



**NOTICE THAT A REGULAR CALLED MEETING OF THE
PHARR ECONOMIC DEVELOPMENT CORPORATION II
BOARD OF DIRECTORS
WILL BE HELD AT
CITY HALL 118 SOUTH CAGE, 2ND FLOOR
COMMISSIONERS ROOM
PHARR, TEXAS 78577
COMMENCING AT 3:00 PM
Monday, January 17, 2022**

If during the meeting, the Board of Directors should determine that a closed, or executive session of the Board is required, then such closed or executive session or meeting is authorized by Sections 551.071 et seq. of the Texas Government Code. Notice of closed or executive session will be given after the commencement of the meeting covered by this notice. On matters requiring a public hearing all persons desiring to speak during a public hearing shall sign in with the presiding clerk prior to the scheduled public hearing in accordance with city ordinances.

1. CALL TO ORDER:

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

2. PUBLIC TESTIMONY: (Ordinance No. O-2019-45). *A person intending on addressing the governing body may speak at a scheduled meeting of the governing body following registration with the presiding clerk and prior to the scheduled meeting. A registered speaker may speak only on items on the agenda and may not exceed 1.5 minutes when addressing the board regarding an agenda item. A registered speaker may not donate time to another speaker. A sign-in form for public testimony shall be promulgated by the presiding clerk and be made available at the city clerk's office. A person may sign up for public testimony beginning at the time the agenda is posted for the meeting. A person may not sign up later than one hour before the posted meeting is scheduled to begin. No registered speaker may be allowed to speak regarding an item once the public testimony portion of the agenda has ended.*

3. EXECUTIVE DIRECTOR'S ADMINISTRATIVE REPORTS -

- A) PEDC II Events of Interest.

B) Sales Tax Report - January 2022.

C) Loans/Leases Report.

D) Presentation of UTRGV TMAC.

4. CONSENT AGENDA:

A) Approval of minutes - November 15, 2021 Regular called meeting
And December 6, 2021 Special called meeting.

B) Consideration and action, if any, on Ratification of the De Saro
Rodriguez Contract.

5. REGULAR AGENDA - OPEN SESSION: *Additional Items on the Agenda:*

A) Consideration and action, if any, on Pharr Produce Park Lots 11
and 12.

B) Consideration and action, if any, on Letter of intent (LOI) for Pharr
Produce Park Lot 6.

C) Consideration and action, if any, on Pharr Produce Park Lot 27.

D) Discussion of Project Artic.

E) Consideration and action, if any, on Project Stables.

F) Consideration and action, if any, on resolution approving an interlocal
agreement authorizing the fiber optic cable system project between the City
of Pharr and the Pharr Economic Development Corporation II.

6. CLOSED SESSION: *In accordance with Chapter 551 Texas, Government Code, Vernon's Texas Code Annotated (Open Meetings Act), the Pharr Economic Development Corporation II Board will meet in Executive (Closed) Session to discuss the items listed on the public portion of the meeting agenda, in accordance with the following below.*

Pursuant to Section 551.071, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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.

PEDC II AGENDA
Monday, January 17, 2022

Pursuant to Section 551.074, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

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

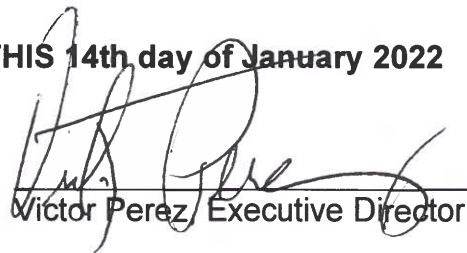
7. RECONVENE: *into Regular Session and consider action, if necessary, on any item(s) discussed in executive session.*

8. ADJOURNMENT:

I, the undersigned authority do certify that the above agenda of said regular meeting of the Pharr Economic Development Corporation II is a true and current copy and that said notice was posted at <http://pharredc.com/events/>, City Hall, 118 South Cage, PEDC, 1215 S. Cage at a place convenient and readily accessible to the general public, at all times, and said notice was posted on the **14th day of January 2022 at 3:00 p. m.** and will remain posted continuously for at least 72 hours preceding the scheduled time of said meeting in compliance with Chapter 551 Texas Government Code (Opening Meetings Act).

WITNESS MY HAND AND SEAL, THIS 14th day of January 2022




Victor Perez, Executive Director



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 3.A.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: PEDC II Events of Interest.

Classification: Consent

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022

PEDC II EVENTS OF INTEREST

Events of Interest

- **Friends of the Pharr EDC**
February 10 | 6:00 p.m.
Pharr EDC | 1215 S. Cage Blvd.

The Pharr EDC will be hosting a small reception to recognize a trusted member of our community for their vital role and positive impact. This quarterly recognition will celebrate professionals who demonstrate great leadership skills and advocate daily for the continued advancement of the city of Pharr and our region. The nominee is known to have made significant contributions that have resulted in economic growth or quality of life improvement.

Supporting Events

- **TIPA – Texas Produce Hall of Fame 2022**
January 24 | 6:00 p.m.
Mission Events Center | 200 N Shary Rd, Mission, TX 78572

The Pharr EDC is a sponsoring partner of the Texas Produce Hall of Fame 2022. This event is hosted by The Texas International Produce Association, an organization formed by produce industry leaders to represent the interests of Texas-grown fruits and vegetables with a mission to expand opportunities surrounding foreign grown produce through Texas ports.

This event recognizes the region's industry leaders who have made exceptional contributions crucial to the long-term success of the trade and have been great advocates for the betterment of produce stakeholders.



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 3.B.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: Sales Tax Report - January 2022.

Classification: Consent

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

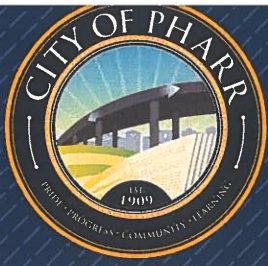
Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022

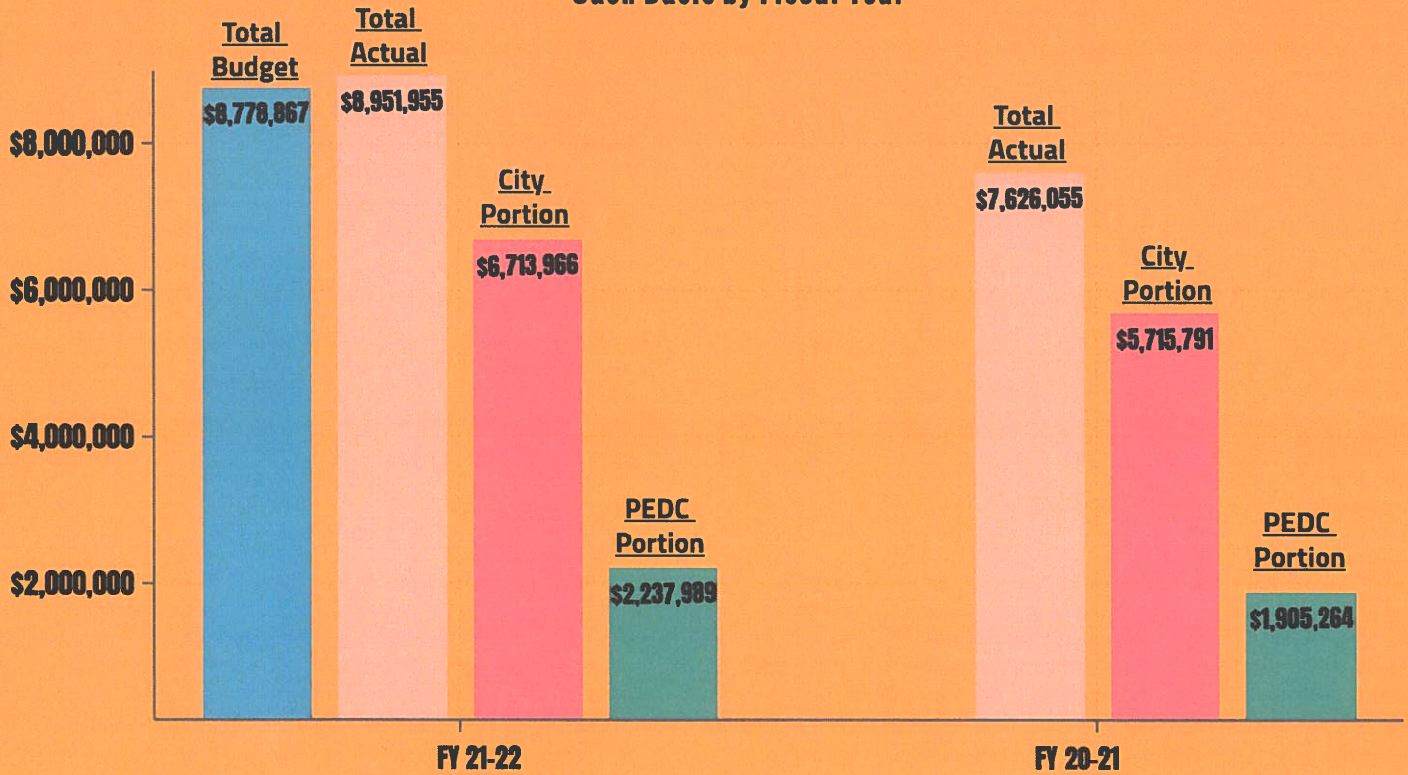
SALES TAX STATE COLLECTION RGV COMPARISON -JANUARY 2022							
Valley Rank	City	Net Payment This Period	Payment Prior Year	% Change	2022 Payments To Date	2021 Payments To Date	% Change
Rank Based on Current Month Activity							
1	Mercedes	\$ 697,919	\$ 495,384	40.88%	\$ 697,919	\$ 495,384	40.88%
2	Mcallen	\$ 7,739,829	\$ 5,741,368	34.81%	\$ 7,739,829	\$ 5,741,368	34.81%
3	Brownsville	\$ 4,810,162	\$ 3,640,524	32.13%	\$ 4,810,162	\$ 3,640,524	32.13%
4	Mission	\$ 1,942,066	\$ 1,517,095	28.01%	\$ 1,942,066	\$ 1,517,095	28.01%
5	Edinburg	\$ 2,822,432	\$ 2,264,020	24.66%	\$ 2,822,432	\$ 2,264,020	24.66%
6	Weslaco	\$ 1,495,631	\$ 1,202,011	24.43%	\$ 1,495,631	\$ 1,202,011	24.43%
7	Pharr	\$ 2,262,597	\$ 1,866,531	21.22%	\$ 2,262,597	\$ 1,866,531	21.22%
8	Harlingen	\$ 2,577,495	\$ 2,169,332	18.82%	\$ 2,577,495	\$ 2,169,332	18.82%
9	San Benito	\$ 565,307	\$ 481,600	17.38%	\$ 565,307	\$ 481,600	17.38%
10	San Juan	\$ 456,021	\$ 410,533	11.08%	\$ 456,021	\$ 410,533	11.08%
Rank Based on Calendar Year 2022 To Date Activity							
1	Mercedes	\$ 697,919	\$ 495,384	40.88%	\$ 697,919	\$ 495,384	40.88%
2	Mcallen	\$ 7,739,829	\$ 5,741,368	34.81%	\$ 7,739,829	\$ 5,741,368	34.81%
3	Brownsville	\$ 4,810,162	\$ 3,640,524	32.13%	\$ 4,810,162	\$ 3,640,524	32.13%
4	Mission	\$ 1,942,066	\$ 1,517,095	28.01%	\$ 1,942,066	\$ 1,517,095	28.01%
5	Edinburg	\$ 2,822,432	\$ 2,264,020	24.66%	\$ 2,822,432	\$ 2,264,020	24.66%
6	Weslaco	\$ 1,495,631	\$ 1,202,011	24.43%	\$ 1,495,631	\$ 1,202,011	24.43%
7	Pharr	\$ 2,262,597	\$ 1,866,531	21.22%	\$ 2,262,597	\$ 1,866,531	21.22%
8	Harlingen	\$ 2,577,495	\$ 2,169,332	18.82%	\$ 2,577,495	\$ 2,169,332	18.82%
9	San Benito	\$ 565,307	\$ 481,600	17.38%	\$ 565,307	\$ 481,600	17.38%
10	San Juan	\$ 456,021	\$ 410,533	11.08%	\$ 456,021	\$ 410,533	11.08%
STATE TOTALS							
		\$ 634,913,049	\$ 505,562,038	25.59%	\$ 634,913,049	\$ 505,562,038	25.59%



CITY OF PHARR SALESTAXES

as of January 2022
FY 2021-2022

SALES TAXES COLLECTIONS Cash Basis by Fiscal Year



21.22% YTD

Increase in Sales Tax from Last Year*



17.46%

Compared to January 2021
Cash Basis.

Ranked No. 7

compared to neighbor Cities

*Growth is based on Calendar Year per Texas State Comptroller

CREATED BY

Karla Saavedra, CGFO





AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 3.C.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: Loans/Leases Report.

Classification: Consent

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022



RENTAL & LOAN UPDATE

January 2022

BUSINESS	RENTAL MONTH	AMOUNT	DUE DATE	COMMENTS
Pharr Bridge Business Park	January	\$ 11,686.84	15th	Current



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 3.D.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: Presentation of UTRGV TMAC.

Classification: Consent

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 4.A.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: Approval of minutes - November 15, 2021 Regular called meeting and December 6, 2021 Special called meeting.

Classification: Consent

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022

**THE PHARR ECONOMIC DEVELOPMENT CORPORATION II
REGULAR CALLED MEETING MINUTES
COMMENCING AT 3:00 PM
MONDAY, NOVEMBER 15, 2021**

Present: Board Member Comm. Ricardo Medina
Board Member Comm. Dr. Ramiro Caballero
Board Member Reynaldo Perez
Board Member Mario Lizcano
Board Member Efrain Matamoros

Absent Board Member Dr. Ambrosio Hernandez
Board Member Marty Moore

Staff Present: Victor Perez, PEDC Executive Director
Ed Wylie, City Manager
Karla Moya, Finance Director
Adriana Sarmiento, PEDC CFO
Karina Lopez, PEDC Manager
Maribel Garcia, Executive Administrative Assistant

City Attorney: Terry Canales

ITEM 1. CALL TO ORDER

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

Vice President, Commissioner Ricardo Medina, called the meeting to order at 3:01 p.m. Roll call established a quorum.

Board member Commissioner Ramiro Caballero moved to excuse the absence of Board member Mayor Dr. Ambrosio Hernandez and Board member Marty Moore motion was seconded by Board member Mario Lizcano. Motion Carried unanimously.

(B) PLEDGE OF ALLEGIANCE/INVOCATION

Executive Director, Victor Perez, led in the pledge of allegiance and Board Member Mario Lizcano to the invocation.

ITEM 2. PUBLIC TESTIMONY

No one signed up at this time.

ITEM 3. EXECUTIVE DIRECTOR'S ADMINISTRATIVE REPORTS

Executive Director, Victor Perez, introduced the item Economic Development Manager, Karina Lopez Informs the Board about the upcoming PEDC II events, she stated that on November 18, 2021, at 11 a. m. The Pharr EDC is partnering alongside Persistence in Adversity and other community organizations to be a collection and distribution site for the annual Spread the Warmth Blanket Drive. Ms. Lopez also invited the Board of Directors to our Thanksgiving Luncheon November 18, 2021, at 11:30 a.m. Ms. Lopez further invited the Board to the Pharr EDC annual Christmas Celebration December 16, 2021, at 6:00 p.m. an appreciation event for Pharr business community and partners.

Executive Director Victor Perez informed the Board about the Sales Tax Report. He stated that the November sales tax report for month-to-month Pharr came positive of 24.85% which puts on number three compared to other cities in a month-to-month comparison and number three in year-to-date growth. He further stated that loans and leases reports were in their binders for review. Mr. Victor Perez introduced our new PEDC Property and Business Manager Mrs. Juanita Cavazos.

Mrs. Cavazos thanked the Board of Directors for the opportunity to serve the City of Pharr.

Karina Lopez, Economic Development Manager, stated through the recent funding released through the EDA under the American Rescue Plan, the Pharr EDC has partnered alongside UTRGV's Entrepreneurship and Commercialization Center, LRGVDC as well as other Economic Development organizations in the region to increase funding access. Through this initiative, the EDC will focus on developing an industry specific incubator that will cater to our international business community for business development and expansions. Ms. Lopez further introduced Mrs. Linda Ufland, Director of the UTRGV Entrepreneurship, Innovation, and Commercialization Center.

Mrs. Ufland presented the following details regarding the Build Back Better Regional Challenge. This funding opportunity (BBCR) is designed as a two-phase competition to (1) help regions develop transformational economic development strategies and (2) fund the implementation of those strategies that will create and grow regional growth clusters. These cluster-focused entrepreneurial centers will be developed in collaboration with several RGV EDC's to provide shared services and meet specific needs of entrepreneurs, create jobs, startups, expansions, and grow our economic region. The city of Pharr space will provide local, regional, and international entrepreneurs the resources necessary to create, grow or land their venture. A feasibility will be conducted to identify the needs of our international community, manufacturing and logistics network, small business community, our startup community, and our sole entrepreneurs. UTRGV ECC will provide oversight and management of programming and staff for the space with the support of the EDC and serve as a bridge to create businesses that can scale and move into spaces available in areas identified by the EDC. Phase one of the grant will be awarded by December 2021 and will consist of technical assistance funds to support three to eight projects for regional clusters. No match will be required. Phase two will consist of funding from \$25mil to \$75mil, and up to \$100mil to implement those projects. This entry deadline is set for March 15, 2022 and will be awarded by September 2022. A 20:80 match will be required.

ITEM 4. CONSENT AGENDA:

A) APPROVAL OF MINUTES- OCTOBER 18, 2021, REGULAR CALLED MEETING.

Board Member Mario Lizcano moved to approve. Motion was seconded by Board Member Reynaldo Perez Motion carried unanimously.

ITEM 5. REGULAR AGENDA - OPEN SESSION:

Vice President Commissioner Ricardo Medina requested to deviate from the agenda and enter into a close session. There was no objection.

ITEM 6. CLOSED SESSION:

IN ACCORDANCE WITH CGAPTER 551 TEXAS, GOVERNMENT CODE, VERNON'S TEXAS CODE ANNOTATED (OPEN MEETING ACT), THE PHARR ECONOMIC DEVELOPMENT CORPORATION II BOARD WILL MEET IN EXECUTIVE (CLOSED) SESSION.

Vice President Commissioner Ricardo Medina stated pursuant to Sections 551.071 thru 551.087 of the Texas Government Code, the PEDC II Board of Directors would be entering a closed session the time being 3:23 p. m.

ITEM 7. RECONVENE:

Vice President Commissioner Ricardo Medina stated that the time being 3:51 p.m. the board will be resuming meeting, into Regular Session, and consider action, if necessary, on any item(s) discussed in closed session.

A) CONSIDERATION AND APPROVAL OD A RESOLUTION AUTHORIZING PUBLICATION OF PROJECT AND RIGHT TO PETITION AND AUTHORIZING CERTAIN OTHER MATTERS RELATING THERETO.

Staff recommended approval as discussed in executive session.

Board Member Mario Lizcano moved to approve. Motion was seconded by Board Member Reynaldo Perez Motion carried unanimously.

B) CONSIDERATION AND ACTION, IF ANY, ON PROJECT CHED.

Staff recommended to deny as discussed in executive session.

Board Member Mario Lizcano moved to approve denial. Motion was seconded by Board Member Reynaldo Perez Motion carried unanimously.

C) CONSIDERATION AND ACTION, IF ANY, ON PROJECT CIP.

Staff recommended approval as discussed in executive session.

Board Member Reynaldo Perez **moved** to approve. Motion was seconded by Board Member Commissioner Ramiro Caballero carried unanimously.

D) CONSIDERATION AND ACTION, IF ANY, ON PROJECT ARTIC.

Staff recommended approval as discussed in executive session.

Board Member Mario Lizcano **moved** to approve. Motion was seconded by Board Member Reynaldo Perez Motion carried unanimously.

E) UPDATE ON PROJECT MAGIC AND WATER

ITEM 8. ADJOURNMENT

There being no further business to come before the board, Board member Mario Lizcano **moved** to adjourn. Motion was seconded by Board member Reynaldo Perez and when put to a vote, the motion carried unanimously. Meeting adjourned at 3:52 p.m.

Commissioner Ricardo Medina, Vice President

ATTEST _____
Reynaldo Perez, Secretary

APPROVED:

**THE PHARR ECONOMIC DEVELOPMENT CORPORATION II
SPECIAL CALLED MEETING MINUTES
COMMENCING AT 3:00 PM
MONDAY, DECEMBER 6, 2021**

Present: Board Member Dr. Ambrosio Hernandez
Board Member Comm. Dr. Ramiro Caballero
Board Member Mario Lizcano
Board Member Efrain Matamoros

Absent Board Member Comm. Ricardo Medina
Board Member Reynaldo Perez
Board Member Marty Moore

Staff Present: Ed Wylie, City Manager
Adriana Sarmiento, PEDC CFO
Maribel Garcia, Executive Administrative Assistant

City Attorney: Jaime Muñoz

ITEM 1. CALL TO ORDER

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

President, Mayor Dr. Ambrosio Hernandez, called the meeting to order at 3:01 p.m.
Roll call established a quorum.

(B) PLEDGE OF ALLEGIANCE/INVOCATION

PEDC CFO, Adriana Sarmiento, led in the pledge of allegiance and Board Member Mario Lizcano to the invocation.

ITEM 2. PUBLIC TESTIMONY

No one signed up at this time.

ITEM 3. CONSENT AGENDA:

Approval of minutes- November 30, 2021 Special Called Meeting

Board Member Mario Lizcano moved to approve. Motion was seconded by Board Member Commissioner Dr. Ramiro Caballero Motion carried unanimously.

ITEM 4. CLOSED SESSION:

ITEM 5. RECONVENE:

ITEM 6. ADJOURNMENT

There being no further business to come before the board, Board member Mario Lizcano **moved** to adjourn. Motion was seconded by Board member Efrain Matamoros and when put to a vote, the motion carried unanimously. Meeting adjourned at 3:04 p.m.

Mayor Dr. Ambrosio Hernandez, President

ATTEST

Commissioner Dr. Ramiro Caballero

APPROVED:



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 4.B.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR:

Agenda Item: Consideration and action, if any, on Ratification of the De Saro Rodriguez Contract.

Classification: Consent

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

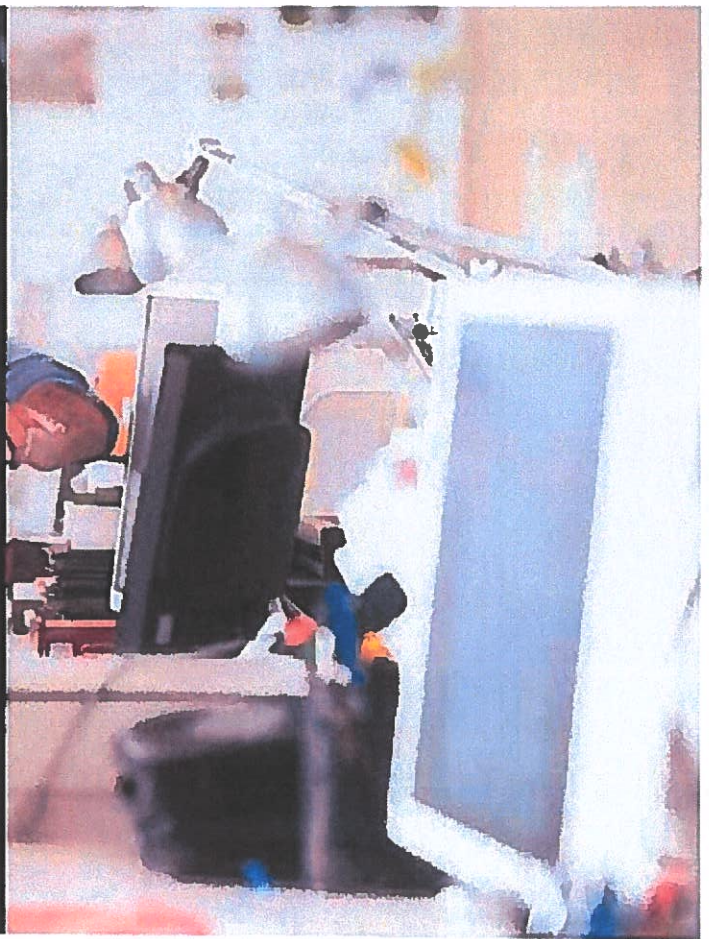
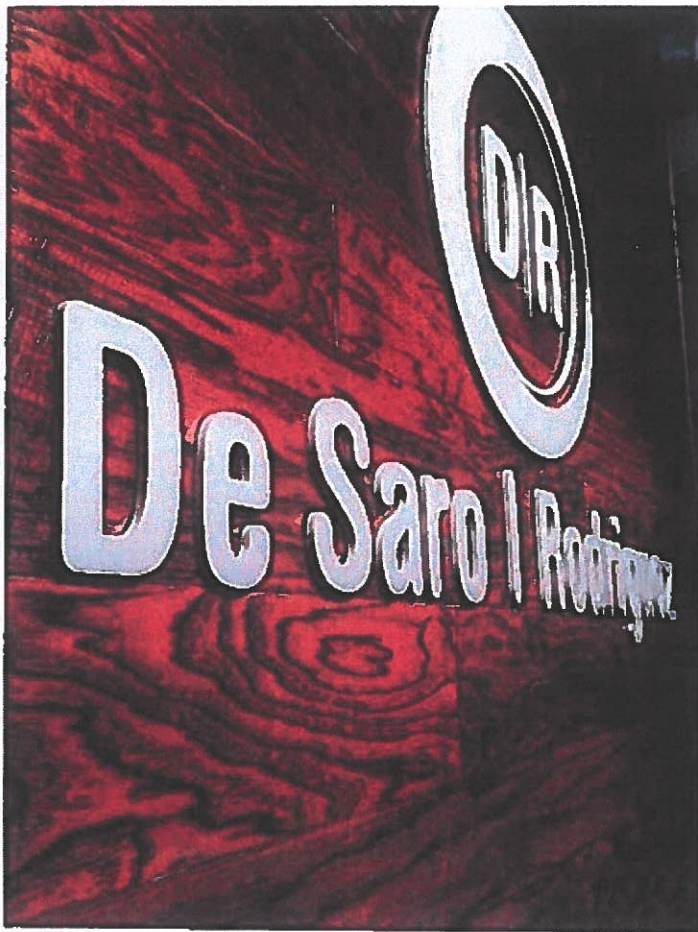
Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022



Why De Saro | Rodriguez ?

Our team of producers, media buyers, video editors, and graphic artist; combine business development, marketing, communications, and design to develop effective and impactful branded content across all platforms . We don't just come up with what's cool; we craft the message your customers want to hear and one that you can deliver on. Most importantly we measure success by increasing our clients market growth.

Mayor's State Of The City Address

De Saro | Rodriguez will provide event coordination, management services, sponsorship sales, and visual content for the Mayor's State Of The City Address for 2022. Services to be detailed below.





AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 5.A.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Pharr Produce Park Lots 11 and 12.

Classification: Closed Session

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

Issue: To be discussed in executive session.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 5.B.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Letter of intent (LOI) for PharrProduce Park Lot 6.

Classification: Closed Session

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

Issue: To be discussed in executive session.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 5.C.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Pharr Produce Park Lot 27.

Classification: Closed Session

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

Issue: To be discussed in executive session.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 5.D.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Discussion of Project Artic.
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Classification: Closed Session

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

Issue: To be discussed in executive session.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 5.E.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on Project Stables.

Classification: Closed Session

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

Issue: To be discussed in executive session.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #: 5.F.

DATE SUBMITTED: January 14, 2022

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: PEDC II

DIRECTOR: Victor Perez

Agenda Item: Consideration and action, if any, on resolution approving an interlocal agreement authorizing the fiber optic cable system project between the City of Pharr and the Pharr Economic Development Corporation II.

Classification: Closed Session

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

Issue: To be discussed in executive session.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Victor Perez

Created/Initiated - 1/14/2022
Final Approval - 1/14/2022



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #:

DATE SUBMITTED:

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.071, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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:

Maribel Garcia
Karla Saavedra
Patricia Rigney
City Management Office

Created -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #:

DATE SUBMITTED:

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.072, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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:

Maribel Garcia
Karla Saavedra
Patricia Rigney
City Management Office

Created -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #:

DATE SUBMITTED:

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.074, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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: Public Hearing

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Maribel Garcia
Karla Saavedra
Patricia Rigney
City Management Office

Created -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #:

DATE SUBMITTED:

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.076, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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:

Maribel Garcia
Karla Saavedra
Patricia Rigney
City Management Office

Created -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #:

DATE SUBMITTED:

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.084, the Pharr Economic Development Corporation II 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 Pharr Economic Development Corporation II 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:

Maribel Garcia
Karla Saavedra
Patricia Rigney
City Management Office

Created -



AGENDA MEMORANDUM

BOARD: Pharr Economic Development Corporation II

AGENDA ITEM #:

DATE SUBMITTED:

MEETING DATE: January 17, 2022

FROM: Maribel Garcia , Executive Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: Pursuant to Section 551.087, the Pharr Economic Development Corporation II may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues**. The Pharr Economic Development Corporation II 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:

Maribel Garcia
Karla Saavedra
Patricia Rigney
City Management Office

Created -