



The Greater Pharr Chamber of Commerce

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, AUGUST 3, 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: July 6, 2021 - Regular Called Meeting

B) Treasurer's Report of Account Summary - Period ending July 31, 2021

3. **ACTION ITEMS:**

A) Consideration and action, if any, appointing Secretary to Greater Pharr Chamber of Commerce Board of Directors.

4. **ACTIVITIES AND ANNOUNCEMENTS:**

A) Presidents Administrative Report:

Update: Memberships

Update: Membership Manager Position

Update: Chamber Champions

Update: Events

5. CLOSED SESSION: *In accordance with Chapter 551 of the Texas Gov't. Code, the Pharr Board of Commissioners 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 in accordance with the following below:*

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.

AGENDA REGULAR MEETING
August 3, 2021

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 30th day of July 2021 at 12:00 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 July 2021.




IMELDA BARRERA, TRMC
ASSISTANT CITY CLERK

MINUTES
GREATER PHARR CHAMBER OF COMMERCE BOARD OF DIRECTORS MEETING
JULY 6, 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, July 6, 2021, at 12:00 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mario Lizcano
Alma Caso (Remote)
Sonia Falcon
Ernesto Sepulveda
Jose Delgado (Remote)

MEMBERS ABSENT: Alex Rios
Lisann McAlpine
Dr. Annabelle Palomo
Johnny Rodriguez

STAFF PRESENT: Marcela Beas, Chamber President
Brenda Cortez. Receptionist

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

ITEM 1: CALL MEETING TO ORDER

There being a quorum established, Mario Lizcano, Chairman 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 Sonia Falcon **moved** to excuse absent members. Board Member Ernesto Sepulveda seconded the motion and when put to a vote, it carried unanimously.

ITEM 2: ORGANIZATIONAL BUSINESS

A) CONSIDER APPROVAL OF MINUTES: JUNE 4, 2021 - REGULAR CALLED MEETING

Mario Lizcano, Chairman, introduced the item.

Board Member Sonia Falcon **moved** to approve minutes as submitted. Board Member Alma Cano 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 JUNE 30, 2021

Mario Lizcano, Chairman, introduced the item.

Board Member Sonia Falcon stated the end of quarter treasurer's report shows the budget is realigned and the food section line item has been removed.

Board Member Jose Delgado **moved** to approve. Board Member Alma Caso seconded the motion and when put to a vote, it carried unanimously.

ITEM 3: ACTION ITEMS

A) DISCUSSION AND POSSIBLE ACTION ON APPOINTING/REPLACING BOARD MEMBER

Mario Lizcano, Chairman, introduced the item.

Mario Lizcano, Chairman, stated the Greater Pharr Chamber of Commerce is in the process of replacing a member of the Board of Directors. Mario Lizcano further stated a notice and application will be posted on the Chamber's website to be readily available to the public.

Patricia Rigney, City of Pharr Attorney clarified there would be no action taken on the item presented. Mario Lizcano, Chairman confirmed, no action will be taken. Board Member Sonia Falcon stated the Board of Directors is notifying the public of a vacancy on the Board and extending the invitation to apply. Ms. Falcon further stated the public should contact Marcela Beas, Chamber President, for more information.

Marcela Beas, Chamber President, stated the Greater Pharr Chamber of Commerce has a vacancy for the position of Secretary on the Board of Directors. Mario Lizcano, Chairman, stated an action item for a replacement within existing Board Members will be brought forth in the next Board Meeting.

Board Member Ernesto Sepulveda inquired on the vacancies currently open for the position of Board Member on the Board of Directors. Marcela Beas, Chamber President, stated the Board only has one vacancy, and if filled, the Board of Directors would be comprised of ten Board Members.

Board Member Sonia Falcon stated if an active Board Member is interested in being a part of the executive committee in the position of Secretary, to inform Chairman Mario Lizcano. Mario Lizcano, Chairman stated the information he receives will be delivered at the next Board meeting.

Board Member Jose Delgado moved to approve. Board Member Alma Caso seconded the motion and when put to a vote, it carried unanimously

ITEM 4: ACTIVITIES AND ANNOUNCEMENTS

A) PRESIDENT'S ADMINISTRATIVE REPORT

Mario Lizcano, Chairman, introduced the item.

Marcela Beas, Chamber President, stated the Greater Pharr chamber of Commerce acquired four new memberships in the month of June. Marcela Beas further stated new members are IBC Bank, McAllen International Airport, Keep it Fresh, and Inverafrut. IBC Bank and McAllen International Airport are Corporate members and Keep it Fresh and Inverafrut are Silver members. Ms. Beas stated the addition of these members brought total memberships to fifty-three as of June 30, 2021.

Marcela Beas, Chamber President, stated she attended the TCCE Annual Conference on June 24th and 25th. Ms. Beas further stated a few takeaways from the conference consisted of the importance of clear and concise communication with the Board of Directors, as well as the importance of culture within the organization and the long-term benefits of having a clear mission and value statement. Furthermore, Ms. Beas stated transparency is also a key component of having effective operations as well as visibility on social media since it elevates the organizations reach and conveys a message of strong and consistent community engagement. Marcela Beas, Chamber President also stated a lesson learned from the Keynote Speaker at TCCE's Annual Conference was the importance of identifying leaders within the organization and harnessing their leadership skills for the betterment of the organization. Ms. Beas, Chamber President stated membership recruitment should be targeted based on the business' employee number and the years in business. Targeting businesses based on these metrics will increase acquisition rates and retention.

Board Member Sonia Falcon inquired if these metrics were currently being used in recruiting efforts. Marcela Beas, Chamber President stated the number of employees is currently requested; however, specific metrics are not currently part of the Chamber's recruitment strategy. Board Member, Sonia Falcon stated the Chamber should provide a list of current members, the number of employees, and the years in business to be presented in the next Board meeting. Board Member Sonia Falcon further stated it is important to reach out to larger employers in the area since many have vacancies that need to be filled. Ms. Falcon also stated it would be beneficial to partner with TWC to better understand the needs of our members in terms of employment requirements and qualifications.

Marcela Beas, Chamber President, stated she receives weekly reports from TWC on job opportunities available in the region. Ms. Beas further stated she will be sharing with Chamber members via newsletter and requesting information on current job openings to aid in fulfilling those positions. Mario Lizcano, Chairman stated Ms. Falcon's

recommendations were excellent in improving the Chamber's efforts to better serve our community and promote our members.

Marcela Beas, Chamber President, stated the Chamber received eight application for the Membership Manager position. Ms. Beas further stated the job posting will remain open until July 23, 2021. Marcela Beas, Chamber President also stated she consulted with Assistant City Manager, Anali Alanis on the possibility of closing the position early, and Mrs. Alanis recommended to begin interviews as soon as possible with eligible applicants and keep the job posting open until the original closing date. Marcela Beas, Chamber President stated new hire orientation sessions for the City of Pharr are held bi-weekly, therefore, the projected date for the Membership Manager to officially join the Chamber would be August 3rd, 2021, a day after the August 2nd, 2021 new hire orientation session. Board Member Sonia Falcon announced the Membership Manager position is still open and invited any interested professionals to apply.

B) UPCOMING EVENTS:

Mario Lizcano, Chairman, introduced the item.

Marcela Beas, Chamber President, stated The "Hub" Market Days will be held on Saturday, July 10th, 2021 from 5 to 9 PM at Downtown Park. Ms. Beas further stated twenty-five vendors will be participating, as well as a few Chamber Members such as TopGolf, Crunch Fitness and T-Mobile. Marcela Beas, Chamber President stated the monthly Market event has been a great success, attracting an average of two hundred visitors per event. She invites the Board of directors and the general public to attend. Board Member Sonia Falcon inquired on a back-up plan in the case of inclement weather. Marcela Beas, Chamber President stated the event would be postponed to the following Saturday if heavy rainfall occurred.

Marcela Beas, Chamber President stated the Chamber will host a ribbon cutting ceremony for Mami Rosa Homecare on July 22, 2021 at 11 AM.

Marcela Beas, Chamber President, stated the Miss Pharr Scholarship Pageant will be held on Saturday, August 28, 2021 at 6PM at Pepe Salinas Civic Center. Marcela Beas Chamber President further stated the Chamber joined the City of Pharr on the 4th of July Independence Day Festival and held the first recruitment session for the event. The Chamber team was prepared with digital application forms, iPad for easier access, and flyers, however, registrations were low due to concerns regarding the registration fee of one-hundred and fifty dollars. Marcela Beas, Chamber President also stated she invited Miss Pharr HubPhestival winner, Victoria Brewster to attend the recruitment session and distribute flyers to interested festival goers.

Board Member Sonia Falcon inquired on promotional efforts and if the City of Pharr posted the event on their website and social media platforms. Marcela Beas, Chamber President stated the City of Pharr as well as the Chamber of Commerce had published the event on social media and their respective websites.

Board Member Ernesto Sepulveda inquired if the registration fee was aimed at covering the scholarships for the winners. Marcela Beas, Chamber President confirmed the registration fee was to cover scholarships and other prizes.

Board Member Sonia Falcon inquired on sponsorship opportunities available for the Miss Pharr Scholarship Pageant. Marcela Beas, Chamber President, stated there will be sponsorship opportunities available. Board Member Sonia Falcon inquired on the point of contact for interested sponsors. Marcela Beas, Chamber President, stated interested sponsors should contact the Chamber of Commerce for sponsorship information. Board Member Jose Delgado inquired if participants were required to reside in the City of Pharr. Marcela Beas, Chamber President stated all eligible participants are required to be residents of the City of Pharr.

ITEM 5: ADJOURNMENT

There being no further business Board Member, Sonia Falcon **moved** to adjourn. Board Member, Ernesto Sepulveda seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 12:23PM.

Mario Lizcano, Chairman

Alex Rios, Vice Chairman



Pharr, TX

Budget Report

Account Summary

For Fiscal: 10/2020-09/2021 Period Ending: 07/31/2021

		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	273.82	273.82	0.00 %
81-4-4676-000	MEMBERSHIP	20,000.00	37,700.00	4,050.00	32,400.00	-5,300.00	14.06 %
81-4-4677-000	SPONSORSHIP	28,200.00	48,200.00	0.00	50,860.00	2,660.00	105.52 %
81-4-4677-002	HUBPHEST COOK-OFF	0.00	0.00	600.00	600.00	600.00	0.00 %
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	0.00	51,300.00	-17,100.00	25.00 %
81-4-4883-086	TRANSFER IN - PEDC	150,000.00	152,800.00	0.00	112,500.00	-40,300.00	26.37 %
Revenue Total:		266,600.00	307,100.00	4,650.00	268,064.95	-39,035.05	12.71 %
Expense							
81-51000-1100-000	SALARIES	145,800.00	133,200.00	10,589.28	93,223.34	39,976.66	30.01 %
81-51000-1104-000	OVERTIME	5,000.00	5,000.00	0.00	1,347.27	3,652.73	73.05 %
81-51000-1105-000	F I C A	11,600.00	10,600.00	806.25	7,192.84	3,407.16	32.14 %
81-51000-1106-001	HOSPITAL INSURANCE	4,000.00	18,800.00	1,236.52	10,719.31	8,080.69	42.98 %
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	0.00	1,439.24	-739.24	-105.61 %
81-51000-1115-000	EMPLOYEES RETIREMENT	11,000.00	9,900.00	810.09	7,328.65	2,571.35	25.97 %
81-51000-1122-000	EAP - ASSISTANCE PROGRAM	100.00	100.00	2.68	30.82	69.18	69.18 %
81-51000-1123-000	HEALTHIEST YOU	1,000.00	1,000.00	12.00	132.90	867.10	86.71 %
81-51000-2201-000	OFFICE SUPPLIES	2,500.00	7,500.00	0.00	5,174.27	2,325.73	31.01 %
81-51000-2202-000	POSTAGE	500.00	500.00	6.44	278.59	221.41	44.28 %
81-51000-2208-000	OTHER OPERATING SUPPLIES	4,500.00	47,000.00	182.45	8,239.53	38,760.47	82.47 %
81-51000-2220-000	NON CAPITAL EQUIP&SUPPLIES	3,000.00	2,600.00	0.00	0.00	2,600.00	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	1,000.00	0.00	0.00	1,000.00	100.00 %
81-51000-5502-000	ADVERTISING	10,000.00	10,000.00	0.00	6,394.17	3,605.83	36.06 %
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	2,000.00	0.00	260.98	1,739.02	86.95 %
81-51000-5508-000	SPONSORSHIP	20,000.00	3,000.00	0.00	1,000.00	2,000.00	66.67 %
81-51000-5509-000	PUBLIC RELATIONS	18,800.00	18,800.00	0.00	14,923.11	3,876.89	20.62 %
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	400.00	0.00	173.74	226.26	56.57 %
81-51000-9926-000	MAYOR'S EVENTS	0.00	0.00	0.00	9,870.16	-9,870.16	0.00 %
81-51000-9980-001	TRANSFER OUT-GF	0.00	24,900.00	0.00	0.00	24,900.00	100.00 %
Expense Total:		266,600.00	307,100.00	13,645.71	169,219.19	137,880.81	44.90 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):		0.00	0.00	-8,995.71	98,845.76	98,845.76	0.00 %
Report Surplus (Deficit):		0.00	0.00	-8,995.71	98,845.76	98,845.76	0.00 %

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	307,100.00	4,650.00	268,064.95	-39,035.05	12.71 %
Expense	266,600.00	307,100.00	13,645.71	169,219.19	137,880.81	44.90 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0.00	0.00	-8,995.71	98,845.76	98,845.76	0.00 %
Report Surplus (Deficit):	0.00	0.00	-8,995.71	98,845.76	98,845.76	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	-8,995.71	98,845.76	98,845.76
Report Surplus (Deficit):	0.00	0.00	-8,995.71	98,845.76	98,845.76



Pharr, TX

Balance Sheet

Account Summary

As Of 07/31/2021

Account	Name	Balance
Fund: 81 - PHARR CHAMBER OF COMMERCE		
Assets		
81-1-1004-000	CLAIM ON CASH	-15,298.72
81-1-1005-000	BANK - OPERATING ACCOUNT	237,912.23
81-1-1006-000	BANK - CONTINGENCY	101.18
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:		222,714.69
		222,714.69
Liability		
81-2-0211-000	TEC TAXES PAYABLE	1,813.11
81-2-0235-000	ESCROW-GOLF TOURNAMENT	2,519.22
81-2-1230-000	ACCOUNTS REC OTHER	0.00
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	70.36
81-2-2120-000	A/P - CHSUP	0.00
81-2-2125-000	A/P-UNITED HEALHT INS EMPLOYEE	2,040.68
81-2-2130-000	A/P - TERM LIFE	0.00
81-2-2133-000	A/P - COLONIAL	-17.84
81-2-2134-000	A/P - MUTUAL OF OMAHA/BASIC LF	11.46
81-2-2135-000	A/P - LINCOLN STD/LTD	23.02
81-2-2136-000	A/P - MAGELLAN (EAP)	2.68
81-2-2137-000	A/P - TMRS-EMPLOYEE PORTION	1,551.33
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	20.01
81-2-2401-000	DUE TO GENERAL FUND	0.00
81-2-2486-000	DUE TO PEDC	0.00
81-2-2495-000	DUE TO PAYROLL FUND	-3,708.57
Total Liability:		4,388.22
Equity		
81-3-3101-000	UNAPPROPRIATED FUND BALANCE	116,786.39
81-3-3981-000	PRIOR YEAR ADJUSTMENT	2,694.32
Total Beginning Equity:		119,480.71
Total Revenue		268,064.95
Total Expense		169,219.19
Revenues Over/Under Expenses		98,845.76
Total Equity and Current Surplus (Deficit):		218,326.47
Total Liabilities, Equity and Current Surplus (Deficit):		222,714.69