



**NOTICE THAT A REGULAR CALLED MEETING OF THE
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS WILL BE HELD AT
CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 12:00 PM ON
TUESDAY, SEPTEMBER 6, 2022**

1. CALL TO ORDER:

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

2. ORGANIZATIONAL BUSINESS:

A) Approval of Minutes: August 2, 2022 - Regular Called Meeting.

B) Treasurer's Report of Account Summary - Period ending August 31, 2022.

3. BOARD ACTION AND STRATEGIC INITIATIVES:

A) President's Administrative Reports:

1. Membership's Report
2. Current Projects and Initiatives
3. Past and Upcoming Events

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

Pursuant to Section 551.071, the Board may convene in a closed, non-public meeting with its attorney and discuss any matters related to **legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

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.

AGENDA REGULAR MEETING
September 6, 2022

Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.076, the Board may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

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

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

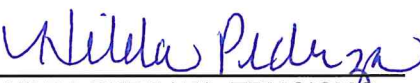
5. **RECONVENE:** *into Regular Session and consider action, if necessary, on any item(s) discussed in closed session.*

6. **ADJOURNMENT:**

I, the undersigned authority, do hereby certify that the above notice of said Meeting of the Board of the Greater Pharr Chamber of Commerce was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 2nd day of September 2022 at 11:00 a.m. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 2nd day of September 2022




HILDA PEDRAZA, TRMC|CMC
CITY CLERK

**MINUTES
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING
TUESDAY, AUGUST 2, 2022
118 S. CAGE BLVD, PHARR, TX 78577**

The Greater Pharr Chamber of Commerce Board of Directors met on Tuesday, August 2, 2022, at 12:00 p.m. and the following is the record of attendance.

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

MEMBERS ABSENT: Jose Delgado

STAFF PRESENT: Marcela Beas, President/CEO
Eloina Gonzalez, Membership Manager

OTHERS PRESENT: Anali Alanis, Assistant City Manager
Patricia Rigney, City of Pharr Attorney

ITEM 1. CALL MEETING TO ORDER:

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

Mario Lizcano, Chairman, called the meeting to order at 12:00 p.m. Roll call established a quorum.

Board Member Alex Rios **moved** to excuse absent member. Board Member Laura Warren seconded the motion and when put to a vote, it carried unanimously.

ITEM 2. ORGANIZATIONAL BUSINESS:

A) APPROVAL OF MINUTES: JULY 13, 2022 – STRATEGIC PLANNING WORKSHOP FY 2022-2023

Mario Lizcano, Chairman, introduced the item.

Board Member Sonia Falcon **moved** to approve. Board Member Laura Warren seconded the motion and when put to a vote, it carried unanimously.

B) CONSIDERATION AND ACTION, IF ANY, ON TREASURER'S REPORT OF ACCOUNT SUMMARY PERIOD ENDING ON JULY 31, 2022

Mario Lizcano, Chairman, introduced the item.

Board Member Sonia Falcon stated she reviewed treasurer's report with Jasmine Garcia, City of Pharr Accountant.

Marcela Beas, Chamber President, stated the City of Pharr was going through budget season and she had scheduled a meeting with the City's Finance Department to review the budget and restructure accounts to accurately reflect current Chamber operations.

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

ITEM 3: ACTIVITIES AND ANNOUNCEMENTS

A) PRESIDENT'S ADMINISTRATIVE REPORT

Mario Lizcano, Chairman, introduced the item.

Eloina Gonzalez, Membership Manager, stated memberships for the month of August increased to seventy-five total members. She further stated seven members were new for the month of July and three were new for the month of June securing members from last year.

Marcela Beas, Chamber President, stated the Chamber's goal was to increase membership. Board Member, Alex Rios, asked if the Chamber had a strategic plan to achieve the goals. Eloina Gonzalez, Membership Manager, stated the current plan was to acquire five to ten memberships per month. She further stated she received leads from a monthly list of certificates of occupancy provided by the Development Services Department. Board Member, Sonia Falcon, asked if the Chamber had lost any members. Eloina Gonzalez, Membership Manager, stated membership renewals have remained steady.

Board Member, Alex Rios, suggested to promote small businesses more often by sharing video highlights. Board Member, Lisann McAlpine, added to implement “Welcome New Member” social media posts for business owner. Board Member, Alma Caso, asked if members had any doubts about Chamber membership. Eloina Gonzalez, Membership Manager, stated creating relationships with members was key to making members feel confident to renew their membership the following year.

Board Member, Sonia Falcon, suggested implementing an outreach schedule to visit corporate members. Board Member, Johnny Rodriguez, suggested to contact the Pharr Economic Development Center to get a list with all the businesses in the City of Pharr. Mario Lizcano, Chairman, suggested to schedule a membership committee meeting to further discuss any new ideas to the Chamber. Marcela Beas, Chamber President, thanked Mario Lizcano, Chairman for reinforcing a follow up meeting to plan for the upcoming year.

Marcela Beas, Chamber President, stated members like the exposure and visibility on Chamber social media platforms. She further stated they would like to be the avenue to promote businesses, and better deliver any promotional items for them. Marcela Beas, Chamber President, also stated they had gained an audience growth of eight hundred and twenty-three new Facebook visits. Marcela Beas, Chamber President stated Chamber was working closely to engage and create new content for the different target audiences on our social media platform. Chamber was working on posting regularly and consistently creating purposeful content for the community.

Marcela Beas, Chamber President stated Instagram had a positive increase with a total of three hundred and sixty-eight people reached, two hundred and seventy-eight profile visits, and five hundred and eighty followers. She further stated Instagram was a great tool for Chamber to engage with other businesses by creating a different word of communication.

Marcela Beas, Chamber President, stated the importance of newsletter reminders to members and individuals that request to receive updates of the Chamber. She added they were continuously working on the implementation of Chamber Management Software which would manage memberships and better help the Chamber communicate with members through their email blasts. She stated the membership management program would be installed no later than two months.

Marcela Beas, Chamber President, stated the Greater Pharr Chamber of Commerce Event Committee had a meeting regarding Chamber’s future

fundraising events. She introduced the programming for next year with an efficient balanced calendar.

At this time, Marcela Beas, Chamber President stated the Avocado Loteria at Start of the Produce Season to be hosted on October 6, 2022, Greater Pharr Chamber of Commerce Annual Gala to be hosted on November 10, 2022, and the Mayor's Prayer Luncheon to be hosted on May 3, 2023. She stated these were the biggest fundraising events for the Chamber and appreciated any help from the Board members.

Eloina Gonzalez, Membership Manager, shared three important topics that would continue to be implemented to the Chamber from her recent trip to ACCE Convention 2022 in Indianapolis, Indiana. She stated the importance of the different approaches to have a better member acquisition.

Eloina Gonzalez, Membership Manager, reported on upcoming collaboration with other local Chambers with Grow with Google Partner, a program to assist businesses grow through Google. She added this would benefit current members by listing their business information on Google and have a better community outreach. Eloina Gonzalez, Membership Manager, stated Chamber Champions enhance the organization and increased the Chamber's revenue. Lastly, she stated the Chamber would revisit the Ambassador's point system to keep them more actively engaged with the Chamber.

Marcela Beas, Chamber President, reported the Greater Pharr Chamber of Commerce hosted the "Back to the Phuture Festival" on July 30, 2022, at Pharr Downtown Park from 6:00 p.m. to 10:00 p.m. and stated this was a popular event in collaboration with the City of Pharr Parks and Recreation with over a thousand guests in attendance.

Marcela Beas, Chamber President, reported the City of Pharr would be hosting the Pharr Night Out on August 2, 2022. She further reported the Chamber would be hosting a Ribbon Cutting Ceremony for C'est La Vie Boutique & Spa on August 10, 2022 and the Hub Market Days on August 13, 2022.

ITEM 5: ADJOURNMENT

There being no further business Board Member, Alex Rios **moved** to adjourn. Board Member, Johnny Rodriguez seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 12:51PM.

Mario Lizcano, Chairman

Alex Rios, Vice Chairman

Alma Caso, Secretary



Pharr, TX

Balance Sheet

Account Summary

As Of 08/31/2022

Account	Name	Balance
Fund: 81 - PHARR CHAMBER OF COMMERCE		
Assets		
81-1-1002-000	PETTY CASH	100.00
81-1-1004-000	CLAIM ON CASH	-24,160.23
81-1-1005-000	BANK - OPERATING ACCOUNT	304,436.17
81-1-1006-000	BANK - CONTINGENCY	101.74
81-1-1230-000	ACCOUNTS REC OTHER	0.00
81-1-1401-000	DUE FROM GENERAL FUND	0.00
81-1-1420-000	DUE FROM HOTEL FUND	0.00
81-1-1486-000	DUE FROM PEDC	0.00
Total Assets:		280,477.68
		280,477.68
Liability		
81-2-0121-000	MAYOR'S EVENT	0.00
81-2-0211-000	TEC TAXES PAYABLE	2,820.94
81-2-0235-000	ESCROW-GOLF TOURNAMENT	2,519.22
81-2-1230-000	ACCOUNTS REC OTHER	0.00
81-2-2000-000	ACCOUNTS PAYABLE	500.00
81-2-2001-000	ACCOUNTS PAYABLE	0.00
81-2-2002-000	INCOME TAX WITHHELD	0.00
81-2-2003-000	SOCIAL SEC. TAX WITHHELD	0.00
81-2-2004-000	MEDICARE TAX WITHHELD	0.00
81-2-2005-000	PAYROLL CORRECTION	0.00
81-2-2101-000	WAGES PAYABLE	0.00
81-2-2102-000	COMPENSATED ABSENCES	513.96
81-2-2102-002	COMPENSATED ABSENCES - CURRENT	171.32
81-2-2104-000	ESCROW-AL BENTLEY YATES-FS	0.00
81-2-2107-000	A/P - ICMA	0.00
81-2-2113-000	A/P - AMERITAS - VISION	35.68
81-2-2117-000	A/P - AMERITAS - DENTAL	131.92
81-2-2120-000	A/P - CHSUP	0.00
81-2-2125-000	A/P-UNITED HEALHT INS EMPLOYEE	1,727.18
81-2-2130-000	A/P - TERM LIFE	0.00
81-2-2133-000	A/P - COLONIAL	-17.08
81-2-2134-000	A/P - MUTUAL OF OMAHA/BASIC LF	10.90
81-2-2135-000	A/P - LINCOLN STD/LTD	45.68
81-2-2136-000	A/P - MAGELLAN (EAP)	2.92
81-2-2137-000	A/P - TMRS-EMPLOYEE PORTION	1,676.35
81-2-2140-000	A/P - UNITED WAY	0.00
81-2-2147-000	A/P - UNUM PROVIDENT	56.18
81-2-2152-000	A/P - MASA MTS	27.00
81-2-2154-000	A/P - HEALTHIEST YOU	20.01
81-2-2401-000	DUE TO GENERAL FUND	0.00
81-2-2486-000	DUE TO PEDC	0.00
81-2-2495-000	DUE TO PAYROLL FUND	111.81
Total Liability:		10,353.99
Equity		
81-3-3101-000	UNAPPROPRIATED FUND BALANCE	244,427.42
81-3-3981-000	PRIOR YEAR ADJUSTMENT	2,694.32
Total Beginning Equity:		247,121.74

Balance Sheet**As Of 08/31/2022**

Account	Name	Balance
Total Revenue		244,075.64
Total Expense		<u>221,073.69</u>
Revenues Over/Under Expenses		23,001.95
	Total Equity and Current Surplus (Deficit):	270,123.69
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>280,477.68</u>



Pharr, TX

Budget Report

Account Summary

For Fiscal: 10/2021-09/2022 Period Ending: 09/30/2022

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE							
Revenue							
81-4-4244-000	VETERANS DAY MARKET	0.00	0.00	0.00	1,102.41	1,102.41	0.00 %
81-4-4663-000	INTEREST EARNED	0.00	0.00	0.00	1,411.04	1,411.04	0.00 %
81-4-4676-000	MEMBERSHIP	30,000.00	31,500.00	0.00	36,065.00	4,565.00	114.49 %
81-4-4677-000	SPONSORSHIP	51,400.00	51,400.00	0.00	1,750.09	-49,649.91	96.60 %
81-4-4677-001	MISS PHARR	0.00	0.00	0.00	3,498.37	3,498.37	0.00 %
81-4-4677-002	HUBPHEST COOK-OFF	0.00	0.00	0.00	3,274.33	3,274.33	0.00 %
81-4-4677-003	WINTER TEXAN GOLF TOURNAMENT	0.00	0.00	0.00	3,510.00	3,510.00	0.00 %
81-4-4677-004	MAYORS PRAYER LUNCHEON	0.00	0.00	0.00	22,105.00	22,105.00	0.00 %
81-4-4677-006	HUB MARKET DAYS	0.00	0.00	0.00	4,859.40	4,859.40	0.00 %
81-4-4883-001	TRANSFER IN- GENERAL FUND	0.00	3,800.00	0.00	3,800.00	0.00	0.00 %
81-4-4883-020	TRANSFER IN-HOTEL FUND	68,400.00	68,400.00	0.00	62,700.00	-5,700.00	8.33 %
81-4-4883-086	TRANSFER IN - PEDC	150,000.00	150,000.00	0.00	100,000.00	-50,000.00	33.33 %
Revenue Total:		299,800.00	305,100.00	0.00	244,075.64	-61,024.36	20.00 %
Expense							
81-51000-1100-000	SALARIES	130,800.00	134,900.00	0.00	87,276.74	47,623.26	35.30 %
81-51000-1104-000	OVERTIME	5,000.00	5,000.00	0.00	5,143.79	-143.79	-2.88 %
81-51000-1105-000	F I C A	10,400.00	10,800.00	0.00	7,028.49	3,771.51	34.92 %
81-51000-1106-000	HOSPITAL INSURANCE	22,200.00	22,200.00	0.00	0.00	22,200.00	100.00 %
81-51000-1106-001	HOSPITAL INSURANCE	0.00	0.00	0.00	11,799.36	-11,799.36	0.00 %
81-51000-1107-000	ANNUAL WORK COMP INSURANCE	500.00	700.00	0.00	184.59	515.41	73.63 %
81-51000-1108-000	T E C TAXES	700.00	900.00	0.00	1,979.67	-1,079.67	-119.96 %
81-51000-1115-000	EMPLOYEES RETIREMENT	15,600.00	16,000.00	0.00	10,797.05	5,202.95	32.52 %
81-51000-1122-000	EAP - ASSISTANCE PROGRAM	100.00	100.00	0.00	25.55	74.45	74.45 %
81-51000-1123-000	HEALTHIEST YOU	300.00	300.00	0.00	114.42	185.58	61.86 %
81-51000-2201-000	OFFICE SUPPLIES	7,500.00	7,500.00	0.00	4,004.69	3,495.31	46.60 %
81-51000-2202-000	POSTAGE	0.00	0.00	0.00	0.82	-0.82	0.00 %
81-51000-2208-000	OTHER OPERATING SUPPLIES	45,000.00	41,500.00	0.00	26,941.30	14,558.70	35.08 %
81-51000-2220-000	NON CAPITAL EQUIP&SUPPLIES	2,000.00	2,000.00	0.00	0.00	2,000.00	100.00 %
81-51000-3301-000	BUILDING & EQUIPMENT	3,500.00	3,500.00	0.00	0.00	3,500.00	100.00 %
81-51000-4401-000	OFFICE EQUIPMENT RENTALS	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
81-51000-5501-000	COMMUNICATIONS	1,000.00	1,000.00	0.00	827.03	172.97	17.30 %
81-51000-5502-000	ADVERTISING	10,000.00	10,000.00	0.00	5,647.26	4,352.74	43.53 %
81-51000-5503-000	TRAVEL EXPENSE	5,000.00	8,500.00	0.00	12,809.28	-4,309.28	-50.70 %
81-51000-5505-000	DUES & PUBLICATIONS	2,000.00	2,000.00	0.00	4,576.41	-2,576.41	-128.82 %
81-51000-5508-000	SPONSORSHIP	3,000.00	3,000.00	0.00	2,542.97	457.03	15.23 %
81-51000-5509-000	PUBLIC RELATIONS	18,800.00	18,800.00	0.00	2,830.10	15,969.90	84.95 %
81-51000-5528-000	AUDIT FEES	0.00	0.00	0.00	10,000.00	-10,000.00	0.00 %
81-51000-5532-000	INSURANCE	0.00	0.00	0.00	491.41	-491.41	0.00 %
81-51000-5535-000	BANK CHARGES	0.00	0.00	0.00	1,178.50	-1,178.50	0.00 %
81-51000-6601-000	GAS & OIL	0.00	0.00	0.00	150.26	-150.26	0.00 %
81-51000-6603-000	CITY GARAGE REPAIRS	400.00	400.00	0.00	0.00	400.00	100.00 %
81-51000-9925-000	MAYOR'S LUNCHEON	0.00	0.00	0.00	24,724.00	-24,724.00	0.00 %
81-51000-9926-000	MAYOR'S EVENTS	15,000.00	15,000.00	0.00	0.00	15,000.00	100.00 %
Expense Total:		299,800.00	305,100.00	0.00	221,073.69	84,026.31	27.54 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):		0.00	0.00	0.00	23,001.95	23,001.95	0.00 %
Report Surplus (Deficit):		0.00	0.00	0.00	23,001.95	23,001.95	0.00 %

Group Summary

Account Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE						
Revenue	299,800.00	305,100.00	0.00	244,075.64	-61,024.36	20.00 %
Expense	299,800.00	305,100.00	0.00	221,073.69	84,026.31	27.54 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0.00	0.00	0.00	23,001.95	23,001.95	0.00 %
Report Surplus (Deficit):	0.00	0.00	0.00	23,001.95	23,001.95	0.00 %

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
81 - PHARR CHAMBER OF COMMER	0.00	0.00	0.00	23,001.95	23,001.95
Report Surplus (Deficit):	0.00	0.00	0.00	23,001.95	23,001.95