



**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 AM ON
TUESDAY, FEBRUARY 2, 2021**

1. CALL TO ORDER:

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

2. ORGANIZATIONAL BUSINESS:

- A) Approval of Minutes: January 5, 2021-Regular Called Meeting.
- B) Consideration and action, if any, on Treasurer's Report of Account Summary-period ending January 31, 2021.

3. BOARD ACTION AND STRATEGIC INITIATIVES:

- A) Discussion and review of the Pharr business directory.

4. ACTIVITIES AND ANNOUNCEMENTS:

A) President's Administrative Report:

- 1. Update: Partnership with CDBG with financial resources from COVID-19 Cares Act.
- 2. Update: Partnership with Southwest Early College for "Pharr Social" Project.
- 3. Update: Internal Revenue Service.

B) Upcoming Events:

- 1. February 5, 2021- Winter Texan Appreciation Month at Tip O' Texas
- 2. February 11, 2021- Winter Texan Appreciation Month at Tropic Star
- 3. February 12, 2021- Winter Texan Appreciation Month at Texas Trails
- 4. February 13, 2021-"The Hub" Market Days

5. CLOSED SESSION: *In accordance with Chapter 551 of the Texas Gov't. Code, the Greater Pharr Chamber of Commerce Board of Directors hereby gives notice that it may meet in a closed (non-public) executive session to discuss the items listed on the public portion of the meeting agenda.*

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**

AGENDA REGULAR MEETING
February 2, 2021

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.

Pursuant to Section 551.084, the Board may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.087, the Board may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

6. RECONVENE: *Into Regular Session, and consider action, if necessary on any items(s) discussed in closed session.*

7. 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 29th day of January 2021 at 3:00 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 29th day of January 2021



Hilda Pedraza

HILDA PEDRAZA, TRMC, CMC
CITY CLERK

MINUTES
GREATER PHARR CHAMBER OF COMMERCE BOARD OF DIRECTORS MEETING
JANUARY 5, 2021 AT 12:00 P.M.
CITY HALL, COMMISSIONER'S ROOM, 118 S. CAGE BLVD,
PHARR, TX 78577

The Greater Pharr Chamber of Commerce Board of Directors met on Tuesday, January 5, 2021, at 12:00 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mario Lizcano
Sonia Falcon
Lisann McAlpine
Alex Rios
Alma Caso
Dr. Annabelle Palomo
Johnny Rodriguez

MEMBERS ABSENT: Ricardo Pedraza
Ernesto Sepulveda
Jose Delgado

STAFF PRESENT: Lisa Salinas, Chamber President
Marcela Beas, Membership Manager
Brenda Cortez, Receptionist

OTHERS PRESENT: Edward M. Wylie, City Manager
Anali Alanis, Assistant City Manager
Patricia Rigney, City Attorney

ITEM 1: CALL MEETING TO ORDER

There being a quorum established, Chairman Mario Lizcano called the meeting to order.

A) ROLL CALL AND POSSIBLE ACTION ON THE EXCUSING OF ANY ABSENT MEMBER

Mario Lizcano, Chairman, introduced the item.

Board Member Johnny Rodriguez **moved** to excuse absent members. Board Member Alma Caso seconded the motion and when put to a vote, it carried unanimously.

ITEM 2: ORGANIZATIONAL BUSINESS

A) CONSIDER APPROVAL OF MINUTES DECEMBER 1, 2020 - REGULAR CALLED MEETING

Mario Lizcano, Chairman, introduced the item.

Board Member Johnny Rodriguez **moved** to approve minutes as submitted. Board Member Sonia Falcon seconded the motion and when put to a vote, it carried unanimously.

B) CONSIDERATION AND ACTION, IF ANY, ON TREASURER'S REPORT OF ACCOUNT SUMMARY PERIOD ENDING ON DECEMBER 30, 2020

Mario Lizcano, Chairman, introduced the item.

Board Member Johnny Rodriguez **moved** to approve. Board Member Alex Rios seconded the motion and when put to a vote, it carried unanimously.

ITEM 3: BOARD ACTION AND STRATEGIC INITIATIVES

A) DISCUSSION AND REVIEW OF PARTNERSHIP WITH CDBG WITH FINANCIAL RESOURCES FROM COVID-19 CARES ACT

Mario Lizcano, Chairman, introduced the item.

Lisa Salinas, Chamber President, provided an overview of the partnership with Community Development Block Grant (CDBG). She stated the partnership consists of allocating financial resources for the local business community. She further stated the Greater Pharr Chamber of Commerce deployed the Covid-19 Survey Phase II to understand the fiscal effects of Covid-19 on local businesses. She added the survey reached seventy respondents, of which twenty-seven indicated financial hardships and businesses were referred to CDBG for further guidance on the CARES Act federal grant application process. Lastly, Ms. Salinas emphasized partnership efforts with CDBG were increased to fill in the gaps with businesses going through financial problems as suggested by Board Member, Alma Caso in a previous meeting.

Board Member, Sonia Falcon, requested a list of businesses the Chamber had reached out to for financial aid. Lisa Salinas, Chamber President, stated the list of the seventy businesses would be made readily available for them. Board Member, Sonia Falcon, additionally requested a progress list of the total number of businesses reached from the beginning of the Covid-19 Survey Phase II project until present time. Lisa Salinas, Chamber President, stated the total number of businesses reached was one

thousand five hundred.

Board Member, Sonia Falcon, asked if the Covid-19 Survey Phase II was complete. Lisa Salinas, Chamber President, responded it was not complete. Board Member, Sonia Falcon, requested a detailed progress report on Chamber activities regarding the survey, such as when it began, what has been done, and what is pending. Lisa Salinas, Chamber President, stated there were currently twenty-three applications pending through CDBG which were referred by the Chamber and was expecting to receive more information once the applications have been processed.

Board Member, Sonia Falcon, inquired if the twenty-three businesses going through the application process with CDBG derived from the one-thousand five hundred businesses surveyed or the seventy businesses who requested financial aid. Lisa Salinas, Chamber President, clarified that out the one thousand five hundred businesses surveyed, seventy had responded, and twenty-three from those were in the application process with CDBG. Board Member, Sonia Falcon, expressed her concern with the low number of respondents. Lisa Salinas, Chamber President, expressed the lack of responses was in part due to the Holidays and a lack of time. She added in efforts to increase the amount of respondents, Danny Ramirez from the City of Pharr's Communication Department would be resending the survey to all businesses in the Work Safe Plan, which includes all businesses currently open in the City of Pharr.

Board Member, Sonia Falcon, asked how the one thousand five hundred businesses were reached. Lisa Salinas, Chamber President, said they were reached via email and telephone.

B) DISCUSSION AND REVIEW OF PARTNERSHIP WITH SOUTHWEST EARLY COLLEGE FOR "PHARR SOCIAL" PROJECT

Mario Lizcano, Chairman, introduced the item.

Lisa Salinas, Chamber President, provided an overview of the 'Pharr Social Project'. She explained the 'Pharr Social Project' consists of a group of PSJA Southwest Early College students interested in gaining real life work experience. She stated students would establish a grassroots approach post Covid-19 to increase market share and promotion for small businesses by creating digital content on Tik Tok, Snapchat, Instagram and Facebook. She added students participating were Jose Rodriguez, Ximena Rocha, Monzerrat Marquez, Angel Torres, Samira Garcia and Marcela Trevino.

Board Member, Sonia Falcon, inquired if students were all seniors and if so, how would the project continue after graduation. Lisa Salinas, Chamber President, stated the majority of the students were seniors from PSJA Southwest Early College with the exception of one student from South Texas College. She also indicated the project would be over sought by instructor Jennifer Burden and a Southwest Early College teacher. She added the project would be continued with incoming senior students.

Mario Lizcano, Chairman, asked how collateral would be handled and if the Chamber team would be overseeing the project. Lisa Salinas, Chamber President, responded that collateral would be monitored, and digital content would be reviewed by the Chamber team prior to its release. Mario Lizcano, Chairman, followed up by asking if business participants would be Chamber members. Lisa Salinas, Chamber President, replied that business participants would be mixed with members and non-members. She added that an invitation to participate would also be extended to businesses in the 180-day free trial Chamber membership program.

Board Member, Alma Caso, inquired on the student selection process and if students would be working together or be given an individual task to complete on their own. Lisa Salinas, Chamber President, stated PSJA Southwest Early College teacher hand selected students based on their accomplishments and with the guidance of Mayor Dr. Ambrosio Hernandez. She added students would be brainstorming in groups as well working individually.

Board Member, Sonia Falcon, asked if businesses had signed off to be a part of the project. Lisa Salinas, Chamber President, stated businesses had not yet been approached and the ones mentioned were used as examples to illustrate how the project would work. Board Member, Sonia Falcon, emphasized it was important for businesses to sign-off prior to participation. Lisa Salinas, Chamber President, responded the project was in its early stages and was being introduced to the Board for discussion and approval. She reassured once the project begins, businesses would be approached for participation approval and sign-off.

Board Member, Dr. Annabelle Palomo, stated business owners want to know the content being shared about their business online since it reflects on the business' reputation. She suggested for businesses to review the digital content before it is published.

Board Member, Sonia Falcon, recommended the Chamber to grant students a certificate in recognition of their time and effort to this project. She further suggested for the project to continue yearly with different students.

ITEM 4: ACTIVITIES AND ANNOUNCEMENTS

A) PRESIDENT'S ADMINISTRATIVE REPORT

Mario Lizcano, Chairman, introduced the item.

Lisa Salinas, Chamber President, reported in efforts to boost the local economy and support local entrepreneurship, 'The Holiday Market' was hosted on December 12th, 2020 at 'The Hub' park in downtown Pharr. She stated the market recruited fifteen vendors who offered handcrafted products such as surgical hats, jewelry, wood crafted items, pastries, Mexican artesanias, and more. She added it was a successful event and vendors expressed their gratitude for the opportunity to promote their businesses. Masks

were required and CDC guidelines were followed.

Lisa Salinas, Chamber President, also reported The City of Pharr in partnership with the Chamber hosted the 'Music at The Hub.' She stated a local band composed of four young brothers – C241 – performed and attendance was great, and feedback was very positive. She briefly explained the objective of the event was to attract the community to local businesses and restaurants, as well as providing a safe environment to enjoy the City of Parr's parks and recreational efforts. The goal for future 'Music at The Hub' dates was to involve Chamber members in a sponsorship capacity.

Lisa Salinas, Chamber President, further reported the 'Tropic Star Holiday Luncheon' presented by Lone Star National Bank was held on December 18th, 2020 and stated Dr. Ambrosio Hernandez, Mayor, and Frank Nunez, Community Liaison, invited the Chamber to attend. She stated the Chamber provided two hundred goodie bags to be raffled out to residents and attendees and in response to positive feedback, the Chamber would be planning a Winter Texan Appreciation Month for February 2021.

Lisa Salinas, Chamber President, further informed the board that in response to an inquiry regarding Facebook and website analytics, the Chamber's Facebook page was at six-hundred and fifty-four likes in January 2020 and has increased to seventeen hundred as of January 2021, which is a growth of 160%. She stated continued work needs to be done in order to increase likes and social media interaction and reassured progress was underway. She further stated the Chamber's website shows four hundred and ninety-two individual visits and a daily average of fifty visits. She stated a web traffic tracker was recently added to the website's backlog to obtain data in real-time.

At this time, Lisa Salinas, Chamber President, updated the Board on the addition of thirty-four new businesses to join the 180-day free Chamber membership trial.

Board Member, Sonia Falcon, asked if Dr. Ambrosio Hernandez, Mayor, approved a Winter Texan Appreciation Month in February. Lisa Salinas, Chamber President, stated Dr. Ambrosio Hernandez, Mayor, had advocated for the 'Tropic Star Holiday Luncheon' and believed he would most likely be in favor of a dedicated month-long appreciation event for our valuable Winter Texans. She reassured the Board approval would be requested, nonetheless.

B) UPCOMING EVENTS:

Mario Lizcano, Chairman, introduced the item.

Lisa Salinas, Chamber President, reported on upcoming events. She stated the 'Market at The Hub' was a moving target and currently finalizing dates and logistics. She added the 'Market at The Hub' would be similar to the Harlingen market, which takes place every first Saturday of the month. Lastly, Ms. Salinas reported the Chamber would be hosting a virtual seminar on January 12th, 2021.

ITEM 5: ADJOURNMENT

There being no further business, Mario Lizcano, Chairman, **moved** to adjourn. Alex Rios, Vice-Chairman, seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 12:29 pm.

Mario Lizcano, Chairman

Alex Rios, Vice Chairman

Ricardo Pedraza, Secretary



Pharr, TX

Budget Report

Account Summary

For Fiscal: 10/2020-09/2021 Period Ending: 01/31/2021

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE							
Revenue							
81-4-4663-000	INTEREST EARNED	0.00	0.00	0.00	70.48	70.48	0.00 %
81-4-4669-000	FOOD AND BEVERAGES	0.00	-45,000.00	0.00	0.00	45,000.00	0.00 %
81-4-4676-000	MEMBERSHIP	20,000.00	2,300.00	4,600.00	17,500.00	15,200.00	760.87 %
81-4-4677-000	SPONSORSHIP	28,200.00	8,200.00	3,800.00	17,700.00	9,500.00	215.85 %
81-4-4883-020	TRANSFER IN-HOTEL FUND	68,400.00	68,400.00	5,700.00	22,800.00	-45,600.00	66.67 %
81-4-4883-065	TRANSFER IN-EVEN CENTER	0.00	-24,900.00	0.00	0.00	24,900.00	0.00 %
81-4-4883-086	TRANSFER IN - PEDC	150,000.00	147,200.00	37,500.00	50,000.00	-97,200.00	66.03 %
Revenue Total:		266,600.00	156,200.00	51,600.00	108,070.48	-48,129.52	30.81 %
Expense							
81-51000-1100-000	SALARIES	145,800.00	216,400.00	16,112.72	42,391.37	174,008.63	80.41 %
81-51000-1104-000	OVERTIME	5,000.00	5,000.00	252.11	828.43	4,171.57	83.43 %
81-51000-1105-000	F I C A	11,600.00	17,200.00	1,246.52	3,287.73	13,912.27	80.89 %
81-51000-1106-001	HOSPITAL INSURANCE	4,000.00	4,000.00	1,854.78	4,282.04	-282.04	-7.05 %
81-51000-1106-002	INSURANCE - UNITED HEALTH	0.00	14,800.00	0.00	0.00	14,800.00	100.00 %
81-51000-1107-000	ANNUAL WORK COMP INSURANCE	600.00	600.00	0.00	207.88	392.12	65.35 %
81-51000-1108-000	T E C TAXES	700.00	700.00	441.85	796.98	-96.98	-13.85 %
81-51000-1115-000	EMPLOYEES RETIREMENT	11,000.00	16,600.00	1,251.91	3,400.29	13,199.71	79.52 %
81-51000-1122-000	EAP - ASSISTANCE PROGRAM	100.00	100.00	4.02	22.71	77.29	77.29 %
81-51000-1123-000	HEALTHIEST YOU	1,000.00	1,000.00	18.00	91.89	908.11	90.81 %
81-51000-2201-000	OFFICE SUPPLIES	2,500.00	2,500.00	205.94	1,576.57	923.43	36.94 %
81-51000-2202-000	POSTAGE	500.00	500.00	0.00	13.40	486.60	97.32 %
81-51000-2208-000	OTHER OPERATING SUPPLIES	4,500.00	4,500.00	0.00	1,046.42	3,453.58	76.75 %
81-51000-2218-000	SNACK BAR SUPPLIES	0.00	33,800.00	0.00	0.00	33,800.00	100.00 %
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	0.00	327.36	3,172.64	90.65 %
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	5,198.64	4,801.36	48.01 %
81-51000-5503-000	TRAVEL EXPENSE	10,000.00	5,000.00	0.00	575.00	4,425.00	88.50 %
81-51000-5505-000	DUES & PUBLICATIONS	11,000.00	6,000.00	0.00	245.00	5,755.00	95.92 %
81-51000-5508-000	SPONSORSHIP	20,000.00	10,000.00	0.00	0.00	10,000.00	100.00 %
81-51000-5509-000	PUBLIC RELATIONS	18,800.00	18,800.00	0.00	7,242.11	11,557.89	61.48 %
81-51000-5532-000	INSURANCE	0.00	0.00	0.00	380.03	-380.03	0.00 %
81-51000-6601-000	GAS & OIL	0.00	0.00	0.00	58.00	-58.00	0.00 %
Expense Total:		266,600.00	377,000.00	21,387.85	71,971.85	305,028.15	80.91 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):		0.00	-220,800.00	30,212.15	36,098.63	256,898.63	116.35 %
Report Surplus (Deficit):		0.00	-220,800.00	30,212.15	36,098.63	256,898.63	116.35 %

Group Summary

Account Typ...	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	156,200.00	51,600.00	108,070.48	-48,129.52	30.81 %
Expense	266,600.00	377,000.00	21,387.85	71,971.85	305,028.15	80.91 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0.00	-220,800.00	30,212.15	36,098.63	256,898.63	116.35 %
Report Surplus (Deficit):	0.00	-220,800.00	30,212.15	36,098.63	256,898.63	116.35 %

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
81 - PHARR CHAMBER OF COMMER	0.00	-220,800.00	30,212.15	36,098.63	256,898.63
Report Surplus (Deficit):	0.00	-220,800.00	30,212.15	36,098.63	256,898.63



Pharr, TX

Balance Sheet

Account Summary

As Of 01/31/2021

Account	Name	Balance
Fund: 81 - PHARR CHAMBER OF COMMERCE		
Assets		
81-1-1004-000	CLAIM ON CASH	-19,817.63
81-1-1005-000	BANK - OPERATING ACCOUNT	185,169.94
81-1-1006-000	BANK - CONTINGENCY	101.08
Total Assets:		165,453.39
		165,453.39
Liability		
81-2-0211-000	TEC TAXES PAYABLE	1,525.97
81-2-0235-000	ESCROW-GOLF TOURNAMENT	2,519.22
81-2-2113-000	A/P - AMERITAS - VISION	26.76
81-2-2117-000	A/P - AMERITAS - DENTAL	90.88
81-2-2125-000	A/P-UNITED HEALHT INS EMPLOYEE	5,603.18
81-2-2130-000	A/P - TERM LIFE	22.00
81-2-2133-000	A/P - COLONIAL	-17.84
81-2-2134-000	A/P - MUTUAL OF OMAHA/BASIC LF	127.70
81-2-2135-000	A/P - LINCOLN STD/LTD	112.58
81-2-2137-000	A/P - TMRS-EMPLOYEE PORTION	2,397.44
81-2-2152-000	A/P - MASA MTS	36.00
81-2-2154-000	A/P - HEALTHIEST YOU	165.00
81-2-2495-000	DUE TO PAYROLL FUND	-1,987.68
Total Liability:		10,621.21
Equity		
81-3-3101-000	UNAPPROPRIATED FUND BALANCE	118,733.55
Total Beginning Equity:		118,733.55
Total Revenue		108,070.48
Total Expense		71,971.85
Revenues Over/Under Expenses		36,098.63
Total Equity and Current Surplus (Deficit):		154,832.18
Total Liabilities, Equity and Current Surplus (Deficit):		165,453.39



The Greater Pharr
Chamber of Commerce



WINTER TEXAN

Appreciation Month

February is Winter Texan month and as a thank you for continuously contributing to the growth of our great city, The Greater Pharr Chamber of Commerce will be distributing care packages loaded with coupons for numerous attractions around town including eateries, entertainment and much more!

Tip O' Texas | Friday, February 5, 2021 | 10 AM
Tropic Star | Thursday, February 11, 2021 | 9 AM
Texas Trails | Friday, February 12, 2021 | 10 AM

Sign up today with Activities

First 100 per park

For more information, please call the Greater Pharr Chamber of Commerce today at (956) 402-4240



@cityofpharr



@pharrtx

PHARR-TX.GOV



Download our "Pharr 311" app!



THE CITY OF PHARR
PRESENTS

"THE HUB" MARKET DAYS



Saturday, February 13 | **5 PM to 9 PM** | **Downtown Park at "The Hub"**
200 S. Cage Blvd.

"The HUB" Market Days is the place to hear live music, enjoy good food prepared on site, shop local and enjoy yourselves while practicing social distancing and following CDC guidelines.



We will have:

- Market vendors
- Food
- Music
- Fun for whole family
- Free parking
- Free admission



@cityofpharr



@pharrtx

PHARR-TX.GOV



Download our "Pharr 311" app!