

**TAKE NOTICE THAT A REGULAR MEETING OF THE
PHARR INTERNATIONAL TOLL BRIDGE BOARD
WILL BE HELD AT THE
CITY COMMISSIONERS' ROOM
118 S. CAGE, 2ND FLOOR, PHARR, TX
ON WEDNESDAY, AUGUST 18, 2021 AT 12:00 PM**

At any time during the course of this meeting the Toll Bridge Board may retire to Executive Session under Texas Government Code § 551 to confer on any subject matter in accordance with the Texas Open Meetings Act.

Should any final action, decision, or vote be required in the opinion of the Board with regard to any item discussed during the closed meeting, then such final action, decision, or vote shall be made during the open meeting covered by this notice upon the reconvening of the public meeting pursuant to Section 551.101 government Code V.T.C.S.

1. CALL TO ORDER:

- A) Roll call and possible action on the excusing of any absent member.
- B) Pledge of Allegiance/Invocation.

2. 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)*

- A) Crossings and Revenues Report for July 2021.
- B) Finance Report for July 2021.
- C) Engineer's Report.
- D) Director's Report.

3. ADMINISTRATIVE:

- A) Approval of Minutes for July 21, 2021.
- B) Discussion and action, if any, on renewal of NASCO Annual Membership dues for \$5,000.

AGENDA BRIDGE BOARD MEETING

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C) Discussion and action, if any, on Advertising with The Advance News Journal for \$930 per month for 12 months.

D) Discussion and action, if any, on Advertising with Texas Border Business for \$1,600 for 12 months.

E) Discussion and action, if any, on Advertising with the Rio Grande Guardian for \$11,000 (Two payments of \$5,500).

F) Discussion and action, if any, on advertising with Inbound Logistics for \$50,000 for 12 months.

G) Discussion and action, if any, on Contractual Agreement with Ezequiel Ordonez Animas dba Border Infrastructure Consulting, LLC. for Professional Consulting and Lobbying Services.

4. CLOSED SESSION: *In accordance with Chapter 551 of the Texas Gov't. Code, the International Toll Bridge Board hereby gives notice that it may meet in Executive session to discuss and deliberate any items listed on the public portion of the meeting agenda including items in accordance with the following:*

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

AGENDA BRIDGE BOARD MEETING

August 18, 2021

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.

5. RECONVENE: *into regular session and consider action, if any, on item(s) discussed in executive session.*

6. ADJOURNMENT:

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

City Hall is a wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the Pharr Bridge Office at (956)402-4660 ext. 6106/6101 or FAX (956)223-2013 or E-Mail vanessa.guzman@pharr-tx.gov or cleo.salinas@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do certify that the above agenda of said meeting of the Pharr International Bridge Board is a true and correct copy and that said notice was posted on the bulletin board of City Hall and on the City's webpage at www.pharr-tx.gov. The Notice was posted at a place convenient and readily accessible to the general public at all times; that said Notice was posted on the 13th day of August, 2021 at 10:30 a.m. and will remain posted continuously for 72 hours preceding the scheduled time of said meeting in compliance with Chapter 551 of the Texas Government Code (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 13th day of August, 2021.




IMELDA BARRERA, TRMC
ASSISTANT CITY CLERK



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.A.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Crossings and Revenues Report for July 2021.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021

**CROSSINGS AND REVENUES
FOR THE MONTH OF JULY
FISCAL YEAR 2020 – 2021**

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **86,950** vehicles for the month of July F.Y. 2020-2021, which showed a decrease of **(-1,566)** vehicles or **-1.77%** over the same month in F.Y. 2019-2020.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **26,463** cars for the month of July F.Y. 2020 – 2021, showing a decrease of **(-5,826)** cars or **-18.04%** over the same month in F.Y. 2019 – 2020.

c) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **60,487** trucks for the month of July F.Y. 2020-2021, showing an increase of **4,260** trucks or **7.58%** over the same month in F.Y. 2019 - 2020.

d) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled **\$1,417,363** dollars for the month of July F.Y. 2020 – 2021

\$	105,744 Autos & other
\$	1,307,749 Trucks
\$	3,870 Profit on pesos
\$	1,417,363 TOTAL

Revenues showed an increase of **\$133,802** or **10.42%** over the same month in F.Y. 2019 – 2020.

e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **54,204** trucks for the month of July F.Y. 2020-2021, showing a decrease of **(-1,346)** trucks or **-2.42%** over the same month in F.Y. 2019-2020.

SOUTHBOUND TRUCK CROSSINGS SHOWED AN INCREASE OF 6,283 TRUCKS OR 11.59% FOR THE MONTH OF JULY, COMPARED TO NORTHBOUND TRUCK CROSSINGS.

TOTAL NORTHBOUND AND SOUTHBOUND TRUCK CROSSINGS FOR THE MONTH OF JULY TOTAL 114,691 REPRESENTING AN INCREASE OF 2,914 OR 2.61% OVER THE SAME TIME PERIOD IN F.Y. 2019-2020.

**PHARR INTERNATIONAL BRIDGE
TOTAL CROSSINGS COMPARISON BY FISCAL YEAR (CARS & TRUCKS)**

	F.Y. 2019–2020	F.Y. 2020-2021	GAIN (LOSS)	INC % (DEC%)
OCTOBER	100,995	105,010	4,015	3.98%
NOVEMBER	98,066	92,617	(5,449)	(-5.56%)
DECEMBER	94,623	107,179	12,556	13.27%
JANUARY	99,930	111,060	11,130	11.14%
FEBRUARY	94,774	96,458	1,684	1.78%
MARCH	91,218	111,567	20,349	22.31%
APRIL	63,947	99,140	35,193	55.03%
MAY	76,957	97,077	20,120	26.14%
JUNE	86,739	92,833	6,094	7.03%
<u>JULY</u>	88,516	86,950	(-1,566)	(-1.77%)
YTD TOTAL	895,765	999,891	104,126	11.62%
AUGUST	98,902			
SEPTEMBER	105,199			
TOTAL CROSS.	1,099,866			

a) VEHICLE CROSSINGS SHOWED A DECREASE OF -1,566 VEHICLES OR -1.77% OVER THE SAME MONTH IN F.Y. 2019-2020.

b) VEHICLE CROSSING SHOWED AN INCREASED OF 104,126 VEHICLES OR 11.62% OVER THE NINE (10) MONTHS IN F.Y.2019- 2020

**PHARR INTERNATIONAL BRIDGE
CAR CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2019-2020	F.Y. 2020-2021	GAIN LOSS	INC% (DEC%)
OCTOBER	46,694	45,618	(-1,076)	3.98%
NOVEMBER	47,401	35,957	(-11,444)	(-5.56%)
DECEMBER	48,405	50,008	1,603	13.27%
JANUARY	44,720	48,242	3,522	7.88%
FEBRUARY	41,743	41,226	(-517)	(-1.24%)
MARCH	33,670	48,110	14,440	42.89%
APRIL	19,791	40,742	20,951	105%
MAY	27,778	38,493	10,715	38.57%
JUNE	30,291	32,009	1,718	5.67%
JULY	32,289	26,463	(-5,826)	-18.04%
YTD TOTAL	372,782	406,868	34,086	9.14%
AUGUST	39,410			
SEPTEMBER	44,278			
TOTAL CAR CROSS.	455,924			

a) CAR CROSSINGS SHOWED A DECREASE OF **(-5,826)** CARS OR **-18.04%** OVER THE SAME MONTH IN F.Y. 2019-2020.

b) CAR CROSSING SHOWED AN INCREASED OF **34,086** CARS OR **9.14%** OVER THE TEN (10) MONTH IN F.Y.2019 – 2020

**PHARR INTERNATIONAL BRIDGE
TRUCK CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2019-2020	F.Y. 2020-2021	GAIN LOSS	INC% DEC%
OCTOBER	54,301	59,392	5,091	9.38%
NOVEMBER	50,665	56,660	5,995	11.83%
DECEMBER	46,218	57,171	10,953	23.70%
JANUARY	55,210	62,818	7,608	13.78%
FEBRUARY	53,031	55,232	2,201	4.15%
MARCH	57,548	63,457	5,909	10.27%
APRIL	44,156	58,398	14,242	32.25%
MAY	49,179	58,584	9,405	19.12%
JUNE	56,448	60,824	4,376	7.75%
<u>JULY</u>	56,227	60,487	4,260	7.58%
YTD TOTAL	522,983	593,023	70,040	13.39%
AUGUST	59,492			
SEPTEMBER	60,921			
TOTAL TRUCK CROSSING 643,396				

- a) TRUCK CROSSINGS SHOWED AN INCREASE OF 4,260 TRUCKS OR 7.58% OVER THE SAME MONTH IN F.Y. 2019-2020
- b) TRUCK CROSSING SHOWED AN INCREASE OF 70,040 TRUCKS OR 13.39% OVER THE TEN (10) MONTH IN F.Y. 2019-2020

**PHARR INTERNATIONAL BRIDGE
NORTHBOUND TRUCK CROSSINGS (FULL, EMPTY & AG.)**

	F.Y. 2019-2020	F.Y. 2020-2021	GAIN LOSS	INC% (DEC%)	FULL TRUCKS	EMPTY	AG TRUCKS	NARP NO INSP.
OCTOBER	58,887	62,346	3,459	5.87%	42,679	19,667	16,090	8,248
NOVEMBER	53,066	57,904	4,838	9.12%	41,187	16,717	16,522	7,998
DECEMBER	48,976	56,949	7,973	16.28%	39,124	17,825	16,902	8,994
JANUARY	58,580	60,544	1,964	3.35%	43,028	17,516	20,205	10,438
FEBRUARY	54,534	57,615	3,081	5.65%	40,441	17,174	18,421	10,205
MARCH	58,168	64,795	6,627	11.39%	47,344	17,451	20,697	10,837
APRIL	44,149	60,197	16,048	36.35%	42,441	17,756	17,915	8,656
MAY	49,451	59,248	9,797	19.81%	41,496	17,752	18,094	8,502
JUNE	56,535	58,176	1,641	2.90%	41,236	16,940	17,638	8,498
JULY	55,550	54,204	(-1,346)	-2.42%	38,489	15,715	16,731	8,724
AUGUST	59,687							
SEPTEMBER	59,902							
TOTAL NORTHBOUND	657,485							

Northbound trucks at the Pharr International Bridge totaled **54,204** trucks for the month of July F.Y. 2020-2021, showing a decrease of **(-1,346)** trucks or **-2.42%** over the same month in F.Y. 2019-2020.

TRUCK CROSSING SHOWED AN INCREASE OF 54,082 TRUCKS OR 10.05% OVER THE SAME TEN (10) MONTH IN F.Y. 2019-2020.

Agriculture trucks at the Pharr International Bridge totaled 16,731 crossings for the month of July representing a 31% of the imports from Mexico.

Agriculture trucks at the Pharr International Bridge Import Lot showed an increase of 928 or 5.87% over the same month in F.Y. 2019-2020.

**PHARR INTERNATIONAL BRIDGE
NORTHBOUND & SOUTHBOUND
TRUCK CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2019-2020	F.Y. 2020-2021	GAIN LOSS	GAIN % LOSS %
OCTOBER	113,188	121,738	8,550	7%
NOVEMBER	103,731	114,564	10,833	10.44%
DECEMBER	95,194	114,120	18,926	19.88%
JANUARY	113,790	123,362	9,572	8%
FEBRUARY	105,708	112,847	7,139	6.75%
MARCH	115,776	128,252	12,476	10.78%
APRIL	100,645	118,595	17,950	17.83%
MAY	103,767	117,832	14,065	13.55%
JUNE	112,983	119,000	6,017	5.33%
JULY	111,777	114,691	2,914	5.87%
AUGUST				
SEPTEMBER				
TOTAL TRUCK CROSSING				

a) **TRUCK CROSSINGS SHOWED AN INCREASE OF 2,914 TRUCKS OR 5.87% OVER THE SAME MONTH IN F.Y. 2019-2020**

**PHARR INTERNATIONAL BRIDGE
REVENUE COMPARISON BY FISCAL YEAR**

	F.Y. 2019-2020	F.Y. 2020-2021	GAIN (LOSS)	INC% DEC%
OCTOBER	\$ 1,274,663	\$ 1,377,188	\$ 102,525	8.04%
NOVEMBER	\$ 1,246,201	\$ 1,290,701	\$ 44,499	3.57%
DECEMBER	\$ 1,159,871	\$ 1,437,554	\$ 277,683	23.94%
JANUARY	\$ 1,312,020	\$ 1,452,900	\$ 140,880	10.74%
FEBRUARY	\$ 1,171,034	\$ 1,272,469	\$ 101,435	8.66%
MARCH	\$ 1,271,490	\$ 1,412,253	\$ 140,763	11.07%
APRIL	\$ 1,008,023	\$ 1,342,469	\$ 334,446	33.18%
MAY	\$ 1,040,423	\$ 1,299,017	\$ 258,593	24.85%
JUNE	\$ 1,213,715	\$ 1,389,202	\$ 175,487	14.46%
<u>JULY</u>	\$ 1,283,561	\$ 1,417,363	\$ 133,802	10.42%
YTD TOTAL	\$ 11,981,001	\$ 13,691,116	\$ 1,710,114	14.27%
AUGUST	\$ 1,317,085			
SEPTEMBER	\$ 1,438,238			
TOTAL REV.	\$ 14,736,325			

**a) REVENUES SHOWED AN INCREASE OF \$ 133,802 OR 10.42%
OVER THE SAME MONTH IN F.Y. 2019-2020.**

**b) REVENUES SHOWED AN INCREASE OF \$1,710,114 OR 14.27%
OVER THE SAME TEN (10) MONTHS IN F.Y. 2019 – 2020.**



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.B.

DATE SUBMITTED: August 12, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for July 2021.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

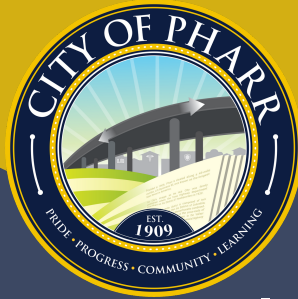
Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/12/2021



Bridge Financial Summary

July 31st, 2021

FY 2020-2021

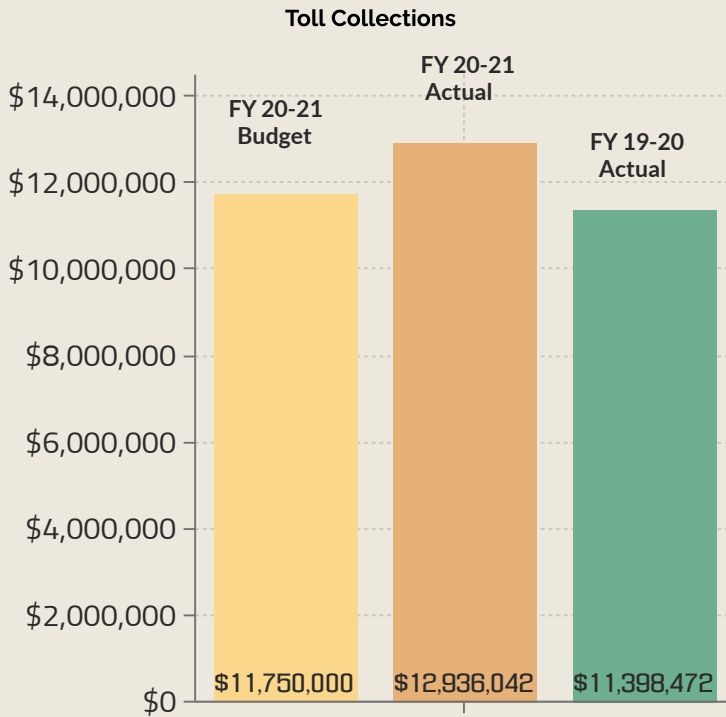


Internal Management Report prepared by Finance
(Unaudited)



Bridge Fund Snapshot as of July 31, 2021

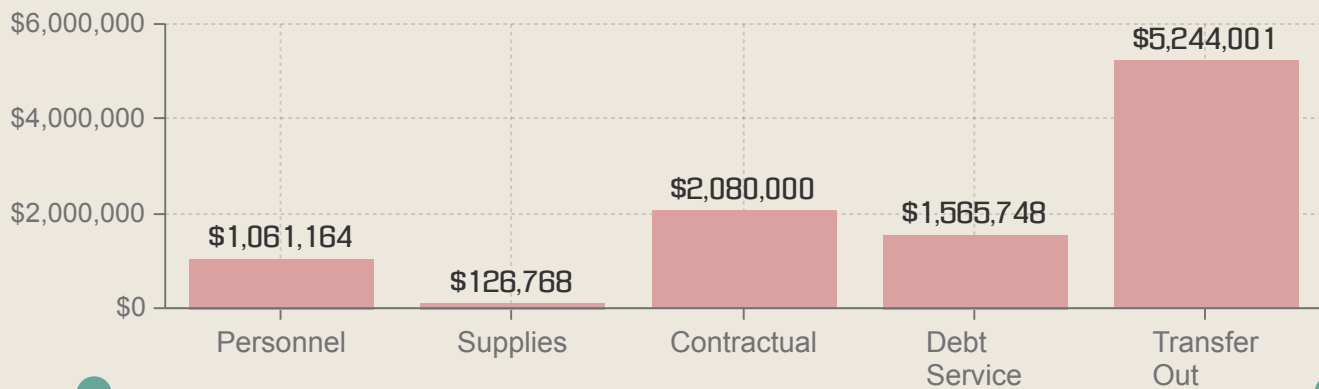
Toll Revenues show **13.5%**
variance compared to last FY



NET OPERATING
PROFIT/LOSS

\$3.10 Million

Total Expenses

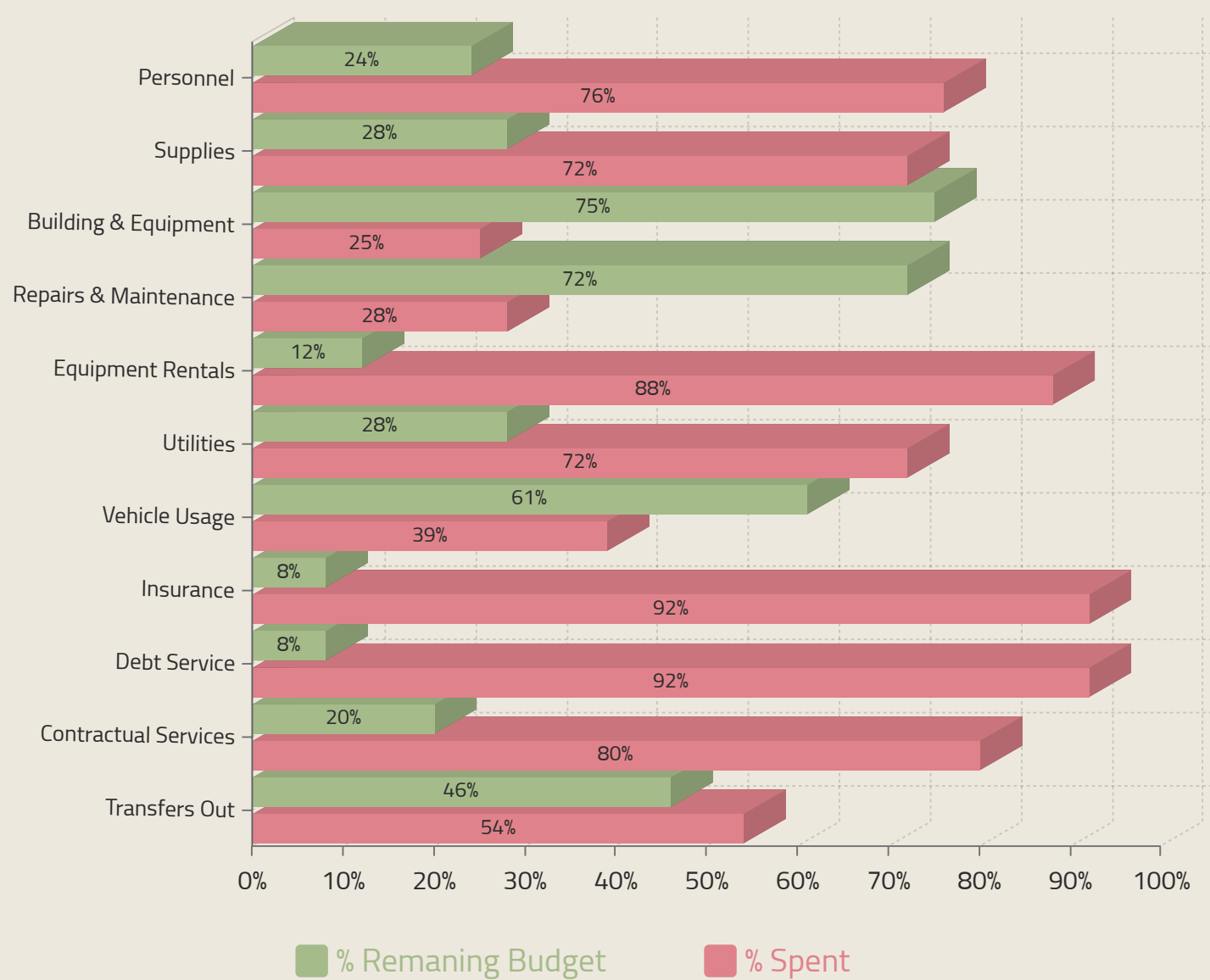


Total Expenses YTD

\$10.07 Million

Bridge Budget vs Actual as July 2021

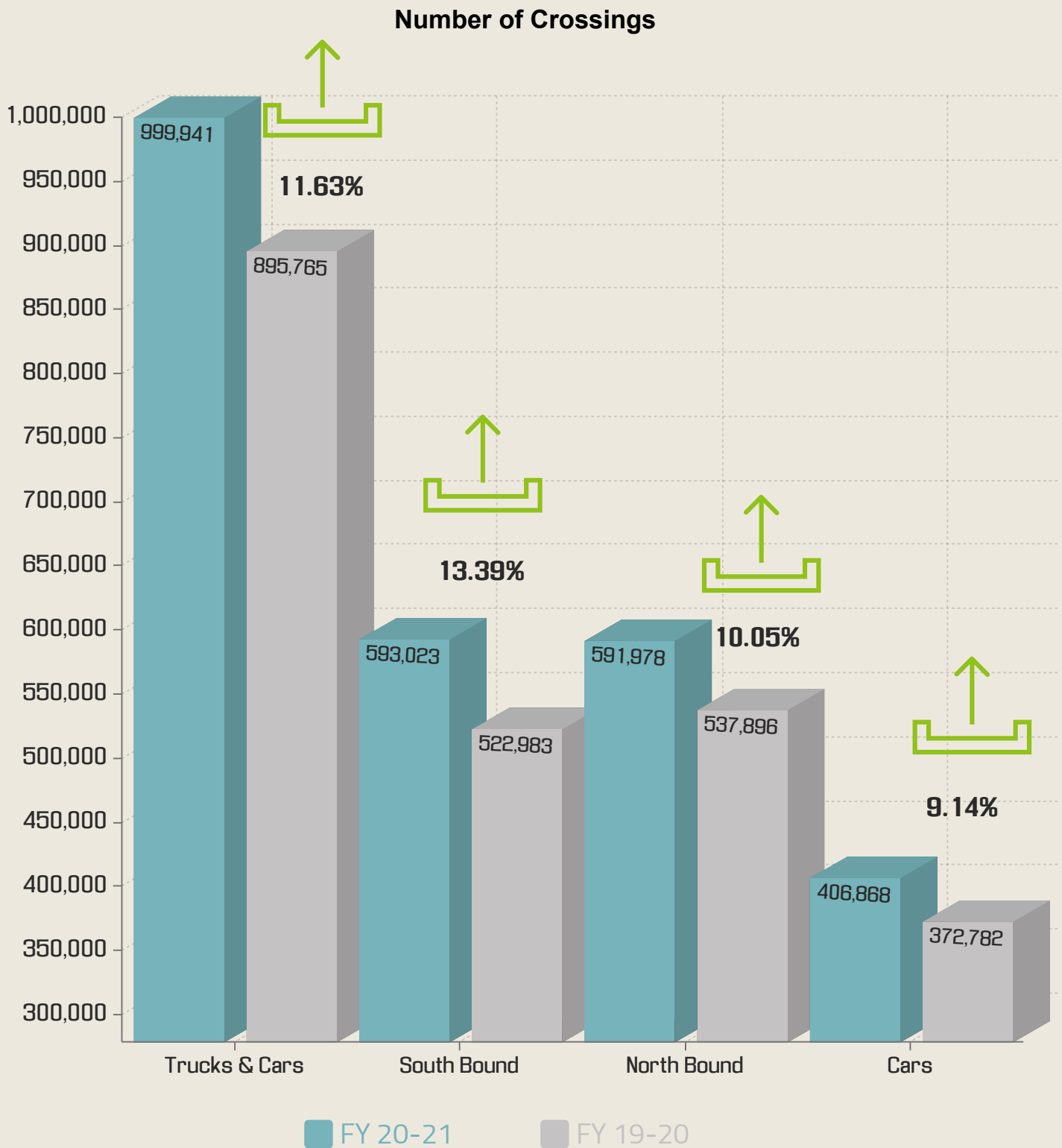
<or=83% Benchmark for Budget **spent** as of July 2021



\$14.4
Million
Total Budget

\$4.7
Million
Operating Budget

Bridge Crossings as of July 2021





AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.C.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Engineer's Report.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue: No back-up information needed for this item.

Thank you.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.D.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Director's Report.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue: No back-up information needed for this item.

Thank you.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.A.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Approval of Minutes for July 21, 2021.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021

**REGULAR MEETING
TOLL BRIDGE BOARD
HELD ON JULY 21, 2021, AT 12:00 P.M.
CITY HALL, 118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS**

On the 21st day of July 2021, the Toll Bridge Board met in a regular Bridge Board Meeting. Following is the record of attendance.

MEMBERS PRESENT: Tony Martinez, Vice-Chairman
Adalberto Campero, Secretary
Luis Flores, Member
Larry Hernandez, Member

MEMBER ABSENT: Edgar Delgadillo, Chairman

**EX-OFFICIO MEMBERS
PRESENT:** None

**EX-OFFICIO MEMBERS
ABSENT:** Mayor Ambrosio Hernandez
Mayor Pro-Tem Daniel Chavez

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 Alanis, Assistant City Manager
Chris Hinojosa, Asst. City Attorney
Daniel Gonzalez, Asst. City Attorney
Omar Anzaldua, Engineering Department
Karla Saavedra, Finance Director
Andy Harvey, Police Chief
Joel Robles, Asst. Police Chief
Andy Vega, CBP
Eddie Gutierrez, Financial Consultant
Ezequiel Ordonez, Mexico Liaison
Eric Salinas, Aduana/SAT
Elizabeth Gonzalez, Aduana/SAT
Hector Villareal, COMCE Noreste
Hollis Rutledge, Governmental Affairs

There being a quorum established Vice-Chairman Tony Martinez called the meeting to order.

A. CALL TO ORDER:

ITEM 1 ROLL CALL-EXCUSE ABSENT MEMBERS

Member Hernandez moved to excuse absent member. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

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 JUNE 2021

Vice-Chairman Tony Martinez introduced the item.

Fred Brouwen, Director of Operations, went over the total crossing and revenues report for the month of June 2021. He reported total crossings were 92,883, which was an increase of 6,094 vehicles or 7.03% compared to last year. Mr. Brouwen stated that total crossing for cars were 32,009, which was an increase of 1,718 cars or 5.67% and showed a car crossing compassion from other bridges across the board. Mr. Brouwen further reported the total truck crossings were 60,824, which was an increase of 4,376 trucks or 7.75% increase. Mr. Brouwen then showed a truck crossing compassion from other bridges across the board. Mr. Brouwen further reported northbound crossings were 58,176, which was an increase of 1,641 trucks or 2.90% increase. Mr. Brouwen further stated for the agriculture for the month of June they had 17,638 trucks, which represents a 30% of all imports from Mexico to the U.S. Lastly, Mr. Brouwen stated total revenue collected for the month of June was \$1,389,202, which shows an increase of \$ 175,487 or 14.46% in revenues.

Discussions ensued on the crossings.

ITEM 4 FINANCE REPORT FOR JUNE 2021

Vice-Chairman Tony Martinez introduced the item.

Luis Bazan, Bridge Director, stated Karla Saavedra, Finance Director, was in the audience and would give the board a quick report on the finances for the bridge.

Karla Saavedra, Finance Director, then began to give a quick report on the expenditures and revenues year to date for the bridge.

After a brief discussion, Vice-Chairman Tony Martinez moved to the next item.

ITEM 5 DIRECTORS ADMINISTRATIVE REPORT

Vice-Chairman Tony Martinez introduced the item.

Luis Bazan, Bridge Director, reported on the Overweight Corridor. He reported that last month the board had questions on the overweight corridor so he invited Pillar Rodriguez, Executive Director for the Hidalgo County Regional Mobility Authority to give the board a brief summary on the Overweight Corridor and the permits as well as the IBTC, which is a project that will allow commercial traffic to go on to I-2 and I-69.

Pillar Rodriguez, Executive Director for the Hidalgo County Regional Mobility Authority then began his presentation regarding the Overweight permits, Overweight Corridor and the IBTC Project.

Luis Bazan, Bridge Director, reported they have this program BridgeConnect on a monthly basis and when the pandemic hit, they started doing it on a weekly basis as a live streaming and in this program, they do cover a lot of these issues that were discussed by Pillar about twice a year.

Luis Bazan, Bridge Director, reported on Mexico. He reported they have this project they have been pushing for about seven years, which is the Access Corridor to the Aduana. He added that it is now under construction and is being constructed by COCONAL and for that he will have Ezequiel Ordonez, Bridge Liaison in Mexico give the board a brief update on that project.

Ezequiel Ordonez, Bridge Liaison in Mexico then began to give his update in Spanish to the board.

Luis Bazan, Bridge Director, reported on BridgeConnect. He reported that they have an upcoming session on July 29th on the Food Safety Moderation Act and the way they go about doing these sessions are petitions from the trade community. He stated that Freddy Flores would give them a quick update on what is going on with this one for the 29th. Freddy Flores, Trade Liaison stated there were requests to have a Foreign Supplier Verification Program (FSVP) with FDA, so they will have Sylvia Gaytan out of Dallas presenting online and in person. He added that if they have importers or customers from Mexico, please have them register for this free event.

Vice-Chairman Tony Martinez moved to the next item.

ITEM 6 PROJECT ENGINEER REPORT

Vice-Chairman Tony Martinez introduced the item.

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

Omar Anzaldua, City Engineer, reported on the Bridge Facility Expansion Phase II and the FY15 DAP. He stated they are substantial complete on Phase II of the Bridge Facility Expansion project. He added they built a parking lot in the back and a detention pond, and they are adding other amenities. He stated they should be wrapping up that project soon and they are looking at doing a Phase III in the future.

Omar Anzaldua, City Engineer, reported on FY15 DAP Project. He stated they are about 53% complete on the time and on the place to date they are 35%, so they are a little behind because the month of July has been bad with rain, so they have been limited to one pour per week on the concrete and usually they get about three pours a week. He then showed a video of the construction of the project to show where they are currently at. He added that the estimated completion date on this project is the first quarter of next year looking at March, or anywhere between March and May of next year and that leads him in to FY16, which is the next project that will be coming right after this project is complete and that is estimated at about \$30 million-dollars and they are 100% complete on the plans, so as soon as FY15 is complete they will start on FY16.

Omar Anzaldua, City Engineer, reported on the Truck Staging Area. He reported that they are looking at about 250 spaces and they are in the environmental clearance process on that and should be cleared in the next month or so and then they can start finalizing those plans.

Omar Anzaldua, City Engineer, reported on the Second Span. He reported they are looking to start Phase IV, the final design which will take about six-months, and then go out for bids early next year.

After a brief discussion, Vice-Chairman Tony Martinez moved to the next item.

C. ADMINISTRATIVE:

ITEM 7 CONSIDERATION AND ACTION ON APPROVAL OF MINUTES- JUNE 16, 2021.

Vice-Chairman Tony Martinez introduced the items.

Member Flores **moved** to approve the minutes as presented. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

ITEM 8 DISCUSSION AND ACTION, IF ANY, ON INDEX REYNOSA / FUNDACION RAMMAC CHARITY GOLF FUND RAISER SPONSORSHIP FOR \$6,000.

Vice-Chairman Tony Martinez introduced the items.

Luis Bazan, Bridge Director, stated that a few months back they brought in INDEX or the people that represent RAMMAC Foundation and they discussed having their annual golf tournament in Pharr. He added that they are finally there, and they have Darrel Renfrow who was there a few months ago and they also have Mike Myers representing INDEX on the board. Luis Bazan, Bridge Director stated that they had agreed on sponsoring the event as long as the event was brought to Pharr. He added that INDEX is in it for the long run, for the next 5 years, and Mike Myers is there to give the board a brief presentation about the golf tournament.

Member Hernandez **moved** to approve. Member Flores seconded the motion and when put to a vote, it carried unanimously.

F. ADJOURNMENT:

ITEM 11 ADJOURNMENT

Member Hernandez **moved** to adjourn the meeting at 1:12pm. Member Flores 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 21st DAY OF JULY 2021, 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/BoardMtgMinutes7-21-21



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.B.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on renewal of NASCO Annual Membership dues for \$5,000.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021



NASCO

**North American Strategy for
Competitiveness**

14902 Preston Road, Suite 404-533
Dallas Texas 75254
U.S.A

Invoice

Invoice# INV-001001

Balance Due
USD5,000.00

Bill To

Pharr International Bridge

Mr. Luis Bazan

9900 S. Cage Blvd.
Pharr Texas
78577

Invoice Date : 08/10/2021

Due Date : 11/01/2021

#	Item & Description	Rate	Amount
1	NASCO Annual Membership November 2021 - October 2022	5,000.00	5,000.00
Sub Total			5,000.00
Total			USD5,000.00
Balance Due			USD5,000.00

Notes

We welcome payment by credit card, check, wire, or ACH transfer. Please make checks payable to North American Strategy for Competitiveness or NASCO. If you intend to pay by wire transfer, please contact Rachel Connell at rachel@nasconetwork.com to get our current banking information.

We truly appreciate your support!



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.C.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with The Advance News Journal for \$930 per month for 12 months.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021

Advance Publishing LLC

217 West Park Avenue, Pharr, Texas, 78577

July 27, 2021

Pharr/Reynosa International Bridge

Director Luis Bazan

Marketing Proposal Fiscal Year 2022

Dear Mr. Bazan,

Good afternoon. The Advance News Journal would like to propose a marketing budget for Fiscal Year 2022, much like we did for last year and the year before that. Time does indeed march on.

What I would like to propose is that the Pharr International Bridge publish one full-page ad a month in The Advance News Journal, highlighting either the bridge's growth or development, and its growing partnership with Mexican-based businesses and the trucking industry on both sides of the border. This would begin during the month of September 2021 and extend through the month of August 2022, which would mark the end of the new, upcoming fiscal year. If you miss a month, we can double up the following month, if that helps facilitate a certain event.

The growth of Pharr's border crossing is truly remarkable on so many levels. Congratulations to you and the bridge board and staff in spite of a very tough and challenging 18 months, to say the least.

The full-page ad can be generated either by city staff, or The Advance News' graphic-arts department should you ever need our help in that regard.

That sort of budget would equal \$930 x 12 months (September 2021 thru August 2022), or \$11,160 total for the new fiscal year.

Plus, we'll throw in one extra ad at no charge. Meaning, the Bridge will get 13 full-page ads for the price of 12. This would be a new added benefit this year.

Last year's budget amount was the same.

Please let me know if we can be of assistance, or if you have any questions.

Thank you.

Sincerely,

Gregg Wendorf/Advance News Journal

Advance Publishing LLC



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.D.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Texas Border Business for \$1,600 for 12 months.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021

ADVERTISING AGREEMENT

Texas Border Business
614 S. 12th St. • McAllen, TX 78501
Office: 956/ 928-1255 • Sales: 956/ 451-4585



Client: **Pharr International Bridge** FY: 2021-2022

Agency:

Address: 118 S. Cage Blvd./ P.O. Box 1729

City/St/Zip: Pharr, TX 78577

Office: 956-402-4000

Cell: 956-702-5300

E-Mail:

Contact: Luis Bazan

Billing E-Mail: vanessa.guzman@pharr-tx.gov

Ad Size: Full Page Ad Insertions (1/month): 12 x (1 Ad/ Month) Insertion Rate: **\$1,785 discounted**
\$185 = \$1,600/Ad Grand Total: \$19,200.00 / year

Notes:

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2021										X	X	X
2022	X	X	X	X	X	X	X	X	X			
2023												

Additional Instructions:

Texas Border Business agrees to publish 12-Full Color Display Advertisements for the the Pharr International Bridge (client) during a period of 12 months for the Fiscal Year 2021-2022. The Ads must be submitted by the 24th day of the previous month (prior to the month of publication).

POLICY

This Agreement is strictly between **Texas Border Business (TBB)** and the **Client** and its **Agency of Record** and non-transferable. No person/ party other than named above may run in part or whole under this agreement. All rates are non-commissionable. Publisher has the right at any time to refuse, reject or cancel any advertisement; or edit, reduce or reject any advertising copy. All Ad copy using news style headings must be marked "Advertisement". Type styles adopted for **TBB** will not be used in advertisements resembling editorial matter.

POSTPONEMENT

Postponement of one Ad or the entire agreement is permitted only if advertising agreement is paid in full. No exceptions. The request for a Postponement has to be made by customer in writing and signed by an authorized officer of the company.

ERRORS

Publisher assumes responsibility for errors originating with the publication, limited to the portion of the advertisement that is in error and its first publication only.

PAYMENTS

Client is required to pay the first Ad at the signing of the advertising agreement. If credit has been extended, you will be billed for each subsequent publication, with payment due and payable within 10 days thereafter. Annual percentage rate (APR) is 18%, and customer hereby agrees to pay to **TBB** a finance charge of 1.5% per month on the unpaid balance.

CREDIT

All advertising accounts must establish credit with **TBB**. Credit forms are available through your sales representative. If this agreement is canceled for nonpayment, all advertising costs will be re-billed at full price rates with all collection costs added to the account.

CANCELLATIONS

Once this agreement is signed, no cancellations are accepted. If client wishes to cancel, this will result in client's responsibility for full payment of reserved space for the entire agreement amount.

AUTOMATIC RENEWAL

This Agreement may automatically renew for another term at the end of each term if the client notifies **TBB** to renew the agreement. This agreement is binding when fully executed. There are no other agreements, verbal or otherwise, not contained herein.

x

Customer Signature
Luis Bazan

Print Name
Bridge Director

Title:

Date:

Authorized Signature

Cell.: 956/ 451-4585

E-mail: RobertoG@tbbmega.com

August 9, 2021

Date:



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.E.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with the Rio Grande Guardian for \$11,000 (Two payments of \$5,500).

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021

Rio Grande

GUARDIAN

International News Service

PO Box 5057, McAllen, Texas 78502

Advertising Renewal Proposal

Date: August 9, 2021

Client: **Pharr International Bridge Board**
c/o Luis Bazan and Vanessa Guzman
Email: luis.bazan@pharr-tx.gov and vanessa.guzman@pharr-tx.gov

Promotion: Promoting Pharr International Bridge on all Rio Grande Guardian (RGG) digital platforms

Period: 12 Months (Oct. 2021 - Sept. 2022)

Package: **FIVE** ads running in heavy rotation on home and inside pages, 24/7; (Size of ads in pixels: Supersized Banner Above Masthead: 2000 wide x 500 deep; Right Sidebar: 900 wide x 750 deep; Long Footer, Before Main Content, After Main Content: 2,400 wide x 270 deep;)

Livestreams/Zoom Conversations/Podcasts at any time
Videos (produced by client) running on home page of RGG
Guest Columns running in Border Business section of RGG
News Releases and Border Bridge Crossings data uploaded by client to Border Business section of RGG

Investment: **\$11,000** (two payments of \$5,500; one in October 2021 and the other in April 2022)

Thank You for your interest in promoting Pharr International Bridge in the Rio Grande Guardian

Steve Taylor, Editor & Publisher.

Tel: (956) 605-9380; Email: staylor@riograndeguardian.com



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 3.F.

DATE SUBMITTED: August 12, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Discussion and action, if any, on advertising with Inbound Logistics for \$50,000 for 12 months.

Classification: Consent

(* If closed session, City Attorney must review and approve.)

Issue: Advertise with Inbound Logistics for 1 year.

Fiscal Consideration: \$4,166.66 per month for a total of \$50,000 for the year.

Staff Recommendation: Approval to continue advertising with Inbound Logistics and continue to participate in their supply chain leaders conference and meetings, which gives us a unique platform on International trade panels to introduce the Pharr International Bridge to different industries, in different regions, to key industry leaders. Part of the package includes an online logistics planner profile, social network support including Twitter, LinkedIn & Facebook, DiaLog eNewsletter, 2 website banner ads, Podcasts as well as the publication in English and Spanish. The Pharr international Bridge has advertised with them since 2015.

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 8/12/2021



The Industry Authority for Logistics and Supply Chain Management Professionals

Vanessa Guzman
Marketing
Pharr International Bridge

Guillermo Almazo
Publisher Inbound Logistics Latam
212.629.1562 Publisher@il-latam.com



Platform IL



68,000+
Audited
subscribers

MAGAZINE EDITIONS

Reach responsive and motivated readers who understand total cost of logistics ownership and who need the best services and solutions to stay competitive.



18,000+
Audited
Monthly
Subscribers*

DIGITAL EDITIONS

On mobile phone, tablets, and desktop, your branding and sponsored content message reaches responsive readers any way they want it.

(Plus an additional 10,000+ monthly unaudited readers)



15,000+
Audited
Users

APPS

Whether on Apple or Android, your branding and sponsored content will reach a captive and responsive audience in the IL app ecosystem.



100,000
Audited
Monthly
Visitors

WEBSITE

With approximately 180,000 audited page views per month, Amazon Alexa ranks inboundlogistics.com in the top 1% of all websites in the world.



150,000 to
200,000
Audited
Recipients

DIALOG NEWSLETTER

IL's audience of readers responds to a variety of e-newsletters to fit your marketing mission—from custom content to whitepapers to leadgen, and across all industries and titles.



200,000+
Audited
Reach

WHITEPAPERS

Promote your whitepapers across IL's entire platform—magazine editions, e-newsletters, apps, and evergreen on inboundlogistics.com.



326,000+
Audited
Followers

LINKEDIN BUSINESS NETWORK

Generate instant response by posting your brand, sponsored content, or solutions on the largest LinkedIn audience in B2B publishing audited by BPA.



95,000
Audited
Narrowcasts

PODCASTS

In the plane, train, or automobile, you'll reach top decision-makers with your thought leadership and solutions expertise when and where they want it. Also featured on Amazon Alexa on demand.



30,000+
Audited
Views

VIDEO

Leverage your video investment on IL's YouTube channel or by including a corporate video in your Logistics Planner Profile.



54,000+
Audited
Followers

SOCIAL MEDIA NETWORK

Need quick exposure to promote a post, whitepaper, video, or expansion announcement? Tap into IL's robust and responsive Twitter and Facebook network, which logs approximately 100 user interactions daily.

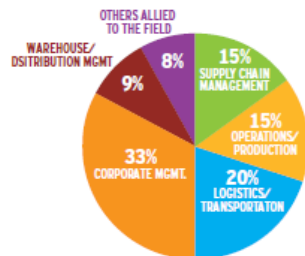
All Channels are audited by BPA Worldwide

Who Sees Your Ad?

INBOUND LOGISTICS READERS:

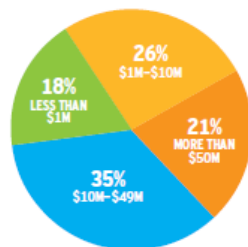
- » Corporate Management
- » Logistics, Transportation, and Supply Chain Management
- » Purchasing, Operations, Marketing, and Inventory Management
- » Manufacturers, Retailers, Wholesalers/ Distributors, Transportation Carriers, and 3PLs
- » A mix of Fortune 1000, mid-sized, and smaller companies

WHO SEES YOUR AD? They all do! These are the job titles of *Inbound Logistics* readers. Sell your solutions to the entire team, from CEO to front line operations managers:



OUR READERS ARE BUYERS!

Look at what *Inbound Logistics* readers spend on transportation and logistics each year:



INBOUND LOGISTICS READERS BUY:

- » Transportation, Logistics & Supply Chain Services
- » Supply Chain Technology Services
- » Outsourcing Services
- » Equipment
- » Materials Handling Systems
- » Site Location /Logistics Real Estate Services
- » Warehousing & Distribution Services
- » Fleet Services
- » Global Shipping Services, and more

READER COMPANIES INCLUDE:

3M	GE Appliances
Amazon	General Mills
American Airlines	Hershey Company
Apple	Hyundai-Kia
Bacardi	Johnson & Johnson
Best Buy	Kellogg's
Big Lots	Keurig
Blue Apron	Lancaster Foods
Campbell Soups	Mastercard
Carnival Cruise Lines	Microsoft
Carvel	Nestle Purina
Chevron	Nike
Coca Cola	Ocean Spray
Colgate Palmolive	Pepsi
Costco	Procter & Gamble
CVS	Raytheon
Del Monte	Sherwin Williams
Disney	Target
Dole	Tesla
Dollar General	US Air Force
Dow Chemical	Weyerhaeuser
Dunkin' Donuts	Walgreens
Elizabeth Arden	Walmart...
ExxonMobil	
Fiat Chrysler	...and many more

Inbound Logistics Advertising Options

Program / Oct 2021 – September 2022

5 Web ads.

8 newsletter ads.

6 Inbound Logistics Full Page ads. (2020 October-November)(2021 Planner January – March – July – September)

Online ads (Home Page)

50% SOV

October	Top Banner	600x60
December	Top Banner	600x60
January 2022	LeaderBoard	728x90
April 2022	LeaderBoard	728x90
July 2022	Box 2	300x250

Home Page & ROS

50% SOV

March 2022	Top Box	300x250
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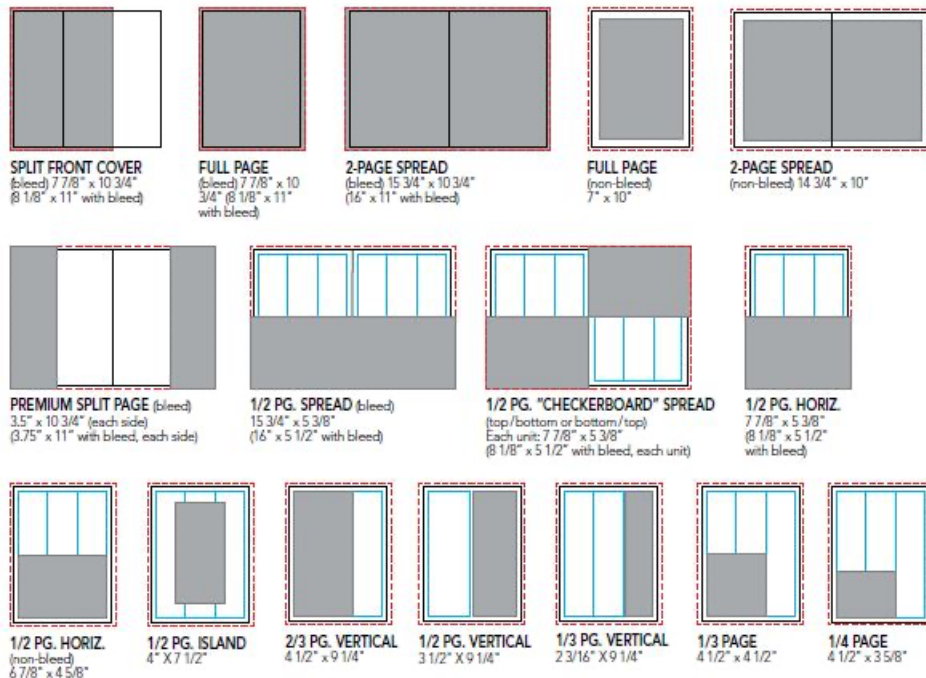
Dialog eNewsletter

November	Top Banner	600x60
December	Top Banner	600x60
February 2022	First Banner	468x60
April 2022	First Banner	468x60
May 2022	Second Banner	468x60
June 2022	Third Position	468x60
August 2022	Second Banner	468x60
September 2022	Second Banner	468x60

Social Media (2 Facebook postings + 2 Twitter Postings)

\$50,000.00 US DLLS

Advertising



Print / Digital and App Magazine Editions

- Advertising placed within or next to editorial content.
- Full Page and Fractional Ads.
- Premium Positioning, Tip-ins, Split Front Covers, Belly Bands and more are also available.

Download Issues at:

- bit.ly/DIGITALIssues

- See Rate Card



InboundLogistics.com

Banners:

- Super Leaderboard & Anchored Super Leaderboard (970 x 90)
- Leaderboard (728 x 90)
- Top & Bottom Banners (600 x 60)
- Boxes, In Article Box (300 x 250)

Ways to Buy:

- Home Page Only
- Run of Site with Home Page
- ROS without Home Page
- Purchased on a flat rate basis for the month at 50% Share of Voice (SOV) within the position.
- www.InboundLogistics.com
- See Rate Card

Knowledgebase

An educational, non-promotional sponsored editorial column on an industry related topic of interest to the audience.

Platform Distribution:

- In print, digital and App editions.
- Web, newsletter and social media distribution.
- Optional Podcast add on available.

bit.ly/knowledge

- \$7988
- Add a Podcast \$500

SPONSORED CONTENT

KNOWLEDGE BASE



Overcoming Omni-channel Challenges in Retail



John Jergens
Vice President
Global Sales, Crane
Worldwide Logistics
John.Jergens@
crane.com

Supply chains should allocate product across today's complex omni-channel networks to fulfill customer demand.

In today's inbound logistics supply chain, companies, especially retailers, continue to focus on that critical path from purchase order placement to delivered DC and availability for order allocation. Flexible supply chains that can allocate product across today's complex omni-channel networks quickly and accurately are most often the winners in fulfilling customer demand. Allocating that product at the last possible moment to the right channel can be a difficult task.

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Crane Worldwide is a full service air, ocean, trucking, customs brokerage, and logistics company. Crane Worldwide has the team in place to understand your supply chain challenges and help you overcome them. We know that not having your product on shelves impacts your bottom line. We are dedicated to ensuring your supply chain is more efficient, reliable, and profitable.

888.870.2726
www.crane.com

34 Inbound Logistics • August 2018

Thought Leaders

Sponsored editorial Q&A highlighting expert's perspectives on the marketplace.

Platform Distribution:

- In print, digital and App editions.
- Web, newsletter and social media distribution.
- Optional Podcast add on available.

bit.ly/TLeaders

- \$7988
- Add a Podcast \$500

THOUGHT LEADERS



MARTIN HUBERT
CEO, Freightgate
sales@freightgate.com
+1 (714) 720-2333
www.freightgate.com

**API Trumps EDI.
We Tell You Why.**

example, instant feedback is vital. Batch processing is outdated, expensive to maintain, and too rigid and slow to work well in the dynamic world of logistics—time to move on.

Q: *How would I go about leveraging a best-in-class, available rate engine instead of waiting time and money by trying to re-invent the wheel?*

Developing and maintaining a best-in-class, cloud-based rating solution is an extensive endeavor requiring a great breadth of knowledge. We have seen a substantial increase in inquiries regarding leveraging our rate engine via API access by various different sub-systems on the client side. By establishing strategic partnerships with our customers we give them a competitive advantage and an opportunity to access a broader range of resources and expertise. This fosters innovation to help generate new ideas, develop better products, and save costs.

Our customers trust us with these inquiries because we offer the only commercially available solution supporting the DOT (Department of Transportation) endorsed API framework for Electronic Freight Management (EFM). No wonder, as we have been the innovation leader since 1994, as the first to offer web-service enabled tracking & tracing, rate management, and built-in carbon footprint modeling.

Q: *How much effort does it take to implement a solution like that?*

We use a guideline of approximately 4-6 weeks, depending on your own infrastructure.

SPONSORED CONTENT

Testing an experienced solution provider like Freightgate definitely pays off because it reduces your risks and gives you the opportunity to start immediately. In today's world, time to market is more important than ever before.

Q: *Are there any limitations?*

You can easily handle hundreds of thousands of transactions. In terms of availability and accessibility, only a proficient and knowledgeable cloud solution provider is able to maintain a stable business process. With Freightgate, we maximize your system's availability. We offer any-any rating and rating API, either mode specific (LCL, LCL, AIR, FTL, LTL, Rail, Parcel) or as a super-set mixed mode comparison allowing cross-modal optimization. In the latest version, we've added a mash-up that will also consider spot rate requests.

Q: *What are the advantages of using a state-of-the-art API?*

- Immediate deployment
- Test scalability
- Proven technology
- Unmatched dynamic routing (door, any-any, etc.) for ALL modes
- Built-in CO modeling
- Cross modal comparison
- Multidimensional security

Q: *What should you be looking for in a cloud partner?*

- Experienced
- One-stop shop
- Certified
- SLA guarantees

26 Inland Logistics • November 2017

Solved!

Know how to solve a supply chain problem? Tell Inbound Logistics' audience about it with Solved! Describe the challenge and your solution with this case study content marketing opportunity.

Platform Distribution:

- In print, digital and App editions.
- Web, newsletter and social media distribution.
- bit.ly/SCSolved
- Stand alone Case Study: **\$7988**
- Display Ad plus Case Study: **+ \$995**

SPONSORED CONTENT

Supply Chain Challenge?
SOLVED!



Supply Chain Transformation

Bunzl Distribution USA streamlines its inbound supply chain with help from Amber Road.

THE CHALLENGE

Bunzl Distribution USA supplies various plastic packaging and disposable paper products to food processors, supermarkets, retailers, convenience stores and other users. With worldwide sales in excess of \$6 billion, Bunzl has more than 3,500 employees and 90-plus warehouses that serve all 50 U.S. states, Canada, the Caribbean, and parts of Mexico. To deliver higher levels of customer service, Bunzl wanted to transform and streamline its entire supply chain. Bunzl's internal branches needed to establish a comprehensive track-and-trace system for real-time visibility into their import shipments in transit.

THE SOLUTION

Bunzl selected Amber Road's solution for its ability to provide supply chain visibility and compliance solutions on a single platform, as well as its broad international trade content and strong standing in the marketplace. Integrated with Bunzl's order management system and connected with six carriers, Bunzl was able to significantly streamline its inbound supply chain. The company has a centralized import process where all its branches access all compliance reference data, in-transit shipment and inventory levels, and all import transactional data. This has improved coordination

across the company to meet higher service level agreements and to reduce supply chain costs.

The distributor has reduced fees associated with demurrage, detention, and per diem as a result of providing internal and external customers with increased visibility to their inventory in-transit and allowing for better planning. Brokerage and entry fees have also been reduced, since Bunzl can now pay its carriers directly, instead of paying via brokers. Furthermore, Bunzl has streamlined its payment process by establishing in-transit milestones to pre-determine when to initiate the payment process.



To learn more about Amber Road's solutions, email Solutions@AmberRoad.com or visit www.AmberRoad.com.

34 Inbound Logistics • May 2016

H.O.W.

Help is on the way! “How-to” best practices editorial written by IL, sponsored by you!

SPONSORED BY YOU

HOW.
HELP FOR THE WAY

How to Decide if You Should Outsource Your TMS

The days of the in-house transportation management system (TMS) are fading. Sure, there are a few benefits to building a custom system. It's designed for a shipper's specific needs, and all the data gathered stays in the family, so to speak. Yet, there are problems. Many shippers find their custom systems don't communicate properly with software in use by their carrier partners and service providers. Others find themselves with a bit of buyers' remorse, as the speed of technology development leaves a custom system lagging within only a couple of years.

However, thanks to cloud computing, shippers of all sizes can now afford to foot the bill for a transportation management system and stand on equal footing with the giants. Hosted solutions, or Software-as-a-Service (SaaS), leave all the costly headaches of hardware installation with the provider, allowing for faster deployment. Standardized forms and reports enable easy integration with partners, and support and continuous improvement experts are available without needing to keep extra personnel on staff.

SaaS also receives frequent updates, so it stays current with leading-edge technology developments. An up-to-date TMS ensures shippers benefit from all the network efficiencies—such as better reporting, improved exception tracking, and easier load consolidation—that come from increased supply chain visibility.

Many executives fear giving up control of their data to a third party, but most hosted solutions allow companies to back up data on their own servers, and/or provide quick and easy access to data. After all, the provider may own the TMS, but the shipper owns the data that TMS generates about their company.

Of course, there are reasons to build a custom system. Perhaps a shipper has rare or unique transportation requirements that aren't covered by standard commercial hosted solutions, in which case the financial investment involved with hardware installation and maintenance of a custom solution may be worth the trouble. Unless that's the case, for most shippers, an outsourced solution will save both time and money.



DO YOU NEED A HOSTED OR IN-HOUSE TMS?

Every shipper is different, so in the end it comes down to the specific requirements and resources of each to decide if they need an in-house or outsourced system. Here are four factors to consider when deciding which is right for your company:

- 1. **What's your budget?** One of the biggest draws for a SaaS solution is reduced cost. A custom-built, locally hosted solution will cost big up-front and incur long-term maintenance costs. A hosted solution boasts reduced up-front cost, but typically requires an ongoing transaction fee.
- 2. **How many partners?** Shippers who outsource to carriers and logistics providers will enjoy the ease of standardized reports and forms that comes with a commercial hosted TMS. Companies who have private fleets can avoid these concerns if they decide to go in-house.
- 3. **What do you know?** A hosted solutions provider offers access to best practices, key performance indicators, pricing, service levels, and benchmark information gathered on a larger scale than any individual shipper could manage. A company would require a full and knowledgeable transportation team in-house to compare.
- 4. **What's your support level?** SaaS providers offer support and have teams working to keep hosted solutions functional and updated. An in-house solution will most likely require dedicated staff or contract personnel to handle updates and maintenance.

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Package:

- Full page ad – print, digital & app.
- Topic choice and background interview.
- Web, newsletter and social media distribution.
- Sponsorship banner (600x60) – 1 year.
- Optional Podcast Add On.

• bit.ly/HelpOnWay

- \$8250
- Add a Podcast \$500

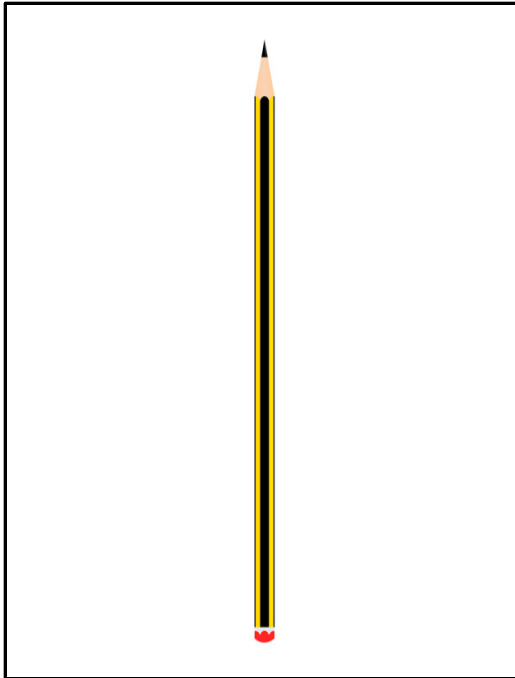


Podcast

A 30 minute podcast designed to share ideas and insight from industry's experts through thoughtful analysis of the market, coming trends, potential trouble spots, and more.

- Currently available on iTunes, Google Play, Echo Tuneln, iHeartRadio, PlayerFM and SoundCloud.
- Web and social media distribution.
- bit.ly/IBLPodcast
- Podcast = **\$2000**

Custom Content

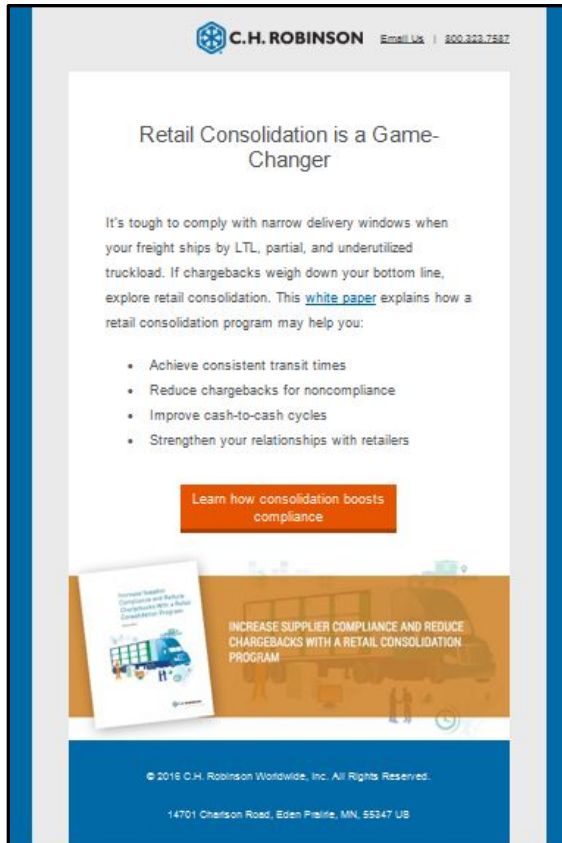


A way to deliver your message, brochures, whitepapers, solution briefs, etc.

Platform Distribution:

- Print, Digital & App editions.
- Web, enewsletter and social media distribution.
- Supplied or Written by Inbound Logistics.
- bit.ly/1jKemme

- Rates Available Upon Request



Custom Eblast

HTML based individual newsletter promoting live or on-demand webinars, whitepapers, corporate solutions, branding, etc.

Platform Distribution:

- 125,000 Recipients
- Bonus social media distribution.
- Optional Podcast add on available.
- Inbound Logistics template and hosting also available.

- **\$7500 Net**
- Add a Podcast **\$500**

inbound logistics

Sponsored by UPS Capital | **TEN TIPS**

LIKE THIS TWEET THIS

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[Click here to view it your web browser.](#)

UPS
 FINANCIAL, INSURANCE & PAYMENT SERVICES FOR YOUR SUPPLY CHAIN

10 Tips to Mitigate Supply Chain Risk

Supply chain risk comes from many areas, including natural disasters, acts of war or terrorism, supplier bankruptcy, theft, damage and data breaches. In a recent survey*, more than 75% of companies reported at least one supply chain disruption in the past 12 months. And nearly one in five of them went out of business within 18 months. Companies must develop plans to prepare for, and help reduce, the impact disruptions can have on their bottom line. By Dave Zamsky, Vice President/Sales & Marketing, UPS Capital.

- 1. Evaluate and Identify Current Risks.** Take a critical look at your business and identify areas with risk exposure. Identify and evaluate potential supply chain disruption scenarios.
- 2. Prioritize by Probability and Impact.** Covering every scenario is impossible, so prioritize potential risks by the likelihood they could actually take place. Then estimate the financial and brand impact of each event. Develop mitigation contingency plans, starting with the most likely and highest-impact risk scenarios.
- 3. Ensure Supplier Quality.** Suppliers can impact your company's reputation. In addition to ensuring the quality of suppliers' goods, be aware of how they treat employees, source materials and interact with other partners. Conduct financial due diligence to ensure long-term supplier viability.
- 4. Diversify Suppliers.** Don't rely on one source for materials or products. It's desirable to source from low-cost locations around the world, but if goods can't be delivered in a timely manner, your supply chain becomes vulnerable. Establish reliable secondary suppliers in different regions to minimize this risk.
- 5. Be Aware of Suppliers' Risks.** Be aware of risks your suppliers may face, including regulations compliance, country risk, economic and political conditions or anything that may impact their ability to serve you.
- 6. Include Partners in Risk Planning.** Work with suppliers, transportation carriers, data management centers and customers to ensure they have disaster recovery and business continuity plans that align with yours. Involving them in risk management planning reinforces their importance as a partner and elevates their role in risk mitigation.
- 7. Purchase Cargo Insurance.** Insurance is important in many facets of life. It should be just as important in your supply chain. Start by understanding that carrier liability is not insurance. Then find a cargo insurance provider who can protect in-transit shipments, as well as warehoused goods, against loss or damage anywhere in the world, no



10 Tips

Special release sponsored editorial newsletter providing practical, actionable advice.

Platform Distribution:

- 125,000 Recipients
- Includes 2 branding banners:
 Top Banner 600 x 60
 Skyscraper 120x600
- Bonus social media distribution.
- Optional Podcast add on available.

• bit.ly/TipsTen

- \$6795 Net
- Add a Podcast \$500



Supply Chain Insights

A collection of industry best practices papers, solution briefs, videos and whitepapers.

Platform Distribution:

- 150,000 Recipients
- Print, Digital & App editions.
- Web, newsletter and social media distribution.
- Optional Podcast add on available.
- Inbound Logistics template and hosting also available.
- bit.ly/WPDNews
- Position based pricing - \$2275 to \$1775



Dialog

Inbound Logistics content newsletter.

- 150,000 Recipients
- Banners and Skyscrapers available:

Premium Banner	600 x 60
Standard Banner	468 x 60
Skyscraper	120 x 600
Half Skyscraper	120 x 240
In-Line Ad	Text
- bit.ly/DiaLogEnews
- Position based pricing - \$775 to \$2800



The Logistics Planner

The Logistics Planner is the premier supply chain and logistics resource and a guide to the market leaders.

Package:

- Full Page – Ad, Knowledgebase, etc.
- Company Profile
- Print, Digital, App and Web

Extras:

- Online Lead Generation Tool
- Social Media Distribution of Profile
- Bonus Trade Show Distribution

- **\$8250**
- Add a Video @ \$995 Net

- bit.ly/LogisticsPlnr

Company Profile

Print,
Digital &
App

Web
Add A Video

Sidney R. Brown
Chief Executive Officer

Mission

We free each of our customers to focus on their core business by managing commerce and "delivering the goods."

Our people make our solutions seamless through their uncompromising commitment to excellence and their can-do spirit.

Values

- Integrity
- People
- Customer Service
- Entrepreneurship
- Performance
- Social Responsibility

Industry-Leading Supply Chain Solutions

As one of North America's top supply chain solutions providers, NFI's award-winning services deliver the competitive advantage you need as a leader in your industry. Allow NFI to be the driving force as a partner in your business, engineering integrated solutions that leverage insights from experience that spans since 1932.

NFI provides the flexibility, agility, and quick decision-making needed to increase speed to market. Our uniquely engineered solutions are specifically designed for a variety of industries including retail, food & beverage, e-commerce, manufacturing, industrial, automotive, and healthcare.

Distribution

NFI operates more than 41.5 million square feet of warehousing across North America. Meeting the needs of your products, NFI provides specialized services such as cross-docking, automation, e-commerce, ambient, temperature-controlled storage, and food-grade facilities. During peak and seasonal surges, NFI can provide you with the flexibility to continually meet demand.

Transportation

NFI's unique combination of asset-based and non-asset based transportation solutions provides you with a variety of options that can be integrated for your needs and allow you to focus on your core business. With solutions that span dedicated transportation, brokerage, transportation management, intermodal, and drayage, NFI can engineer world-class solutions and continuously optimize specialized services that match your products' specific requirements.

Global Logistics

Connect your domestic operations with international trade by leveraging NFI's air/ocean freight forwarding, port drayage, transloading, deconsolidation, and customs examination capabilities. With a significant presence at nearly every major U.S. port, NFI provides you with the seamless transition of goods from import to port to final destination in North America.

Real Estate

As a 3PL, NFI gives a unique perspective on knowing what it takes to build and develop modern distribution centers. NFI specializes in providing state-of-the-art facilities that offer flexibility and expansion opportunities as your business grows. With the ability to rapidly procure space and utilize incentives, NFI can be your partner in construction, development, and leasing.

2018 LOGISTICS PLANNER

Integrated Supply Chain Solutions

NFI

1515 Burnt Mill Road
Cherry Hill, NJ 08003
1-877-312-7207
contactus@NFIindustries.com
www.NFIindustries.com

NFI

NFI is a fully integrated supply chain solutions provider headquartered in Cherry Hill, N.J. Privately held by the Brown family since its inception.

Facebook Feed

NFI Industries
6,993 likes

Twitter Feed

NFI Industries
@NFIindustries
The NFI, season make off (see)! (the all you be cheating for? Let us know @NFIindustries)

Industry-Leading Supply Chain Solutions

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Global Logistics Guide Sponsorship

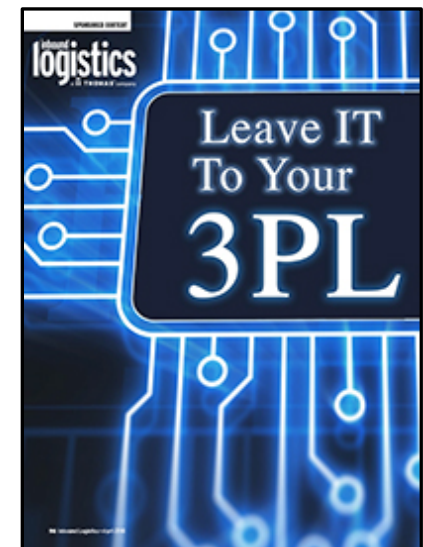
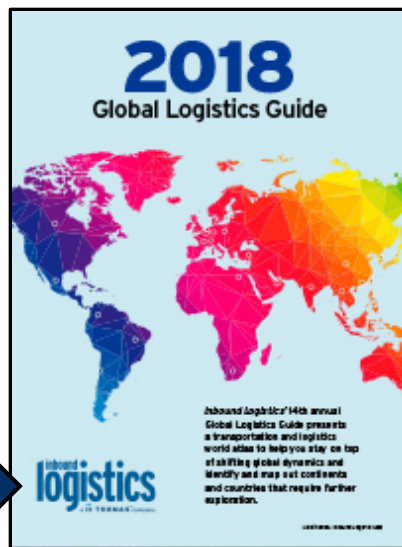
- Annual country-by country guide to logistics around the world.
- Full page ad with bonus logo on each spread of the 6 page guide. Digital edition sponsorship pop-up ad.
- March. bit.ly/GlblGuide.
- \$8250 Net.

E-Commerce Special Report

- A look at the e-commerce retail.
- Full page ad and advertorial interview.
- Print/Digital/App editions with web, enewsletter and social media distribution.
- March. bit.ly/EcommSiteSelctn

3PLs & Tech Special Report

- A look at why companies are increasingly outsourcing IT to the 3PL industry.
- Full page ad and advertorial interview.
- Print/Digital/App editions with web, enewsletter and social media distribution.
- April. bit.ly/3PLTech2018



Pallet Systems Special Report

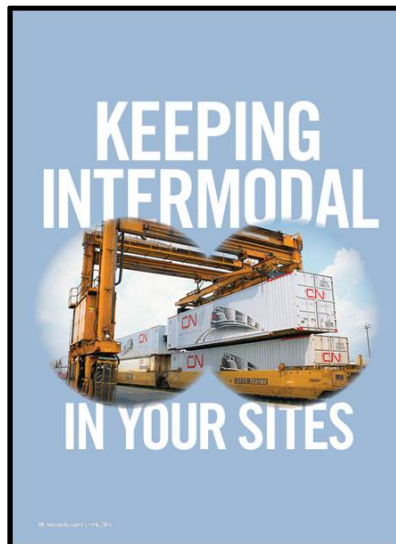
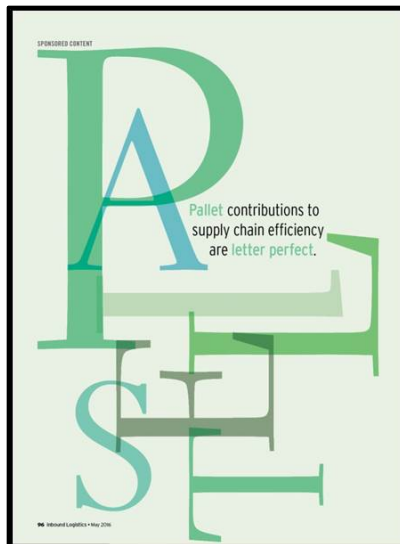
- Discusses the power of pallets and how strategic use can promote supply chain efficiency.
- Package includes full page ad and advertorial interview.
- Print/Digital/App editions with web, newsletter and social media distribution.
- May. bit.ly/ILPalletSupplement

Rail / Intermodal Special Report

- Reviews supply chain investment in and maintenance of U.S. rail and intermodal infrastructure.
- Package includes full page ad and advertorial interview.
- Print/Digital/App editions with web, newsletter and social media distribution.
- May. bit.ly/IntermodalRailSites

Chemical Logistics Report

- An in-depth look at the chemical supply chain by *Inbound Logistics* and *Chemical Week*.
- Includes 2 full page ads and advertorial interview.
- Print/Digital/App editions with web, newsletter and social media distribution.
- June. bit.ly/ChemicalLogistics. \$9250 Net.



Cross Border Trade Report

- Reviews U.S. – Canadian trade.
- Package includes full page ad and advertorial interview.
- Print/Digital/App editions with web, newsletter and social media distribution.
- July. bit.ly/CanadaCrossBorder

Tax, Energy & Land Incentives

- Economic Development special report.
- Package includes full page ad and advertorial interview.
- Print/Digital/App editions with web, newsletter and social media distribution.
- August. bit.ly/2x62x2f

Freight Payment / Audit Report

- Savings in the supply chain by using experts in the field.
- Package includes full page ad and advertorial interview.
- Print/Digital/App editions with web, newsletter and social media distribution.
- September. bit.ly/FrtPayAudit



H.O.W.

- Help is on the way! “How-to” best practices editorial written by IL, sponsored by you!
- Full page ad, topic choice & background interview.
- Print/Digital/App editions with web, enews and social media distribution.
- November. bit.ly/HelpOnWay. \$8250 Net.

Above & Beyond

- Customer success story case study.
- Full page ad with bonus full page case study. Print/Digital/App editions with web, enewsletter and social media distribution.
- December. bit.ly/ILAboveBeyond. Bonus Page \$995 Net.

Regional Supplements

- Alaska, Florida, Georgia, Nebraska, Memphis and St. Louis with more expected.
- Full page ad with advertorial interview.
- Print/Digital/App editions with web, enewsletter and social media distribution.
- Miscellaneous months. bit.ly/StLouisEcoDev

H.O.W.
Help On Way

How to Implement a Successful Retail Omni-Channel Logistics Operation in Asia Pacific

FOR ANY U.S.-BASED COMPANY INTERESTED IN EXPANDING RETAIL LOGISTICS OPERATIONS OUTSIDE OF THE COUNTRY, Asia Pacific may be the most ideal location. Not only does the region offer more than 4.3 billion potential new customers, but the Asian retail market is highly popular among its residents.

To access these buyers, companies should first focus on their retail brick-and-mortar stores and/or R2C channels by establishing a physical presence and penetrating into the region prior to becoming involved with e-commerce and launching R2C initiatives.

By building physical infrastructure, company brands will become more familiar to local consumers early on. In addition, companies will already have their items imported and stored at their factories, offices, or shops as they are prepared to absorb the cultural nuances.

Shortly after creating their own website, companies should also consider plugging into local online marketplace platforms such as Taobao.com, a retail website with 500 million users, comprising more than half of China's R2C market alone.

As companies market their products and services, and grow their businesses in the region, they should ensure they have as much visibility into their inventory as they have into their shipments — in the latter case, they are receiving real-time data and updates as if they were located in the United States.

Through visibility, companies can ensure the barriers to entry into new markets, and have complete transparency into information concerning their own, expenses, and inventory. In doing so, they will have the ability to cut cost and integrate their e-commerce sites with their enterprise resource planning — a key component to successfully engineering a new retail logistics operation in Asia Pacific.

There is no doubt about it; cross-channel logistics can be downright challenging, especially in an overseas region. But by focusing on R2C beforehand, and then establishing visibility into their inventory and shipments, companies can diversify their portfolio and compete in the global economy long term.

HONG KONG AND CHINA: BUSINESS AND E-COMMERCE MECCAS

Companies planning an expansion into Asia Pacific for the first time should consider establishing their infrastructure in Hong Kong and increasing their R2C capabilities in China, as the nations offer a variety of benefits:

- **2012 FDI:** The first of about 100 years of the second round of free trade, which will allow Asia Pacific countries, as companies can import and export at low rates without any tariffs.
- **E-COMMERCE IN CHINA:** China is a massive market and is anticipated to be valued between \$120 billion and \$150 billion by 2015.
- **AND CHINA:** Chinese consumers currently spend 25 percent more time on the Web than U.S. consumers.
- **A GROWING MARKET:** China is an ideal location for companies looking to expand market share and R2C capabilities. Currently, 10 percent of China's retail share is expected to be e-commerce. And, by 2015, 32 percent of China's retail market will be R2C.
- **THE STRATEGY:** Due to its location near China, Hong Kong is viewed as the gateway to Asia Pacific, as companies such as Amazon, Alibaba, Singapore, and Thailand frequently access it for domestic trade.

32 International Logistics • November 2014

Above & Beyond RETAIL LOGISTICS

NAVIGATING UNCHARTED TERRITORY

Geodis Wilson helps Alfa Laval deliver complex cargo to global destinations.

ALFA LAVAL
Alfa Laval Inc. is a leading manufacturer of industrial machinery and equipment, including pumps, heat exchangers, and other industrial equipment. The company is a global leader in the design, manufacture and maintenance of industrial machinery and equipment, including pumps, heat exchangers, and other industrial equipment. The company is a global leader in the design, manufacture and maintenance of industrial machinery and equipment, including pumps, heat exchangers, and other industrial equipment.

GEODIS WILSON
Geodis Wilson is a global leader in the design, manufacture and maintenance of industrial machinery and equipment, including pumps, heat exchangers, and other industrial equipment. The company is a global leader in the design, manufacture and maintenance of industrial machinery and equipment, including pumps, heat exchangers, and other industrial equipment.

38 International Logistics • December 2014

SPONSORED CONTENT
logistics

Meet Me in St. Louis

The most powerful word in the language of logistics is location. It's a word heard over and over again in St. Louis. But location is just the beginning of the story.

39 International Logistics • December 2014

Other Advertising Options

- **Digital Edition Sponsorship** - Your logo and sponsorship message pop-up ad along with your logo and sponsorship message in the digital issue announcement email. Also includes trim tab branding on each and every editorial page. Visit: http://bit.ly/IL_Digital_Sponsorship and download one of the highlighted items for a full look! \$3995 Net.
- **Social Media Program:** LinkedIn, Twitter & Facebook – 2 releases per program. (LinkedIn posts must be content based.) YouTube Video Distribution also available. \$1000 Net.
- **Inbound Logistics LATAM** - Spanish language logistics publication, enewsletter and web site for Mexico, Latin and South America, delivering 15,000+ readers to a base of important decision makers. Visit <http://bit.ly/1j9b2kP> to download a digital example.
- **Product Showcase** – ½ page ad highlighting up to three products. Print, Digital and App. \$1100
- **Web_Cite City** – Web, Print, Digital – company profile and screen capture of web site in print and digital editions for one month and online for one year. Visit: <http://bit.ly/uaZfd3>. \$500 Net.
- **Supply Chain Solutions** – 1/8th Page, ½ Page, Full Page: \$450 to \$1000 Net.

^{inbound} logistics



print • web • digital • tablet • mobile • newsletter • networking



AGENDA MEMORANDUM



BOARD: City Commission

AGENDA ITEM #: 3.G.

DATE SUBMITTED: August 12, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR: Luis Bazan

Agenda Item: Discussion and action, if any, on Contractual Agreement with Ezequiel Ordonez Animas dba Border Infrastructure Consulting, LLC. for Professional Consulting and Lobbying Services.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue: Contractual Agreement with Ezequiel Ordonez Animas dba Border Infrastructure Consulting, LLC. for Professional Consulting and Lobbying Services. This contract provides consulting and lobbying services in Mexico. The terms of this agreement will begin October 1, 2021 and will expire on September 30, 2024.

Fiscal Consideration: \$10,416.66 per month, \$125,000 annual.

Staff Recommendation: Authorization to contract Ezequiel Ordonez Animas dba Border Infrastructure Consulting, LLC. for a 3 year period.

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Vanessa Guzman

Created/Initiated - 8/12/2021

CITY OF PHARR
PROFESSIONAL SERVICES AGREEMENT
BORDER INFRASTRUCTURE CONSULTING LLC

Strategic Lobbying in Mexico

WHEREAS, the City of Pharr, Texas (City) desires to maintain its rising financial and economic influx; and

WHEREAS, the City has created and established the Pharr-Reynosa International Toll Bridge; and

WHEREAS, the City has maintained open communication and a positive working relationship with Mexico and its officials throughout the years; and

WHEREAS, the City deems it necessary to have a voice through a consultant that will continue to market, the City and its international bridge for years to come and make improvements to infrastructure on both the Pharr and Mexican side of the international bridge by continuing to lobby and negotiate with Mexican officials.

This Agreement is entered into by the City of Pharr, Texas (City), and Border Infrastructure Consulting, LLC, represented by Ezequiel Ordoñez Animas (Mexico Consultant). The Consultant, in consideration for the compensation herein provided shall render the bellow-described services. The parties agree that Consultant shall provide its corporate formation filings pertaining to the terms of this Agreement and amendments thereto, as well as, any resolutions and minutes authorizing approval of the terms and conditions contained within this Agreement. Consultant further agrees to render the following professional services:

- 1. SERVICES.** The Consultant shall perform the obligations and basic services necessary for the development of the services described in *Attachment "A" Deliverables*. The Deliverables provide a description of the tasks that will be performed by the Consultant and are based on the understanding of the City's desires and objectives. The Consultant shall provide weekly reports to the Bridge Director. The Consultant shall further provide written reports to the Bridge Advisory Board and City Administration on a quarterly basis of all productivity, services, support documents and other activities, as deemed necessary. The Consultant shall ensure confidentiality of written reports and prevent disclosure of exempt information as allowed by applicable laws.
- 2. PERSONNEL.** The Consultant represents that it has, or will secure at its own expense, all personnel required to perform the services for which it is responsible under this Agreement. The principal personnel that will be carrying out this project is Ezequiel Ordoñez Animas, Operations Manager for the company.
- 3. COMPENSATION AND PAYMENT.** (a) The City shall pay Consultant for the performance of services, a fee of \$10,416.66 payable monthly. Said compensation shall equal and not exceed \$125,000.00 annually. The Consultant will not be reimbursed for any travel expenses or office expenses at its Ciudad Victoria, Tamaulipas, Mexico office. Compensation for additional services, which may be required of the Consultant, shall be provided for if the terms of this Agreement are amended in writing accordingly. (b) The Consultant agrees to utilize City resources in obtaining travel arrangements, prior to scheduling and expenditure, if practicable. The City shall act in accordance with accepted standards and rates from the state comptroller and related federal agencies. (c) The Pharr International Bridge, under the Agreement, will pay registration fees for Trade Events, Expos and Seminars, and reimburse the Consultant for any special meetings (Meetings with

Federal Entities such as the Department of State of Mexico, Mexican Customs, or meetings with the President of Mexico Staff) approved by the City. (d) The Pharr International Bridge shall supply the Consultant with laptop/computer, software and other equipment/hardware, as deemed necessary for operations.

4. ADDITIONAL DUTIES. Any additional duties required of the Consultant shall be subject to approval of the City's Board of Commissioners, and upon written amendment of this Agreement.

5. TERM AND; TERMINATION OF CONTRACT. The term of this Agreement shall commence on the 1st day of October 2021 and shall expire on the 30th day of September, 2024. Any party to this Agreement can terminate this Agreement for any reason or for no reason upon thirty (30) days written notice to the other party. This Agreement can also be terminated upon mutual consent of both parties, evidenced in writing.

6. RENEWAL OF CONTRACT. Upon the expiration of this Agreement, the Agreement may be renewed only with the consent of the City's Board of Commissioners.

7. HOLD HARMLESS AND INDEMNIFICATION. The Consultant agrees to protect, defend, hold harmless and indemnify the City, any member of its departments, Board of Commissioners, its officers, employees and agents, from and against any and all claims, actions, liabilities, costs, attorney fees, judgment, liens, court orders, and damages brought by third parties.

8. INDEPENDENT CONTRACTOR / NONDISCLOSURE. The parties stipulate and agree that: (a) Consultant shall be an independent contractor for all purposes under this Agreement, and as such, no part of the Consultant's work, products, methods, or processes provided to the City shall be directed or controlled by City; (b) Consultant is not prohibited from providing services to any other entity or person that are not in conflict with

the interests of the City of Pharr, its corporations and departments; (c) Consultant acknowledges and agrees that it may be personally liable for self-employment taxation; (d) Consultant is not entitled to any benefits as may be applicable to the personnel of the City; (e) Consultant further agrees and stipulates that neither it nor any agent, employee, or representative shall disclose or share any information or materials obtained from City or in furtherance of this Agreement with any person or third-party including, but not limited to, any other domestic or foreign municipality unless authorized by City.

9. NON-ASSIGNMENT. This Agreement and the terms and conditions herein shall not be assigned or subcontracted by either party without prior written amendment.

10. CONSOLIDATION. This document is intended by the parties as the final, merged, and bonding expression of their Agreement and is a complete and exclusive statement of the terms thereof and supersedes all prior negotiations, representations, and agreements and no representation, understandings, or agreements have been made or relied upon in the making of this Agreement, other than those specifically set forth herein.

Signed on this ____ day of _____, September 2021.

Ezequiel Ordoñez-Animas
Operations Manager, Border Infrastructure Consulting, LLC

Ambrosio Hernandez
Mayor, City of Pharr, Texas

ATTACHMENT "A"

DELIVERABLES & VARIABLE COST

Consultant agrees to provide the City of Pharr/Pharr International bridge with the following service/s:

1. Plan and execute workshops, seminars, special meetings and events with attendance by Mexican Associations, Councils, Clusters and Working Groups, such as: Mexico's Federal Government (AGA-SAT, CAPUFE, SRE, SCT); The State Government of Tamaulipas and other trade hub states; Municipalities of Reynosa, Monterrey and other trade hub cities; Manufacturers Associations (INDEX Reynosa, INDEX National); Mexican Associations of Customs Brokers (AAA Reynosa, CAAAREM); Mexican Trucking Associations (CANACAR Reynosa, CANACAR National); Texas/Mexico International Produce Associations (TIPA, AMPHAC), Council of Importers/Exporters of Mexico (COMCE Noreste, COMCE National); Automotive Clusters, and any other trade governing agencies and/or membership associations deemed necessary to access new markets and new imports/exports to increase market share.
2. Strategically coordinate meetings with all 31 States in Mexico to logistically connect trade routes with freight corridors leading to the Pharr International Bridge; Initiate market scouting, product research and business development by collaborating with local export chambers, unions, and associations from each state to create a database of the businesses/companies they serve; Identify the companies that are not yet end-users of the Pharr International Bridge for the exportation of their goods into the United States.
3. Plan and implement business attraction, business retention and business expansion programs; Formally invite business/company representatives to in-person presentations and showcase the advantages and benefits of crossing through the Pharr International Bridge by providing comprehensive information on infrastructure, services and a breakdown of the cost-savings, as compared to other land ports of entry/border crossings by discussing average crossing times, truck throughput, process improvements, capacity levels and overall efficiency.
4. Participate in different trade shows, events, fairs, and expos in Mexico to engage with different industries, such as Manufacturing, Logistics (Transportation, Freight, Warehousing and Distribution), Produce/Perishables, Farming/Green Housing, Energy (Oil & Gas), Medical, Construction, Automotive, etc. to position the Pharr International for future success and sustainability.

5. Ensure consideration and consistent inclusion of the Pharr International Bridge in all Binational Bridges and Border Crossings Group (BBBXG) meetings in both Mexico and the U.S., as well as continuation of project proposals and project planning within the Texas-Mexico Border Transportation Master Plan.
6. Coordinate efforts at the state and federal levels in Mexico to bi-nationally reinforce the Pharr International Bridge's project/infrastructure and service commitments with Mexican agencies, such as BANOBRAS, in order to secure funding for future projects.
7. Continue relentless lobbying of all projects, more importantly the Second Span of the Pharr International Bridge, at all levels of government in Mexico. As of 2019, bi-national coordination meetings have been held between the Administration of the Pharr International Bridge, representatives of our project sponsor SCT (Secretariat of Communications and Transportation), as well as representatives of the Concessionaire (FONADIN/BANOBRAS) and COCONAL (National Construction Company of Mexico, which has resulted in the groundbreaking/construction of the Access Corridor to Mexico Customs (Aduana), Phase I.
9. Continue planning and participating in bi-weekly project status meetings with CAXCAN (Mexican Engineer in charge of Second Span engineering and design), and coordinate meetings (in person/virtual), as needed through project completion and beyond.
10. Continue with overall plans to deliver on governmental affairs initiatives related to international trade, infrastructure development, strategic alliances, memorandums of understanding (Global Cities Initiatives, formerly Sister City Signings), trade delegations and trade missions.

VARIABLE COST:

Pharr International Bridge Administration

Shall pay Consultant's registration fees for events, expos and seminars. And Consultant shall be reimbursed for such expenses upon authorization of each event, after the event, if and when the Administration has been notified of plans to attend and/or plan said event.

Shall supply Consultant with laptop, software and other equipment/other hardware as deemed necessary for operations.

After every trip, there will be a meeting to submit a report and discuss the results obtained.

The Project Variable Cost is for Lodging, Meals, Transportation, Maintenance, and Airfare.

Bridge Mexico Liaison/Consultant

Shall not be authorized for reimbursement for any operational expenses at his business location/office in Ciudad Victoria, Tamaulipas, Mexico.

Shall request in advance, when possible, any extraordinary travel expenses. Some business trips will be considered as emergency travel and will happen at a moment's notice without prior authorization, but with Administration acknowledgement and in-line with expected Consultant services.

BUDGET SUMMARY: FY 2021 - 2024

Fixed Costs	\$ 52,000 Dlls.
1st Variable Costs	\$ 36,000 Dlls. Travel expense
2nd Variable Costs	\$ 36,000 Dlls. Travel expense
GRAND TOTAL	\$125,000 Dlls. Annual



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 18, 2021

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 8/11/2021