



**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
WEDNESDAY, MAY 8, 2024**

1. CALL TO ORDER:

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

2. ORGANIZATIONAL BUSINESS:

A) Approval of Minutes for April 2, 2024 - Regular Called Meeting.

B) Treasurers Report of Accounting Summary - Period ending April 30, 2024.

3. ACTIVITIES AND ANNOUNCEMENTS

A) President's Administrative Report. - Eloina Gonzalez, Membership Manager

1. Memberships Report

A. New Members Report

B. Renewed Members Report

C. Follow-Up Retention Report

B) Past and Upcoming Events - Erica Martinez, Chamber Specialist

1. Past - 4/4 Mariscos Y Micheladas

2. Past - 4/10 Southern Career Institute

3. Past - 4/11 The Hub Job Fair

4. Past - 4/18 Joint Networking Mixer at Mercedes-Benz of San Juan

5. Past - 4/20 Pharr Resident Book Launch

6. Past - 4/24 Matt's Building Material Ribbon Cutting Ceremony

7. Past - 4/25 Chosen Beauty Studio Ribbon Cutting Ceremony

8. Past - 4/30 Tint World Ribbon Cutting Ceremony

9. Past - 5/7 Empowerment & Development Workshop – Cybersecurity

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10. Upcoming - 5/9 Vanguard Academy Welding Lab Ribbon Cutting Ceremony
11. Upcoming - 5/15 Casa Tina Ribbon Cutting Ceremony
12. Upcoming - 5/18 Miss Pharr Scholarship Pageant
13. Upcoming - 5/22 PAL Ambassador Meeting
14. Upcoming - 6/20 Networking Mixer

C) Current Projects and Initiatives- C.J. Sanchez, President & CEO

1. "Empowerment & Development Lunch Series" - Tips on Effective Time Management
2. Miss Pharr Scholarship Pageant - Discussion of current status
3. Listening Tour Update
4. Avocado Festival Update

4. BOARD ACTION AND STRATEGIC INITIATIVES:

- A) Consideration and action, if any, on appointment of members to the Greater Pharr Chamber of Commerce Board of Directors.

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:*

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.

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

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

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

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

7. ADJOURNMENT:

I, the undersigned authority, do hereby certify that the above notice of said Meeting of the Board of the Greater Pharr Chamber of Commerce was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 3rd day of May 2024 at 6:30 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 3rd day of May 2024




IMELDA PEREZ, TRMC
ASSISTANT CITY CLERK

**MINUTES
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING
TUESDAY, APRIL 2, 2024
118 S. CAGE BLVD, PHARR, TX 78577**

The Greater Pharr Chamber of Commerce Board of Directors met on Tuesday, April 2, 2024, at 12:03 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Sonia Flacon
Dr. Annabelle Palomo
Mario Lizcano
Laura Warren
Alma Caso
Johnny Rodriguez
Jose Delgado

MEMBERS ABSENT: None

STAFF PRESENT: Carlos J. Sanchez, 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

Chairwoman, Sonia Falcon, called the meeting to order at 12:03 p.m. Roll call established a quorum.

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

ITEM 2. ORGANIZATIONAL BUSINESS:

A) APPROVAL OF MINUTES FOR MARCH 5, 2024 – REGULAR CALLED MEETING

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

B) TREASURER’S REPORT OF ACCOUNT SUMMARY PERIOD ENDING ON MARCH 31, 2024

Chairwoman, Sonia Falcon introduced the item.

Board Member, Laura Warren, went over the budget report and stated she would be meeting with the finance department Chief Financial Officer and Chamber President to discuss some line items.

Carlos J. Sanchez, Chamber President, and Board member, Sonia Falcon, confirmed there would be a meeting prior to the next board meeting.

There being no further discussion, Board Member, Alma Caso **moved** to approve. Board Member Dr. Annabelle Palomo seconded the motion and when put to a vote, it carried unanimously.

ITEM 3. ACTIVITIES AND ANNOUNCEMENTS

A) PRESIDENT'S ADMINISTRATIVE REPORT

1. MEMBERSHIPS REPORTS

Eloina Gonzalez, Membership Manager, went over the membership report. She stated as of April 2024 there were two hundred and nine (209) total active members, six (6) were new members and four (4) were renewals. Mrs. Gonzalez also stated which members for March were silver, gold, and corporate. Chairwoman, Sonia Falcon, suggested to provide a visual example for the retention rate.

2. CURRENT PROJECTS AND INITIATIVES

Carlos Sanchez, Chamber President, reported on current projects and initiatives and stated one initiative was an Empowerment and Development workshop on the topic of cybersecurity on May 7, 2024 at Pharr One Building. He stated the Chamber would be hosting these workshops bi-monthly and staff would be reaching out to the members for potential presenters. Mr. Sanchez further stated the goal of the workshop would be geared to enhance cybersecurity within the members businesses to thrive.

Carlos Sanchez, Chamber President, further reported the workshops would include topics such as digital marketing essentials, building good company culture, power of storytelling and effective time management. Board members suggested reaching out to all the members accordingly to recruit for these workshops.

Carlos Sanchez, Chamber President, also reported on GrowthZone. He stated this was a member retention software program to help benefit the Chamber by keeping data on members, member retention, and history of communications to the members. He stated the program would be available to those who visit the Chamber website, and a representative would be available to discuss more details on the software and what it offers.

Carlos Sanchez, Chamber President, further reported an initial meeting for Avocado Festival had been held and a few board members and some city departments were in attendance. He stated a scouting trip to California for Avocado was scheduled for April 19 through April 22, 2024 to witness Avocado Festival in California. He stated the purpose of the trip was to bring back ideas and how those ideas would be integrated to the Avocado Festival in Pharr. Mr. Sanchez further stated the Chamber would oversee all sponsorships for the event and benefit from them. Chairwoman Sonia Flacon suggested involving the local Pharr schools for Avocado Festival. Mr. Sanchez stated further planning would be discussed in the upcoming planning meeting for Avocado Festival.

3. PAST AND UPCOMING EVENTS

Carlos Sanchez, Chamber President, reported the Mayor's Prayer Luncheon event would take place on May 2, 2024 at the Pepe Salinas Recreation Center and the Chamber would be assisting with the logistics and planning.

Carlos Sanchez, Chamber President, further reported a Business Workshop "Work Mode On" was held on March 7, 2024 in partnership with City of Pharr at Pharr One. He also reported the PAL Ambassador Program kickoff meeting took place on March 20, 2024 as well as a ribbon cutting event for Papa's and Papa's on March 15, 2024.

Erica Martinez, Chamber Specialist, reported a ribbon cutting for Mariscos y Micheladas would take place on April 4, 2024 and the Holi Pharr Festival of Colors would take place on April 6, 2024. Mrs. Martinez stated the Chamber would be selling shirts for the event to benefit the department.

Erica Martinez, Chamber Specialist, further reported on a ribbon cutting would be hosted for Southern Careers Institute for their 25th anniversary on April 10, 2024 and a Job Fair in partnership with PEDC and the Workforce Solutions would take place on April 11, 2024.

Erica Martinez, Chamber Specialist, also reported a joint networking mixer with the Alamo Chamber of Commerce at Mercedes-Benz of San Juan would take place on April 18, 2024 and a ribbon cutting ceremony for Chosen Beauty Studio was scheduled for April 25, 2024.

Erica Martinez, Chamber Specialist, reported an Empowerment and Development Workshop on Cybersecurity was scheduled for May 7, 2024. Lastly, she reported on the upcoming Miss Pharr Pageant that would take place on May 18, 2024.

ITEM 4. BOARD ACTION AND STRATEGIC INITIATIVES

- A) CONSIDERATION AND ACTION, IF ANY, ON APPOINTMENT OF MEMBERS TO THE GREATER PHARR CHAMBER OF COMMERCE**

Carlos Sanchez, Chamber President, introduced the item and asked the Board if they had any comments or feedback on potential candidates.

Board Member Laura Warren stated she had been in contact with Mr. Torres with InterLink focusing on trade import and export and stated she looked forward to hearing from him. Board Member Alma Caso stated she would follow up with a potential candidate she had in mind. Board Member Dr. Annabelle Palomo also stated she was in contact with Jerry Madox from Fazoli's and would provide his contact information to Mr. Sanchez to schedule a meeting.

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

ITME 5. CLOSED SESSION

None

ITEM 6. RECONVENE

None

ITEM 7. ADJOURNMENT

There being no further business, Chairwoman Sonia Falcon **moved** to adjourn. Board Member Laura Warren seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 1:02 p.m.

Sonia Falcon, Chairwoman

Dr. Annabelle Palomo, Vice Chairwoman

Alma Caso, Secretary