



The Greater Pharr Chamber of Commerce

**NOTICE THAT A REGULAR CALLED MEETING OF THE
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS WILL BE HELD AT
CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 12:00 PM ON
TUESDAY, JANUARY 3, 2023**

1. CALL TO ORDER:

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

2. ORGANIZATIONAL BUSINESS:

A) Approval of Minutes: December 6, 2022 - Regular Called Meeting.

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

3. ACTIVITIES AND ANNOUNCEMENTS:

A) President's Administrative Report

1. Memberships Report
2. Current Projects and Initiatives
3. 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.

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**

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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 28th day of December 2022 at 2:00 p.m. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 28th day of December 2022.



[Handwritten Signature]
IMELDA PEREZ, TRMC
ASSISTANT CITY CLERK

**MINUTES
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING
TUESDAY, DECEMBER 6, 2022
118 S. CAGE BLVD, PHARR, TX 78577**

The Greater Pharr Chamber of Commerce Board of Directors met on Tuesday, December 6, 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
Alex Rios
Jose Delgado

MEMBERS ABSENT: Dr. Anabelle Palomo
Laura Warren
Johnny Rodriguez

STAFF PRESENT: Marcela Beas, President/CEO
Eloina Gonzalez, Membership Manager
Erica Martinez, Chamber Specialist

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 members. Board Member Alma Caso seconded the motion and when put to a vote, it carried unanimously.

ITEM 2. ORGANIZATIONAL BUSINESS:

A) APPROVAL OF MINUTES: OCTOBER 4, 2022 – REGULAR CALLED MEETING

Mario Lizcano, Chairman, introduced the item.

Board Member Alma Caso **moved** to approve. Board Member Sonia Falcon 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 NOVEMBER 30, 2022

Mario Lizcano, Chairman, introduced the item.

Board Member Sonia Falcon reported she reviewed balance sheet and budget report with Karla Saavedra, City of Pharr Finance Director and stated the balance sheet was not reconciled. She stated the City of Pharr Finance Department reconciles statements on the 15th of every month, therefore, numbers were not accurate as of the day of the meeting. Sonia Falcon also stated a follow up conversation with the Finance Department was needed to define a date for the Chamber's tax filings.

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

ITEM 3: BOARD ACTION AND STRATEGIC INITIATIVES

A) CONSIDERATION AND APPROVAL ON AGREEMENT FOR PROGRAM ADMINISTRATION BETWEEN THE GREATER PHARR CHAMBER OF COMMERCE (GPCC) AND THE PHARR ECONOMIC DEVELOPMENT CORPORATION II (PEDC)

Mario Lizcano, Chairman, introduced the item.

Marcela Beas, Chamber President briefly stated there was an addition to the agreement between the Greater Pharr Chamber of Commerce and the Pharr Economic Development Corporation. She stated the Greater Pharr Chamber of Commerce would be waiving membership fees for one year to ten businesses and/or entities that work closely with the Pharr Economic Development Corporation in efforts to bring new members to the Greater Pharr Chamber of Commerce.

There being no discussion, Board Member Lisann McAlpine **moved** to approve. Board Member Alex Rios seconded the motion and when put to a vote, it carried unanimously.

ITEM 4: ACTIVITIES AND ANNOUNCEMENTS

A) PRESIDENT'S ADMINISTRATIVE REPORT

1. MEMBERSHIPS REPORTS

Mario Lizcano, Chairman, introduced the item.

Eloina Gonzalez, Membership Manager, reported memberships for the month of December increased to one hundred and five (105) total members. She stated the Greater Pharr Chamber of Commerce reached their membership goal for the year with a positive three-digit number. Eloina Gonzalez, Membership Manager, further reported the Chamber obtained a 50% retention rate, which has made a positive impact to Chamber membership growth. She invited the community to visit and shop at the new incoming businesses that joined the Chamber for 2022-2023.

2. CURRENT PROJECTS AND INITIATIVES

Marcela Beas, Chamber President, stated the Chamber's goal was to continue increasing engagement on social media. She stated the 94.7% increase on engagement from the previous month was attributed to content campaigns that were implemented for the month of November, which include #MondayMemberSpotlight, #WelcomeWednesday, and #FlashbackFriday.

Marcela Beas, Chamber President, briefly reported business members appreciated the exposure and visibility of their businesses on the Chamber's social media platforms. She stated the Chamber had gained an audience growth of seven hundred (700) new Facebook visits and audience reach of eighteen thousand (18,000). Ms. Beas also stated the Chamber was working on actively posting weekly campaigns geared to provide value added to Chamber members.

Marcela Beas, Chamber President, further reported there was a need in the community to implement a leadership program for emerging and existing community leaders and provides the skills, knowledge, and motivation to develop a stronger community. She stated the leadership program would be named Pharr Leads and it would consist of six-month program starting in the Spring of 2023.

At this time, Marcela Beas, Chamber President, announced the upcoming RGV Day at the Capitol for the 88th Legislative Session would take place on February 21-23, 2023. She stated coordination for the event was being led by the RGV Partnership alongside all RGV Chambers and extended an invitation to Board Members to attend and reserve their spot as soon as possible due to capacity limitations.

Marcela Beas, Chamber President, further reported the Greater Pharr Chamber of Commerce would be implementing various committees and task forces in the upcoming year consisting of board members, ambassadors, and volunteers to fulfill some of the

Chamber's operational duties. She stated the committees would consist of a Membership Development Committee, Leadership Committee, Governmental and Legislative Affairs Committee and a Special Events Committee. Ms. Beas stated a follow up meeting would be scheduled to assign the members of each committee.

Marcela Beas, Chamber President, reported the Chamber Specialist position had been filled by Erica Martinez and introduced her to the Board. Erica Martinez, Chamber Specialist, stated she was grateful for the opportunity to fulfill the Chamber Specialist position and was looking forward to assisting the Chamber.

3. PAST AND UPCOMING EVENTS

Marcela Beas, Chamber President, stated for the month of November, the Greater Pharr Chamber of Commerce hosted ribbon cutting ceremonies for Talavera Décor & More, Pharr ONE Building, Elbow's Mac N' Cheese, Flores Optical, Fazoli's, Burlington, Farmers Insurance, McDonald's, PULZE Studio, RERU Heavenly Crave, and SportClips Haircuts. She further stated the Chamber hosted the Hub Market Days and attended the Welcome Home RGV Connection Fair and RGV Partnership Holiday Mixer.

Marcela Beas, Chamber President, further stated the Greater Pharr Chamber of Commerce would be hosting a webinar in collaboration with Grow with Google. She stated members would be able to have online access to the webinar and learn how to launch their business with customer focused marketing. Marcela Beas invited the community to join the webinar on December 8, 2022, from 2:00 p.m. to 3:00 p.m.

Marcela Beas, Chamber President, stated the Greater Pharr Chamber of Commerce would be hosting the 5K Santa Cause Toy Run alongside True Love United, a non-profit organization in Pharr. Ms. Beas also stated the event would take place on December 5, 2022, at the Pharr Sports Complex at 7:30 a.m.

Marcela Beas, Chamber President, stated the City of Pharr would be hosting the Christmas Posada on December 10, 2022, at Pharr Downtown Park from 6:00 p.m. to 10:00 p.m. and invited the community to attend. She also stated the Greater Pharr Chamber of Commerce would be hosting The Hub Market Days on December 10, 2022, at Pharr Downtown Park from 6:00 p.m. to 10:00 p.m. as part of the Christmas Posada.

Marcela Beas, Chamber President, stated the Greater Pharr Chamber of Commerce would be hosting the 10th Year Anniversary Ribbon Cutting Ceremony for Gold's Gym on December 14, 2022, at 11:30 a.m. Ms. Beas, further stated the Greater Pharr Chamber of Commerce would be hosting a Networking Mixer for the Pharr Housing Authority on December 14, 2022, from 5:30 p.m. to 7:00 p.m.

Lastly, Marcela Beas, Chamber President, reported the Greater Pharr Chamber of Commerce would be hosting Worship Night Out on December 17, 2022, at Pharr Downtown Park from 6:00 p.m. to 10:00 p.m. and invited the community to attend.

ITEM 5. 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

None.

ITEM 6. RECONVENE

None.

ITEM 7. ADJOURNMENT

There being no further business, Board Member Alex Rios **moved** to adjourn. Board Member Sonia Falcon seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 12:40 PM.

Mario Lizcano, Chairman

Alex Rios, Vice Chairman

Alma Caso, Secretary



Pharr, TX

Balance Sheet

Account Summary

As Of 12/28/2022

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	-11,132.69
81-1-1005-000	BANK - OPERATING ACCOUNT	322,773.52
81-1-1006-000	BANK - CONTINGENCY	102.24
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:		311,843.07
		311,843.07
Liability		
81-2-0121-000	MAYOR'S EVENT	0.00
81-2-0211-000	TEC TAXES PAYABLE	3,028.03
81-2-0235-000	ESCROW-GOLF TOURNAMENT	2,519.22
81-2-2000-000	ACCOUNTS PAYABLE	0.00
81-2-2001-000	ACCOUNTS PAYABLE	0.00
81-2-2002-000	INCOME TAX WITHHELD	0.00
81-2-2003-000	SOCIAL SEC. TAX WITHHELD	0.00
81-2-2004-000	MEDICARE TAX WITHHELD	0.00
81-2-2005-000	PAYROLL CORRECTION	0.00
81-2-2101-000	WAGES PAYABLE	0.00
81-2-2102-000	COMPENSATED ABSENCES	4,406.09
81-2-2102-002	COMPENSATED ABSENCES - CURRENT	1,468.70
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	44.60
81-2-2117-000	A/P - AMERITAS - DENTAL	152.44
81-2-2120-000	A/P - CHSUP	0.00
81-2-2125-000	A/P-UNITED HEALHT INS EMPLOYEE	5,023.60
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	14.58
81-2-2135-000	A/P - LINCOLN STD/LTD	68.00
81-2-2136-000	A/P - MAGELLAN (EAP)	4.30
81-2-2137-000	A/P - TMRS-EMPLOYEE PORTION	2,832.02
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	26.01
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	635.81
Total Liability:		20,289.50
Equity		
81-3-3101-000	UNAPPROPRIATED FUND BALANCE	260,457.10
81-3-3981-000	PRIOR YEAR ADJUSTMENT	0.00
Total Beginning Equity:		260,457.10

Balance Sheet**As Of 12/28/2022**

Account	Name	Balance
Total Revenue		71,987.52
Total Expense		40,891.05
Revenues Over/Under Expenses		31,096.47
	Total Equity and Current Surplus (Deficit):	291,553.57
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>311,843.07</u>



Pharr, TX

Budget Report

Account Summary

For Fiscal: 10/2022-09/2023 Period Ending: 12/31/2022

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE							
Revenue							
81-4-4227-000	CREDIT CARD-SURCHARGE	0.00	0.00	13.75	130.26	130.26	0.00 %
81-4-4663-000	INTEREST EARNED	0.00	0.00	0.00	983.30	983.30	0.00 %
81-4-4676-000	MEMBERSHIP	57,700.00	57,700.00	2,650.00	12,210.00	-45,490.00	78.84 %
81-4-4677-000	SPONSORSHIP	52,600.00	52,600.00	580.00	2,372.25	-50,227.75	95.49 %
81-4-4677-006	HUB MARKET DAYS	0.00	0.00	0.00	1,691.71	1,691.71	0.00 %
81-4-4883-020	TRANSFER IN-HOTEL FUND	68,400.00	68,400.00	5,700.00	17,100.00	-51,300.00	75.00 %
81-4-4883-086	TRANSFER IN - PEDC	150,000.00	150,000.00	12,500.00	37,500.00	-112,500.00	75.00 %
Revenue Total:		328,700.00	328,700.00	21,443.75	71,987.52	-256,712.48	78.10 %
Expense							
81-51000-1100-000	SALARIES	150,800.00	150,800.00	19,939.43	34,004.83	116,795.17	77.45 %
81-51000-1104-000	OVERTIME	7,000.00	7,000.00	405.65	405.65	6,594.35	94.21 %
81-51000-1105-000	F I C A	12,500.00	12,500.00	1,520.14	2,589.32	9,910.68	79.29 %
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	2,783.88	4,639.80	-4,639.80	0.00 %
81-51000-1107-000	ANNUAL WORK COMP INSURANCE	500.00	500.00	0.00	0.00	500.00	100.00 %
81-51000-1108-000	T E C TAXES	700.00	700.00	252.83	282.89	417.11	59.59 %
81-51000-1115-000	EMPLOYEES RETIREMENT	20,400.00	20,400.00	2,579.77	4,363.28	16,036.72	78.61 %
81-51000-1122-000	EAP - ASSISTANCE PROGRAM	100.00	100.00	0.00	2.68	97.32	97.32 %
81-51000-1123-000	HEALTHIEST YOU	300.00	300.00	32.10	50.10	249.90	83.30 %
81-51000-2201-000	OFFICE SUPPLIES	7,500.00	7,500.00	0.00	84.26	7,415.74	98.88 %
81-51000-2202-000	POSTAGE	0.00	0.00	7.31	7.31	-7.31	0.00 %
81-51000-2208-000	OTHER OPERATING SUPPLIES	45,000.00	45,000.00	-5.00	875.69	44,124.31	98.05 %
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	0.00	1,000.00	100.00 %
81-51000-5502-000	ADVERTISING	10,000.00	10,000.00	0.00	648.11	9,351.89	93.52 %
81-51000-5503-000	TRAVEL EXPENSE	5,000.00	5,000.00	38.61	124.61	4,875.39	97.51 %
81-51000-5505-000	DUES & PUBLICATIONS	2,000.00	2,000.00	0.00	37.30	1,962.70	98.14 %
81-51000-5508-000	SPONSORSHIP	3,000.00	3,000.00	0.00	600.00	2,400.00	80.00 %
81-51000-5509-000	PUBLIC RELATIONS	18,800.00	18,800.00	0.00	-19.06	18,819.06	100.10 %
81-51000-5535-000	BANK CHARGES	0.00	0.00	0.00	365.18	-365.18	0.00 %
81-51000-6603-000	CITY GARAGE REPAIRS	400.00	400.00	0.00	0.00	400.00	100.00 %
81-51000-9926-000	MAYOR'S EVENTS	15,000.00	15,000.00	0.00	0.00	15,000.00	100.00 %
Expense Total:		328,700.00	328,700.00	27,554.72	49,061.95	279,638.05	85.07 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):		0.00	0.00	-6,110.97	22,925.57	22,925.57	0.00 %
Report Surplus (Deficit):		0.00	0.00	-6,110.97	22,925.57	22,925.57	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	328,700.00	328,700.00	21,443.75	71,987.52	-256,712.48	78.10 %
Expense	328,700.00	328,700.00	27,554.72	49,061.95	279,638.05	85.07 %
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0.00	0.00	-6,110.97	22,925.57	22,925.57	0.00 %
Report Surplus (Deficit):	0.00	0.00	-6,110.97	22,925.57	22,925.57	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	-6,110.97	22,925.57	22,925.57
Report Surplus (Deficit):	0.00	0.00	-6,110.97	22,925.57	22,925.57