



**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, MARCH 2, 2021**

In accordance with social distancing guidelines, public meetings will be held in a manner intended to separate, to the maximum practical extent, audience and presenters from personal contact with members of community, city staff, and city council. The meeting will be held via videoconference and broadcast at <http://www.pharr-tx.gov>

1. CALL TO ORDER:

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

2. OLD BUSINESS:

A) Discussion: Pharr Business Directory

B) Update: Partnership with Southwest Early College "Pharr Social Project"

3. ORGANIZATIONAL BUSINESS:

A) Approval of Minutes: February 2, 2021-Regular Called Meeting

B) Treasurer's Report of Account Summary-period ending February 28, 2021

4. BOARD ACTION AND STRATEGIC INITIATIVES:

A) Consideration and action, if any, confirming of Interim Chamber President

B) Consideration and action, if any, on establishing a hiring committee

C) Consideration and action, if any, on timeline for strategic workshop

5. ACTIVITIES AND ANNOUNCEMENTS:

A) President's Administrative Report

1. Update: Greater Pharr Chamber of Commerce Website

2. Update: Winter Texan Appreciation Month

- Tip O' Texas - February 5, 2021
- Tropic Star - February 11, 2021
- Texas Trails RV Resort - February 25, 2021

3. Update: Resilience Over Pandemic Fear - Virtual Workshop

B) Upcoming Events

1. Winter Texan Appreciation Month - March 4, 2021

2. Liquor 101 Ribbon Cutting Ceremony - March 5, 2021

6. 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 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.

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

8. 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 26th day of February 2021 at 6:45 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).

AGENDA REGULAR MEETING
March 2, 2021

WITNESS MY HAND AND SEAL, this 26th day of February 2021.





HILDA PEDRAZA, TRMC, CMC
CITY CLERK

MINUTES
GREATER PHARR CHAMBER OF COMMERCE BOARD OF DIRECTORS MEETING
FEBRUARY 2, 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, February 2, 2021, at 12:00 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mario Lizcano
Sonia Falcon
Lisann McAlpine
Alma Caso (via GoTo Meeting)
Dr. Annabelle Palomo
Johnny Rodriguez
Ricardo Pedraza (via GoTo Meeting)
Ernesto Sepulveda
Jose Delgado

MEMBERS ABSENT: Alex Rios

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

OTHERS PRESENT: Anali Alanis, Assistant City Manager
Patricia Rigney, City Attorney
Hilda Pedraza, Assistant City Manager
Kriselda Hinojosa, Deputy Prosecutor

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 Jose Delgado seconded the motion and when put to a vote, it carried unanimously.

ITEM 2: ORGANIZATIONAL BUSINESS

A) CONSIDER APPROVAL OF MINUTES FEBRUARY 2, 2021 - REGULAR CALLED MEETING

Mario Lizcano, Chairman, introduced the item.

Board Member Sonia Falcon **moved** to approve minutes as submitted. Board Member Johnny Rodriguez 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 JANUARY 31, 2021

Mario Lizcano, Chairman, introduced the item.

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

ITEM 3: BOARD ACTION AND STRATEGIC INITIATIVES

A) DISCUSSION AND REVIEW OF THE PHARR BUSINESS DIRECTORY

Mario Lizcano, Chairman, introduced the item.

Lisa Salinas, Chamber President, reported on the current status of the Pharr Business Directory. She stated the project had been in development for a few years in partnership with the City of Pharr and the Pharr Economic Development Corporation. She further explained due to Covid-19, businesses in the City of Pharr had to complete a WorkSafe Plan to continue their operations. She proposed the Greater Pharr Chamber of Commerce would utilize the data gathered from the WorkSafe Plan to create the Pharr Business Directory in a website and App format.

Board Member, Sonia Falcon, inquired on the current developer of the website. Lisa Salinas, Chamber President, stated an employee of the City of Pharr's media and I.T. department has been handling the website. Board Member, Sonia Falcon, stated upon reviewing the website she noted it contained outdated content and a lack of information for 2021. Ms. Falcon further inquired on the difference between the organization's current website and the Pharr Business Directory. Lisa Salinas, Chamber President stated the Pharr Business Directory would be independent from the organization's website and would contain both Chamber members and Pharr businesses.

Mario Lizcano, Chairman, stated the Pharr Business Directory would be an important item to discuss during a strategic management workshop since it is an important tool and resource for a Chamber of Commerce to provide for members and the

community. He further inquired if the directory would be online and in print. Lisa Salinas, Chamber President, stated there was a preference from Mayor Dr. Ambrosio Hernandez to provide the Pharr Business Directory as an online resource and in App format. She added in order to provide accessibility a small amount of hard copy directories could be produced.

Board Member, Johnny Rodriguez, stated a developer had been previously acquired to create a website. He inquired on the status of the website.

Board Member, Sonia Falcon, stated a website is currently in existence, however content is outdated. She further inquired if the Pharr Business Directory and app were independent from the Greater Pharr Chamber of Commerce member directory and if so, who would be absorbing the cost of each. Additionally, she inquired on the benefits both projects would provide to the Greater Pharr Chamber of Commerce and if integration was possible. Lisa Salinas, Chamber President, stated the Greater Pharr Chamber of Commerce would be absorbing the cost. She explained there were two options available for the creation of the directory. One option would be in website format for which she has a developer at a rate of two-thousand dollars. Another option would be by app integration through the City of Pharr's already existing 311 app for which she is in the process of receiving a cost estimate. She further stated she would be approaching the city of Pharr to discuss sharing costs for the project.

Board Member, Sonia Falcon, stated the project was not previously budgeted. Lisa Salinas, Chamber President, stated the organization had available funds in its advertising account which could be utilized. Board Member, Sonia Falcon, inquired on plans to advertise the Pharr Business Directory to prospective Chamber members.

Board Member, Alma Caso, stated it had been previously discussed in a meeting twenty-four hundred dollars for website development would not be sufficient. She further stated a business directory should be integrated to the current website to avoid additional expenses. Lisa Salinas, Chamber President, stated the twenty-four hundred dollars previously discussed had been budgeted for a Golf Tournament that was cancelled due to Covid-19. She further stated the city of Corpus Christi had a beautiful website containing their business directory which she would like to emulate. She requested approval to visit with prospective vendors.

Mario Salinas, Chairman, stated the project was a positive moving target. Board member, Jose Delgado, inquired on the process of installation of the mobile app and its accessibility to users. Lisa Salinas, Chamber President, stated the City of Pharr's 311 mobile app would include an icon for the business directory. Board member, Jose Delgado, inquired on the representation of Greater Pharr Chamber of Commerce members within the app. Lisa Salinas, Chamber President, stated members would be highlighted. Board Member, Ricardo Pedraza, suggested the app be linked to the Chamber's website. Anali Alanis, Assistant City Manager, stated likability of the app to the website would be possible in efforts to maintain a central hub of information. She further stated the City is ready to provide assistance and resources as needed.

ITEM 4: ACTIVITIES AND ANNOUNCEMENTS

A) PRESIDENT'S ADMINISTRATIVE REPORT

Mario Lizcano, Chairman, introduced the item.

Lisa Salinas, Chamber President, stated the Greater Pharr Chamber of Commerce has continued their strong partnership with the Community Development Block Grant Program (CDBG). She further stated out of the forty-five businesses that have been transferred to the CDBG program, four have received financial assistance.

Board member, Sonia Falcon, inquired on the amount of funds currently available to businesses under the CDBG program. Anali Alanis, Assistant City Manager, stated an approximate of two-hundred thousand dollars were still available. She further stated the program was in the process of reclassifying funds.

Lisa Salinas, Chamber President, stated the Pharr Social Project in partnership with Southwest Early College would be moving forward with an upcoming meeting. She further stated promotional videos would be recorded for Smokin' Moon and Pretty in Pink Boutique. Additionally, she stated students were asked to submit content proposals while following predetermined guidelines such as keeping content positive and refraining from using foul language and/or beer and alcohol signage.

Board Member, Sonia Falcon, stated documentation should be kept throughout the entirety of the project. She further stated students should be granted certification as Junior Ambassadors upon the completion of the program. Additionally, she inquired on the membership status of participating businesses.

Lisa Salinas, Chamber President, stated membership status of participating businesses varied from members, non-members, and members of the 180 free-trial membership program. Board member, Sonia Falcon, stated active members should be prioritized.

Lisa Salinas, Chamber President, stated the Greater Pharr Chamber of Commerce was waiting on confirmation from the IRS regarding their 2018 and 2019 tax filings. Board Member, Sonia Falcon, stated a post card filing was done and taxes had been accepted.

B) UPCOMING EVENTS:

Mario Lizcano, Chairman, introduced the item.

Lisa Salinas, Chamber President, stated Winter Texan Appreciation Month was scheduled for the month of February and will consist of visiting Winter Texan RV Parks throughout the City of Pharr. She further stated the Chamber will be delivering one hundred goodie boxes containing coupons from Pharr businesses and snacks. Mario Lizcano, Chairman, stated Board Members were encouraged attend.

Lisa Salinas, Chamber President, stated the "Hub" Market Days is a market to propel entrepreneurship in the City of Pharr and encourage the community to visit Downtown Park while enjoying food, music, and fun for the entire family. She further stated it will be recurring event taking place every second Saturday of the month. Board Member, Ernesto Sepulveda, inquired on expenses incurred by the Chamber. Lisa Salinas, Chamber President, stated there were no costs since the City of Pharr was providing necessary resources.

Board Member, Johnny Rodriguez, stated members should be prioritized for

vendor space. He further stated the Chamber should consider charging a fee for vendor space.

Board Member, Ricardo Pedraza, inquired on admission cost. Lisa Salinas, Chamber President, stated admission was free. Board Member, Sonia Falcon, inquired on advertising and promotion for the event. Lisa Salinas, Chamber President, stated due to recent approval promotion was pending. Board Member, Sonia Falcon, inquired on logistics and vendor roster. Lisa Salinas, Chamber President, stated the event will be at Downtown Park and vendors were pre-registered from The Holiday Market in December. Board Member, Sonia Falcon, stated the event would be beneficial for the organization and aid in retention efforts.

Board Member, Sonia Falcon, stated the Agenda for the Greater Pharr Chamber of Commerce should include an "Old Business" item as previously discussed. Lisa Salinas, Chamber President, stated it will be added in the following Agenda.

ITEM 5: ADJOURNMENT

There being no further business, Mario Lizcano, Chairman, **moved** to adjourn. Board Member, Annabelle Palomo, seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 12:48 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: 02/28/2021

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE							
Fund: 81 - PHARR CHAMBER OF COMMERCE							
Revenue							
81-4-4663-000	INTEREST EARNED	0.00	0.00	0.00	97.42	97.42	0.00 %
81-4-4669-000	FOOD AND BEVERAGES	0.00	45,000.00	0.00	0.00	-45,000.00	100.00 %
81-4-4676-000	MEMBERSHIP	20,000.00	37,700.00	2,000.00	20,700.00	-17,000.00	45.09 %
81-4-4677-000	SPONSORSHIP	28,200.00	48,200.00	0.00	17,700.00	-30,500.00	63.28 %
81-4-4883-001	TRANSFER IN- GENERAL FUND	0.00	0.00	0.00	20,131.13	20,131.13	0.00 %
81-4-4883-020	TRANSFER IN-HOTEL FUND	68,400.00	68,400.00	5,700.00	28,500.00	-39,900.00	58.33 %
81-4-4883-065	TRANSFER IN-EVEN CENTER	0.00	24,900.00	0.00	0.00	-24,900.00	100.00 %
81-4-4883-086	TRANSFER IN - PEDC	150,000.00	152,800.00	12,500.00	62,500.00	-90,300.00	59.10 %
Revenue Total:		266,600.00	377,000.00	20,200.00	149,628.55	-227,371.45	60.31 %
Expense							
81-51000-1100-000	SALARIES	145,800.00	216,400.00	11,144.89	53,536.26	162,863.74	75.26 %
81-51000-1104-000	OVERTIME	5,000.00	5,000.00	191.72	1,020.15	3,979.85	79.60 %
81-51000-1105-000	F I C A	11,600.00	17,200.00	863.16	4,150.89	13,049.11	75.87 %
81-51000-1106-001	HOSPITAL INSURANCE	4,000.00	4,000.00	1,239.78	5,914.00	-1,914.00	-47.85 %
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	150.31	1,302.41	-602.41	-86.06 %
81-51000-1115-000	EMPLOYEES RETIREMENT	11,000.00	16,600.00	867.25	4,267.54	12,332.46	74.29 %
81-51000-1122-000	EAP - ASSISTANCE PROGRAM	100.00	100.00	4.02	30.72	69.28	69.28 %
81-51000-1123-000	HEALTHIEST YOU	1,000.00	1,000.00	18.00	127.89	872.11	87.21 %
81-51000-2201-000	OFFICE SUPPLIES	2,500.00	2,500.00	0.00	1,739.39	760.61	30.42 %
81-51000-2202-000	POSTAGE	500.00	500.00	69.81	154.44	345.56	69.11 %
81-51000-2208-000	OTHER OPERATING SUPPLIES	4,500.00	4,500.00	455.00	1,923.48	2,576.52	57.26 %
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	5,223.64	4,776.36	47.76 %
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	400.00	7,753.69	11,046.31	58.76 %
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	87.19	-87.19	0.00 %
Expense Total:		266,600.00	377,000.00	15,403.94	88,966.96	288,033.04	76.40 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):		0.00	0.00	4,796.06	60,661.59	60,661.59	0.00 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):		0.00	0.00	4,796.06	60,661.59	60,661.59	0.00 %
Report Surplus (Deficit):		0.00	0.00	4,796.06	60,661.59	60,661.59	0.00 %

Group Summary

Account Type	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE						
Fund: 81 - PHARR CHAMBER OF COMMERCE						
Revenue	266,600.00	377,000.00	20,200.00	149,628.55	-227,371.45	60.31 %
Expense	266,600.00	377,000.00	15,403.94	88,966.96	288,033.04	76.40 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0.00	0.00	4,796.06	60,661.59	60,661.59	0.00 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0.00	0.00	4,796.06	60,661.59	60,661.59	0.00 %
Report Surplus (Deficit):	0.00	0.00	4,796.06	60,661.59	60,661.59	0.00 %

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
81 - PHARR CHAMBER OF	0.00	0.00	4,796.06	60,661.59	60,661.59
Report Surplus (Deficit):	0.00	0.00	4,796.06	60,661.59	60,661.59



Pharr, TX

Balance Sheet

Account Summary

As Of 02/28/2021

Account	Name	Balance
Fund: 81 - PHARR CHAMBER OF COMMERCE		
Assets		
81-1-1004-000	CLAIM ON CASH	2,732.21
81-1-1005-000	BANK - OPERATING ACCOUNT	185,919.19
81-1-1006-000	BANK - CONTINGENCY	101.10
81-1-1230-000	ACCOUNTS REC OTHER	0.00
81-1-1401-000	DUE FROM GENERAL FUND	0.00
81-1-1420-000	DUE FROM HOTEL FUND	0.00
81-1-1486-000	DUE FROM PEDC	0.00
Total Assets:		188,752.50
		188,752.50
Liability		
81-2-0211-000	TEC TAXES PAYABLE	1,676.28
81-2-0235-000	ESCROW-GOLF TOURNAMENT	2,519.22
81-2-2000-000	ACCOUNTS PAYABLE	0.00
81-2-2001-000	ACCOUNTS PAYABLE	0.00
81-2-2002-000	INCOME TAX WITHHELD	0.00
81-2-2003-000	SOCIAL SEC. TAX WITHHELD	0.00
81-2-2004-000	MEDICARE TAX WITHHELD	0.00
81-2-2005-000	PAYROLL CORRECTION	0.00
81-2-2101-000	WAGES PAYABLE	0.00
81-2-2104-000	ESCROW-AL BENTLEY YATES-FS	0.00
81-2-2107-000	A/P - ICMA	0.00
81-2-2113-000	A/P - AMERITAS - VISION	26.76
81-2-2117-000	A/P - AMERITAS - DENTAL	90.88
81-2-2120-000	A/P - CHSUP	0.00
81-2-2125-000	A/P-UNITED HEALHT INS EMPLOYEE	6,816.20
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	141.50
81-2-2135-000	A/P - LINCOLN STD/LTD	112.58
81-2-2137-000	A/P - TMRS-EMPLOYEE PORTION	1,660.81
81-2-2140-000	A/P - UNITED WAY	0.00
81-2-2147-000	A/P - UNUM PROVIDENT	0.00
81-2-2152-000	A/P - MASA MTS	36.00
81-2-2154-000	A/P - HEALTHIEST YOU	183.00
81-2-2401-000	DUE TO GENERAL FUND	821.88
81-2-2486-000	DUE TO PEDC	0.00
81-2-2495-000	DUE TO PAYROLL FUND	-2,333.05
Total Liability:		11,756.22
Equity		
81-3-3101-000	UNAPPROPRIATED FUND BALANCE	116,334.69
Total Beginning Equity:		116,334.69
Total Revenue		149,628.55
Total Expense		88,966.96
Revenues Over/Under Expenses		60,661.59
Total Equity and Current Surplus (Deficit):		176,996.28
Total Liabilities, Equity and Current Surplus (Deficit):		188,752.50