the motion and when put to a vote, it carried unanimously.

ITEM 8 DISCUSSION AND ACTION, IF ANY, ON ADVERTISING IN THE 2020-

**2021 TEXAS INTERNATIONAL PRODUCE ASSOCIATION'S ANNUAL
MEMBERSHIP DIRECTORY FOR \$800.**

Chairman Edgar Delgadillo introduced the items.

Vice-Chairman Martinez **moved** to approve. Member Hernandez seconded the motion and when put to a vote, it carried unanimously.

**ITEM 9 DISCUSSION AND ACTION, IF ANY, ON RENEWAL OF TEXAS
INTERNATIONAL PRODUCE ASSOCIATION (TIPA) ANNUAL
MEMBERSHIP DUES FOR \$2,000.**

Chairman Edgar Delgadillo introduced the items.

Member Flores **moved** to approve. Vice-Chairman Martinez seconded the motion and when put to a vote, it carried unanimously.

**ITEM 10 DISCUSSION AND ACTION, IF ANY, ON RENEWAL OF NASCO
ANNUAL MEMBERSHIP DUES FOR \$5,000.**

Chairman Edgar Delgadillo introduced the items.

Vice-Chairman Martinez **moved** to approve. Member Flores seconded the motion and when put to a vote, it carried unanimously.

**ITEM 11 DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH THE
PRODUCE NEWS FOR A TOTAL OF \$19,100 FOR 12 MONTHS.
(TABLED)**

Chairman Edgar Delgadillo introduced the items.

Vice-Chairman Martinez **moved** to untable the item. Member Hernandez seconded the motion and when put to a vote, it carried unanimously.

**ITEM 12 DISCUSSION AND ACTION, IF ANY, ON UPDATED ADVERTISING
PROPOSALS FROM THE PRODUCE NEWS.**

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, reported on The Produce News. He stated last time they tabled the item so that they could go back and renegotiate a better deal. He reported the original proposal had a price of \$19,100 and they went back and got a revised proposal in which the grand total stayed the same, but they added email advertising and 2 print ads for free. He stated without an agreement they pay \$2,415 per ad and they do a couple of ads with them for big events. He also stated this year

they spent about \$5,000 in advertising with The Produce News. He added that if they go with proposal #3, it does not include the email advertising but still get the 2 free prints and save about \$5,400, which would bring them in at \$13,700.

After some discussion, Vice-Chairman Martinez moved to approve proposal #3. Member Hernandez seconded the motion and when put to a vote, it carried unanimously.

**ITEM 13 DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH
ANDNOWUKNOW FOR \$735 PER MONTH FOR 12 MONTHS.
(TABLED)**

Chairman Edgar Delgadillo introduced the items.

Member Hernandez moved to untable the item. Vice-Chairman Martinez seconded the motion and when put to a vote, it carried unanimously.

**ITEM 14 DISCUSSION AND ACTION, IF ANY, ON UPDATED ADVERTISING
PROPOSALS FROM ANDNOWUKNOW.**

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, reported on AndNowUKnow. He stated they discussed this last month and decided they could get a better deal if they negotiate. He reported that the original proposal was for \$18,375 and proposal #2 is the same price but with 10 free ads added to it. He also reported proposal #3 was where they can see the savings of \$8,626 and it includes 5 free email ads and 1 free wraparound ad on their website. He stated proposal #3 would be the best deal for them with the amount of \$9,749.

After some discussion, Vice-Chairman Martinez moved to approve proposal #3. Member Hernandez seconded the motion and when put to a vote, it carried unanimously.

**ITEM 15 DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH THE
SNACK FOR \$4,195 PER ISSUE FOR 12 MONTHS. (TABLED)**

Chairman Edgar Delgadillo introduced the items.

Secretary Campero moved to untable the item. Member Hernandez seconded the motion and when put to a vote, it carried unanimously.

**ITEM 16 DISCUSSION AND ACTION, IF ANY, ON UPDATED ADVERTISING
PROPOSAL FROM THE SNACK.**

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, reported on The Snack. He stated this was something new and is an off shoot of AndNowUKnow, it is their print magazine. He reported the original proposal was for \$29,365 which was expensive, so they got a revised proposal and it gives them a free issue. He stated that the revised proposal was at \$16,780, with a savings of \$12,585. He added the price was still high, so he recommends that they not do it for now since they are already advertising with several other companies and maybe look at it again next year or a few months down the road.

After some discussion, Secretary Campero **moved** to deny as recommended by staff. Vice-Chairman Martinez seconded the motion and when put to a vote, it carried unanimously.

ITEM 17 DISCUSSION AND ACTION, IF ANY, ON PRODUCE MARKETING GUIDE (PMG) MEMBERSHIP.

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, reported on Produce Marketing Guide. He stated this was something new and after speaking with a representative from there who was very honest, told them that this was more for retailers and does not believe they would benefit from this membership.

Member Flores **moved** to deny as recommended by staff. Vice-Chairman Martinez seconded the motion and when put to a vote, it carried unanimously.

ITEM 18 DISCUSSION AND ACTION, IF ANY, ON ADVERTISING WITH THE PACKER.

Chairman Edgar Delgadillo introduced the items.

Luis Bazan, Bridge Director, reported on The Parker. He stated The Packer was the competitor to The Produce News. He added it was a newspaper and they have ran ads with them in the past. He reported if they were to do something with them right now it would cost them \$11,250.

After some discussion, Member Hernandez **moved** to table the item. Vice-Chairman Martinez seconded the motion and when put to a vote, it carried unanimously.

F. ADJOURNMENT:

ITEM 19 ADJOURNMENT

Member Hernandez **moved** to adjourn the meeting at 1:00pm. Vice-Chairman Martinez seconded the motion and when put to a vote, it carried unanimously.

APPROVED AS SUBMITTED:

EDGAR DELGADILLO, CHAIRMAN

ATTEST:

ADALBERTO CAMPERO, SECRETARY

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

ON THE 16th DAY OF SEPTEMBER 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/BoardMtgMinutes9-16-20