



**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, JUNE 4, 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 May 8, 2024 - Regular Called Meeting.

B) Treasurers Report of Accounting Summary - Period ending May 31, 2024.

3. ACTIVITIES AND ANNOUNCEMENTS:

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

1. Membership Report

A. New Members Report

B. Renewed Members Report

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

1. Past - 5/9/24 Vanguard Academy Welding Lab Ribbon Cutting Ceremony

2. Past - 5/15/24 Casa Tina Vintage Apartment Ribbon Cutting Ceremony

3. Past - 5/29/24 Mula Cantinita Ribbon Cutting Ceremony

4. Past - 5/30/24 PAL Ambassador Meeting

5. Upcoming - 6/5/2024 Business 101 Series - "Work Mode on: Hurricane Preparedness"

AGENDA REGULAR MEETING
June 4, 2024

6. Upcoming - 6/19/24 Empowerment & Development Lunch Series

7. Upcoming - Networking Mixer Date/Location: TBD

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.

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.

AGENDA REGULAR MEETING

June 4, 2024

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 31st day of May 2024 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 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 31st day of May 2024.



Imelda Perez
IMELDA PEREZ, TRMC
CITY CLERK

**MINUTES
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING
WEDNESDAY, MAY 8, 2024
118 S. CAGE BLVD, PHARR, TX 78577**

The Greater Pharr Chamber of Commerce Board of Directors met on Wednesday, May 8, 2024, at 12:00 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

MEMBERS ABSENT: Jose Delgado

STAFF PRESENT: Carlos J. Sanchez, President CEO
Eloina Gonzalez, Membership Manager
Erica Martinez, Chamber Specialist
Hilda Pedraza, Assistant City Manager
Ricardo Rodriguez, City Attorney

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 12:00 p.m. Roll call established a quorum.

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

ITEM 2. ORGANIZATIONAL BUSINESS:

A) APPROVAL OF MINUTES FOR APRIL 2, 2024 – REGULAR CALLED MEETING

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

B) TREASURER’S REPORT OF ACCOUNT SUMMARY PERIOD ENDING ON APRIL 30, 2024

Chairwoman, Sonia Falcon, introduced the item.

Board Member, Laura Warren, went over the budget and reported she met with Jamison Marrick, Finance Director, and Carlos Sanchez, Chamber President, to discuss current budget and reassignment of funds to appropriate accounts.

Board Member Annabelle Palomo suggested to have the entire hotel taxes be released to the Chamber. Carlos Sanchez, Chamber President, stated he would follow up with Jamison Marrick and inform them about any changes made.

There being no further discussion, Board Member, Johnny Rodriguez **moved** to approve. Board Member 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 May 2024 there were two hundred and fifteen (215) total active members, six (6) were new members and six (6) 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.

Eloina Gonzalez, Membership Manager, reported the membership retention was currently at 96.76% as of May 2024. She stated the current acquired members as of May 2024 were 66 members, and 154 members from October 2023 when the new fiscal year started. Mrs. Gonzalez clarified the retention rate was obtained manually over the course of six months from 2023 to present.

Carlos Sanchez, Chamber President, supported membership retention report and mentioned touch points and stated the relationship building aspect of growing the membership of the Chamber was to keep the same retention rate.

Board Member, Annabelle Palomo suggested contacting non-members and recruiting them to become members. Chairwoman Sonia Falcon stated members would find value in joining the Chamber when that was done.

Carlos Sanchez, Chamber President, stated he was impressed by the growth and efforts Mrs. Gonzalez has done and stated a new member was recruited at the most recent Empowerment and Development Workshop that occurred the day before.

Eloina Gonzalez, Membership Manager, reported on the membership retentions and strategy plan and stated she plans to execute and retain the Chamber members by welcoming new members, connecting members to other members, and engage and retain members. She further stated she hoped to build a comfortable community space, recognizing the PAL ambassadors, and rewarding member loyalty, offering unique membership benefits as well as providing flexibility and acknowledging members at ribbon cuttings and events in addition to have members share their business journey testimonials at PAL meetings and board meetings.

Chairwoman Sonia Falcon congratulated Mrs. Gonzalez on her efforts and suggested rewarding the members by completing five years with the Chamber with an award and suggested inviting Chamber members to the commission and board meetings to be recognized.

B) PAST AND UPCOMING EVENTS

Erica Martinez, Chamber Specialist reported the ribbon cutting for Mariscos y Micheladas that took place on April 4, 2024 and stated fifteen PAL Ambassadors were in attendance for the event. Mrs. Martinez further reported on the Holi Pharr Festival of Colors that took place on April 6, 2024. She stated the Chamber accumulated \$1,050 by recruiting food and non-food vendors for the event as well as an additional \$1,500 from shirts sells.

Erica Martinez, Chamber Specialist, reported the ribbon cutting for Southern Career Institutes twenty fifth anniversary took place on April 10, 2024 and reported twenty PAL Ambassadors were in attendance. Mrs. Martinez also reported SCI was proud to be a Miss Pharr Scholarship Pageant sponsor and looked forward to becoming a pillar in the community for educational purposes. Ms. Falcon suggested creating a follow up plan with a letter and sending it to all PAL ambassadors and new members to promote upcoming events such as the Avocado Festival.

Erica Martinez, Chamber Specialist, further reported on The Hub Job Fair which took place on April 11, 2024, in partnership with PEDC and Workforce Solutions. Mrs. Martinez stated there was a total of forty-five employees that were currently hiring on the spot and a total of two-hundred applicants attended the job fair. Mrs. Martinez also reported a joint networking mixer that occurred on April 18, 2024 at Mercedes-Benz of San Juan in conjunction with the Alamo Chamber of Commerce. She reported over one hundred people were in attendance and encouraged the community to attend the networking mixers.

Erica Martinez, Chamber Specialist, further reported the Pharr Chamber of Commerce attended the first Pharr resident Zuleyka Betancourt book launch on April 20, 2024, which was held at the Pharr Memorial Library and shared what inspired her to write her book. Mrs. Martinez also reported the ribbon cutting for Matt's Building Material re-grand opening was held on April 24, 2024 and shared how Matt's Building Material was a staple business in the community.

Erica Martinez, Chamber Specialist, further reported the ribbon cutting for Chosen Beauty Studio in the plaza of Landmark Mark was held on April 25, 2024 and fifteen PAL Ambassadors were in attendance. Mrs. Martinez further reported the ribbon cutting for Tint World was held on April 30, 2024 and eight PAL Ambassadors were in attendance.

Erica Martinez, Chamber Specialist, reported on the National Day of Prayer and provided a summary of what the event entailed. Lastly, she reported on the Empowerment and Development Workshop for Cybersecurity held on May 7, 2024. She stated there was a total of fifty attendees and Jose Pena, IT Director, provided vital information for the business owners as well as both City of Pharr's Cybersecurity analysts, Jason Fernandez, and Roland Sancez.

Erica Martinez, Chamber Specialist, reported on upcoming Chamber events. She stated there would be a ribbon cutting for the new Vanguard Welding Lab on May 9, 2024 and a ribbon cutting for Casa Tina. She further announced the upcoming PAL Ambassador meeting dates, and the Board of Directors would select a date they would like to attend.

Board member Mario Lizcano stated he was able to share the point system used to track PALs attendance and encouraged members to attend to gain recognition. He further stated attending industry mixers would give the Chamber the opportunity to move into different locations to recruit more members. Board members encouraged the Chamber to recognize the ambassadors at city commission meetings and to also do monthly recognitions on social media and in the newsletter.

C) CURRENT PROJECTS AND INITIATIVES

1. EMPOWERMENT & DEVELOPMENT LUNCH SERIES – TIPS ON EFFECTIVE TIME MANAGEMENT

Carlos Sanchez, Chamber President, reported ongoing series for the Empowerment and Development Workshop lead by Dr. Esmeralda Adame would take place in June 2024 and the topic would be Effective of Time Management.

2. MISS PHARR SCHOLARSHIP PAGEANT – DISCUSSION OF CURRENT STATUS

Carlos Sanchez, Chamber President, stated this item would be discussed in closed session.

3. LISTENING TOUR UPDATE

Carlos Sanchez, Chamber President, reported on the Listening Tour for the Chamber members. He stated the Chamber was currently starting with renewed members, such as Matt's Building Material and he and receive feedback on what they expect from the Chamber.

Carlos Sanchez, Chamber President, also reported he would be meeting with the Pistokache gym to possibly recruit them to be a useful component for the festival, as well as include other small businesses in the area for the event.

4. AVOCADO FESTIVAL UPDATE

Carlos Sanchez, Chamber President, stated this item would be discussed in closed session.

At this time, Board Chairwoman Sonia Flacon stated they would deviate from the agenda and go into closed session. There was no objection.

ITEM 5. CLOSED SESSION:

The time being 12:52 p.m., Board member, Sonia Falcon, stated the Board would be entering into closed session in accordance with Chapter 551 of the Texas Govt. Code to discuss agenda items listed in the public portion of the agenda and Pursuant to Sections 551.071, 551.072, 551.074, 551.076, 551.084 and 551.087.

ITEM 6. RECONVENE:

The time being 1:39 p.m., Board Chairwoman, Sonia Falcon stated the commission would be resuming the open meeting.

ITEM 4. BOARD ACTION AND STRATEGIC INITIATIVES

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

Chairwoman Sonia Falcon introduced the item and stated no action would be taken at this time.

ITEM 7. ADJOURNMENT

There being no further business, Chairwoman Sonia Falcon **moved** to adjourn. Board Member Johnny Rodriguez and Laura Warren seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 1:39 p.m.

Sonia Falcon, Chairwoman

Annabelle Palomo, Vice Chairwoman

Alma Caso, Secretary



Pharr, TX

Balance Sheet

Account Summary

As Of 05/24/2024

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	-32,860.75
81-1-1005-000	BANK - OPERATING ACCOUNT	297,864.97
81-1-1006-000	BANK - CONTINGENCY	105.18
81-1-1230-000	ACCOUNTS REC OTHER	0.00
81-1-1401-000	DUE FROM GENERAL FUND	6,251.42
81-1-1420-000	DUE FROM HOTEL FUND	0.00
81-1-1486-000	DUE FROM PEDC	0.00
81-1-1486-086	DUE FROM PEDC	0.00
	Total Assets:	271,460.82
		<u>271,460.82</u>
Liability		
81-2-0121-000	MAYOR'S EVENT	0.00
81-2-0211-000	TEC TAXES PAYABLE	324.78
81-2-0234-000	ESCROW - MAYOR'S EVENT	0.00
81-2-0235-000	ESCROW-GOLF TOURNAMENT	0.00
81-2-0236-000	ESROW- AVOCADO FESTIVAL	-83,141.24
81-2-1230-000	ACCOUNTS REC OTHER	0.00
81-2-2000-000	ACCOUNTS PAYABLE	2,245.60
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	0.00
81-2-2102-002	COMPENSATED ABSENCES - CURRENT	0.00
81-2-2104-000	ESCROW-AL BENTLEY YATES-FS	160.00
81-2-2107-000	A/P - ICMA	0.00
81-2-2113-000	A/P - AMERITAS - VISION	46.56
81-2-2117-000	A/P - AMERITAS - DENTAL	87.04
81-2-2120-000	A/P - CHSUP	0.00
81-2-2125-000	A/P-UNITED HEALHT INS EMPLOYEE	2,100.38
81-2-2126-000	A/P - FRONTIER	0.00
81-2-2130-000	A/P - TERM LIFE	0.00
81-2-2131-000	A/P - LEGALSHIELD	16.96
81-2-2132-000	AP - CHUBB LIFETIME	-27.27
81-2-2133-000	A/P - COLONIAL	38.72
81-2-2134-000	A/P - MUTUAL OF OMAHA/BASIC LF	7.43
81-2-2135-000	A/P - LINCOLN STD/LTD	71.62
81-2-2136-000	A/P - MAGELLAN (EAP)	0.00
81-2-2137-000	A/P - TMRS-EMPLOYEE PORTION	125.37
81-2-2140-000	A/P - UNITED WAY	0.00
81-2-2147-000	A/P - UNUM PROVIDENT	84.30
81-2-2152-000	A/P - MASA MTS	-16.96
81-2-2154-000	A/P - HEALTHIEST YOU	18.80
81-2-2157-000	A/P - NATION WIDE PET	0.00
81-2-2401-000	DUE TO GENERAL FUND	34,313.89
81-2-2486-000	DUE TO PEDC	0.00
81-2-2486-086	DUE TO PEDC	0.00
81-2-2495-000	DUE TO PAYROLL FUND	5,167.72

Balance Sheet

As Of 05/24/2024

Account	Name	Balance
81-2-2501-000	DEFERRED REVENUE - MEMBERSHIPS	45,545.83
	Total Liability:	7,169.53
Equity		
81-3-3101-000	UNAPPROPRIATED FUND BALANCE	278,813.38
81-3-3981-000	PRIOR YEAR ADJUSTMENT	-29,044.66
	Total Beginning Equity:	249,768.72
Total Revenue		199,292.55
Total Expense		184,769.98
Revenues Over/Under Expenses		14,522.57
	Total Equity and Current Surplus (Deficit):	264,291.29
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>271,460.82</u>



Pharr, TX

Budget Report

Account Summary

For Fiscal: 10/2023-09/2024 Period Ending: 05/31/2024

		Original Total Budget	Current Total Budget	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE						
Revenue						
81-4-4227-000	CREDIT CARD-SURCHARGE	0	0	282.19	282.19	0
81-4-4663-000	INTEREST EARNED	0	0	3221.51	3221.51	0
81-4-4676-000	MEMBERSHIP	0	55000	30746.31	-24253.69	44.1
81-4-4677-000	SPONSORSHIP	0	36000	10280.13	-25719.87	71.44
81-4-4677-007	CHAMBER PROCEEDS	0	0	9162.41	9162.41	0
81-4-4883-020	TRANSFER IN-HOTEL FUND	0	68400	45600	-22800	33.33
81-4-4883-086	TRANSFER IN - PEDC	0	150000	100000	-50000	33.33
	Revenue Total:	0	309400	199292.55	-110107.45	0.355874
Expense						
81-51000-1100-000	SALARIES	0	153000	90073.43	62926.57	41.13
81-51000-1104-000	OVERTIME	0	3000	2399.25	600.75	20.03
81-51000-1105-000	F I C A	0	12500	6822.24	5677.76	45.42
81-51000-1106-000	HOSPITAL INSURANCE	0	22200	0	22200	100
81-51000-1106-001	HOSPITAL INSURANCE	0	0	22953.8	-22953.8	0
81-51000-1107-000	ANNUAL WORK COMP INSURANCE	0	500	514	-14	-2.8
81-51000-1108-000	T E C TAXES	0	1500	697.7	802.3	53.49
81-51000-1110-000	PAYROLL DIFFERENCES	0	0	2500	-2500	0
81-51000-1114-001	FRONTIER	0	500	1815	-1315	-263
81-51000-1115-000	EMPLOYEES RETIREMENT	0	19600	11725.33	7874.67	40.18
81-51000-1122-000	EAP - ASSISTANCE PROGRAM	0	100	0	100	100
81-51000-1123-000	HEALTHIEST YOU	0	300	187.01	112.99	37.66
81-51000-2201-000	OFFICE SUPPLIES	0	5000	2588.22	2411.78	48.24
81-51000-2202-000	POSTAGE	0	200	132	68	34
81-51000-2203-000	FURNITURE	0	16000	102.84	15897.16	99.36
81-51000-2208-000	OTHER OPERATING SUPPLIES	0	4000	6157.42	-2157.42	-53.94
81-51000-2220-000	NON CAPITAL EQUIP&SUPPLIES	0	1000	128	872	87.2
81-51000-3301-000	BUILDING & EQUIPMENT	0	15000	0	15000	100
81-51000-4401-000	OFFICE EQUIPMENT RENTALS	0	1000	964.55	35.45	3.55
81-51000-5501-000	COMMUNICATIONS	0	3000	810.23	2189.77	72.99
81-51000-5502-000	ADVERTISING	0	7900	5698.43	2201.57	27.87
81-51000-5503-000	TRAVEL EXPENSE	0	5200	1083.18	4116.82	79.17
81-51000-5505-000	DUES & PUBLICATIONS	0	8000	5396.04	2603.96	32.55
81-51000-5508-000	SPONSORSHIP	0	2500	1075	1425	57
81-51000-5509-000	PUBLIC RELATIONS	0	10000	10121.53	-121.53	-1.22
81-51000-5528-000	AUDIT EXPENSE	0	10000	10000	0	0
81-51000-5532-000	INSURANCE	0	0	2079.12	-2079.12	0
81-51000-5535-000	BANK CHARGES	0	3500	1493.23	2006.77	57.34
81-51000-5536-000	CHAMBER PROCEEDS	0	0	3591.37	-3591.37	0
81-51000-6601-000	GAS & OIL	0	500	175.81	324.19	64.84
81-51000-6603-000	CITY GARAGE REPAIRS	0	400	0	400	100
81-51000-9926-000	MAYOR'S EVENTS	0	3000	500	2500	83.33
81-51000-9927-000	AVOCADO FEST	0	0	1500	-1500	0
81-52500-5533-000	MISCELLANEOUS EXPENSE	0	0	0.01	-0.01	0
	Expense Total:	0	309400	193284.74	116115.26	0.375292
	Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0	0	6007.81	6007.81	0
	Report Surplus (Deficit):	0	0	6007.81	6007.81	0

Group Summary

Account Type	Original Total Budget	Current Total Budget	Fiscal Activity	Variance	
				Favorable (Unfavorable)	Percent Remaining
Fund: 81 - PHARR CHAMBER OF COMMERCE					
Revenue	0	309400	199292.55	-110107.45	0.355874
Expense	0	309400	193284.74	116115.26	0.375292
Fund: 81 - PHARR CHAMBER OF COMMERCE Surplus (Deficit):	0	0	6007.81	6007.81	0
Report Surplus (Deficit):	0	0	6007.81	6007.81	0

Fund Summary

Fund	Original Total Budget	Current Total Budget	Fiscal Activity	Variance Favorable (Unfavorable)
81 - PHARR CHAMBER OF COMM	0	0	6007.81	6007.81
Report Surplus (Deficit):	0	0	6007.81	6007.81