

**TAKE NOTICE THAT A REGULAR MEETING
OF THE PHARR INTERNATIONAL TOLL BRIDGE BOARD
OF THE CITY OF PHARR, TEXAS
WILL BE HELD AT CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 12:00 PM ON
WEDNESDAY, SEPTEMBER 25, 2024**

At any time during the course of this meeting the Toll Bridge Board may retire to Executive Session under Texas Government Code § 551 to confer on any subject matter in accordance with the Texas Open Meetings Act.

Should any final action, decision, or vote be required in the opinion of the Board with regard to any item discussed during the closed meeting, then such final action, decision, or vote shall be made during the open meeting covered by this notice upon the reconvening of the public meeting pursuant to Section 551.101 government Code V.T.C.S.

1. CALL TO ORDER:

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

2. DIRECTOR'S ADMINISTRATIVE REPORT: *(Director's Administrative Reports and discussion, if any, with Bridge Board. The Director may also assign a designated spokesperson for any particular listed topic)*

- A) Crossings and Revenues Report for August 2024.
- B) Finance Report for August 2024.
- C) Engineer's Report.
- D) Director's Report.

3. ADMINISTRATIVE:

- A) Approval of Minutes for August 21, 2024 - Regular Called Meeting.
- B) Discussion and action, if any, on Asociación de Empresarios Mexicanos Membership renewal in the amount of \$1,000.
- C) Discussion and action, if any, on Border Trade Alliance (BTA) 2024 Patron Membership in the amount of \$2,500.
- D) Discussion and action, if any, on Advertising with Rio Grande Guardian in the amount of \$10,000 for 12 months.

E) Discussion and action, if any, on Advertising with The Advance News Journal in the amount of \$930 per month for 12 months.

F) Discussion and action, if any, on Advertising with Texas Border Business in the amount of \$1,950 per month for 12 months.

G) Discussion and action, if any, on Advertising with Inbound Logistics in the amount of \$3,708.33 per month for 12 months.

H) Discussion and action, if any, on COMCE 30^o Congreso del Comercio Exterior Mexicano Sponsorship in the amount of \$6,000.

4. CLOSED SESSION: *In accordance with Chapter 551 of the Texas Gov't. Code, the International Toll Bridge Board hereby gives notice that it may meet in Executive session to discuss and deliberate any items listed on the public portion of the meeting agenda including items in accordance with the following:*

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.

5. RECONVENE: *into regular session and consider action, if any, on item(s) discussed in executive session.*

6. ADJOURNMENT:

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

City Hall is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Clerk's Office at 956-402-4100 Ext 1007 or FAX 956-475-3442 or Email cityclerksoffice@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do hereby certify that the above notice of said Regular Meeting of the International Toll Bridge Board 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 20th day of September 2024 at 4:00 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 20th day of September 2024




IMELDA PEREZ, TRMC
CITY CLERK

I certify that the attached notice and agenda of items to be considered by the Pharr International Toll Bridge Board was removed from the bulletin board of City Hall on the ____ day of _____, 20__ by,

Name: _____

Title: _____



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.A.

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Crossings and Revenues Report for August 2024.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024

**CROSSINGS AND REVENUES
FOR THE MONTH OF AUGUST
FISCAL YEAR 2023 – 2024**

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **111,425** vehicles for the month of August F.Y. 2023-2024, which showed an increase of **7,246** vehicles or **6.96%** over the same month in F.Y. 2022-2023.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **53,826** cars for the month of August F.Y. 2023 – 2024, showing an increase of **7,785** cars or **16.91%** over the same month in F.Y. 2022 – 2023.

c) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **57,599** trucks for the month of August F.Y. 2023-2024, showing a decrease of **(-539)** trucks or **-0.93%** over the same month in F.Y. 2022 - 2023.

SOUTHBOUND TRUCK CROSSINGS SHOWED A DECREASE OF (-5,930) TRUCKS OR -9.57% FOR THE MONTH OF AUGUST, COMPARED TO NORTHBOUND TRUCK CROSSINGS.

d) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **61,969** trucks for the month of August F.Y. 2023-2024, showing an increase of **2,584** trucks or **4.35%** over the same month in F.Y. 2022-2023.

TOTAL NORTHBOUND AND SOUTHBOUND TRUCK CROSSINGS FOR THE MONTH OF AUGUST TOTAL 119,568 REPRESENTING AN INCREASE OF 2,045 OR 1.74% OVER THE SAME TIME PERIOD IN F.Y. 2022-2023.

e) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled **\$1,839,885** dollars for the month of August F.Y. 2023 – 2024.

\$	269,130	Autos & other
\$	1,566,707	Trucks
\$	4,048	Profit on pesos
\$	1,839,885	TOTAL

Revenues showed an increase of **\$436,753** or **31.13%** over the same month in F.Y. 2022 – 2023.

**PHARR INTERNATIONAL BRIDGE
TOTAL CROSSINGS COMPARISON BY FISCAL YEAR (CARS & TRUCKS)**

	F.Y. 2022-2023	F.Y. 2023-2024	GAIN / LOSS	INC % / DEC %
OCTOBER	107,357	101,828	(-5,529)	-5.15%
NOVEMBER	103,271	103,703	432	0.42%
DECEMBER	110,978	104,961	(-6,017)	-5.42%
JANUARY	115,425	98,056	(-17,369)	-15.05%
FEBRUARY	106,463	92,085	(-14,378)	-13.51%
MARCH	121,692	103,381	(-18,311)	-15.05%
APRIL	109,333	111,523	2,190	2%
MAY	111,852	107,554	(-4,298)	-3.84%
JUNE	101,657	97,012	(-4,645)	-4.57%
JULY	98,309	104,469	6,160	6.27%
AUGUST	104,179	111,425	7,246	6.96%
YTD TOTAL	1,190,516	1,135,997	(-54,519)	-4.58%
SEPTEMBER	96,334			
TOTAL CROSSING	1,286,850			

**PHARR INTERNATIONAL BRIDGE
CAR CROSSING COMPARISON BY FISCAL YEAR**

F.Y. 2022-2023 F.Y. 2023-2024 GAIN / LOSS INC % / DEC %

OCTOBER	43,454	44,769	1,315	3.03%
NOVEMBER	42,460	49,801	7,341	17.29%
DECEMBER	51,652	53,253	1,601	3.10%
JANUARY	50,266	35,975	(-14,291)	-28.43%
FEBRUARY	50,155	34,782	(-15,373)	-30.65%
MARCH	53,570	47,136	(-6,434)	-12.01%
APRIL	44,513	48,934	4,421	9.93%
MAY	41,031	47,229	6,198	15.11%
JUNE	42,693	44,106	1,413	3.31%
JULY	43,707	48,430	4,723	10.81%
AUGUST	46,041	53,826	7,785	16.91%
YTD TOTAL	509,542	508,241	(-1,301)	-0.26%
SEPTEMBER	43,365			
TOTAL CROSSING	552,907			

SOUTHBOUND CAR CROSSINGS COMPARISON FOR THE MONTH OF AUGUST F.Y. 2023 – 2024

			GAIN LOSS	% INC. % (DEC.)	DAILY AVERAGE
	AUGUST F.Y. 23-24	AUGUST F.Y. 22-23			
GATEWAY	93,027	102,164	-9,137	-9%	3,101
VETERANS (LOS TOMATES)	154,325	159,235	-4,910	-3%	5,144
FREE TRADE (LOS INDIOS)	42,838	34,444	8,394	24%	1,428
TOTAL BROWNSVILLE	290,190	295,843	-5,653	-2%	9,673
DEL RIO	152,094	146,220	5,874	4%	5,070
DONNA	69,589	60,215	9,374	15.57%	2,320
EAGLE PASS	259,379	253,598	5,781	2%	8,646
YSLETA-ZARAGOZA	276,348	248,527	27,821	11%	9,212
STANTON-LERDO	142,908	167,822	-24,914	-15%	4,764
TOTAL EL PASO	419,256	416,349	2,907	1%	13,975
LAREDO	433,401	411,779	21,622	5%	14,447
McALLEN- HIDALGO	250,403	253,321	-2,918	-1%	8,347
ANZALDUAS	145,490	119,907	25,583	21%	4,850
TOTAL	395,893	373,228	22,665	6%	13,196
PHARR	53,826	46,041	7,785	16.91%	1,794
PROGRESO	41,994	42,491	-497	-1.17%	1,400
ROMA	58,175	55,320	2,855	5.16%	1,939

**PHARR INTERNATIONAL BRIDGE
TRUCK CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2022-2023	F.Y. 2023-2024	GAIN / LOSS	INC% / DEC%
OCTOBER	63,903	57,059	(-6,844)	-10.71%
NOVEMBER	60,811	53,902	(-6,909)	-11.36%
DECEMBER	59,326	51,708	(-7,618)	-12.84%
JANUARY	65,159	62,081	(-3,078)	-4.72%
FEBRUARY	56,308	57,303	995	1.77%
MARCH	68,122	56,245	(-11,877)	-17.43%
APRIL	64,820	62,589	(-2,231)	-3.44%
MAY	70,821	60,325	(-10,496)	-14.82%
JUNE	58,964	52,906	(-6,058)	-10.27%
JULY	54,602	56,039	1,437	2.63%
AUGUST	58,138	57, 599	(-539)	-0.93%
YTD TOTAL	680,974	627,756	(-53,218)	-7.81%
SEPTEMBER	52,969			
TOTAL CROSSING	733,943			

SOUTHBOUND TRUCK CROSSINGS COMPARISON FOR THE MONTH OF AUGUST F.Y. 2023 - 2024

			GAIN LOSS	% INC. % (DEC.)	DAILY AVERAGE
	AUGUST F.Y. 23-24	AUGUST F.Y. 22-23			
ANZALDUAS (Empty only)	4,934	4,517	417	9%	164
VETERANS (LOS TOMATES)	24,327	24,092	235	1%	811
FREE TRADE (LOS INDIOS)	3,165	1,256	1,909	152%	106
TOTAL BROWNSVILLE	27,492	25,348	2,144	8%	916
DEL RIO	5,964	6,803	-839	-12%	199
EAGLE PASS	22,044	19,047	2,997	16%	735
YSLETA-ZARAGOZA-EL PASO	62,566	60,226	2,340	4%	2,086
LAREDO	264,708	260,733	3,975	2%	8,824
PHARR	57,599	58,138	-539	-1%	1,920
PROGRESO	7,876	6,520	1,356	21%	263
ROMA	983	749	234	31%	33

**PHARR INTERNATIONAL BRIDGE
NORTHBOUND TRUCK CROSSINGS (FULL, EMPTY & AG.)**

	F.Y. 2022- 2023	F.Y. 2023- 2024	GAIN / LOSS	INC% / DEC%	FULL TRUCKS	EMPT	AG TRUCKS	NARP NO INSP.
OCTOBER	59,862	58,427	(-1,435)	-2.40%	39,969	18,458	16,450	8,669
NOVEMBER	56,312	57,049	737	1.31%	38,867	18,182	17,015	9,129
DECEMBER	55,104	53,437	(-1,667)	-3.03%	35,298	18,139	17,225	9,050
JANUARY	60,392	59,331	(-1,061)	-1.76%	40,976	18,355	20,566	11,525
FEBRUARY	56,904	57,446	542	0.95%	41,842	15,604	20,069	11,386
MARCH	65,349	58,119	(-7,230)	-11.06%	43,260	14,859	21,497	11,034
APRIL	58,672	63,383	4,711	8.03%	44,362	19,021	20,598	10,463
MAY	66,352	62,212	(-4,140)	-6.24%	42,998	19,214	19,031	9,769
JUNE	59,087	55,684	(-3,403)	-5.76%	37,436	18,248	15,543	8,160
JULY	56,078	59,822	3,744	6.68%	39,331	20,491	15,629	7,994
AUGUST	59,385	61,969	2,584	4.35%	41,028	20,941	16,364	8,294
SEPTEMBER	54,260							
TOTAL CROSSING	707,757							

Agriculture trucks at the Pharr International Bridge totaled **16,364** crossings for the month of August representing a **26%** of the imports from Mexico.

Agriculture trucks at the Pharr International Bridge Import Lot showed an increase of **614** trucks or **3.90%** over the same month in F.Y. 2022-2023.

**PHARR INTERNATIONAL BRIDGE
NORTHBOUND & SOUTHBOUND
TRUCK CROSSING COMPARISON BY FISCAL YEAR**

	F.Y. 2022-2023	F.Y. 2023-2024	GAIN / LOSS	INC% / DEC%
OCTOBER	123,765	115,486	(-8,279)	-6.69%
NOVEMBER	117,123	110,951	(-6,172)	-5.27%
DECEMBER	114,430	105,145	(-9,285)	-8.11%
JANUARY	125,551	121,412	(-4,139)	-3.30%
FEBRUARY	113,212	114,749	1,537	1.36%
MARCH	133,471	114,364	(-19,107)	-14.32%
APRIL	123,492	125,972	2,480	2.01%
MAY	137,173	122,537	(-14,636)	-10.67%
JUNE	118,051	108,590	(-9,461)	-8.01%
JULY	110,680	115,861	5,181	4.68%
AUGUST	117,523	119,568	2,045	1.74%
SEPTEMBER	107,229			
TOTAL CROSSING	1,441,700			

**PHARR INTERNATIONAL BRIDGE
F.Y. 2022-2023 CROSSINGS COMPARISON BY AXLE**

	CARS	2X TRUCKS	3X TRUCKS	4X TRUCKS	5X TRUCKS	6X TRUCKS	MOBILE HOMES	WIDE LOAD	SPEC. CROSS	MONTH TOTAL
OCTOBER	44,769	3,034	4,872	1,218	46,771	900	7	219	38	101,828
NOVEMBER	49,801	2,891	5,070	1,093	43,979	648	16	180	25	103,703
DECEMBER	53,253	2,538	4,645	889	41,734	1,673	12	196	21	104,961
JANUARY	35,975	2,566	4,458	943	49,179	4,791	1	135	8	98,056
FEBRUARY	34,782	2,522	4,494	905	46,293	2,911	3	174	1	92,085
MARCH	47,136	2,608	5,210	995	46,598	654	2	171	7	103,381
APRIL	48,934	3,011	4,873	1,078	51,818	1,575	3	219	12	111,523
MAY	47,229	2,923	4,877	995	42,529	534	1	154	8,312	107,554
JUNE	44,106	2,865	5,363	962	37,151	224	1	158	6,182	97,012
JULY	48,430	2,979	5,891	973	39,662	251	3	192	6,088	104,469
AUGUST	53,826	2,950	6,958	999	40,226	208	2	143	6,117	111,425
SEPTEMBER										
TOTAL CROSSING										

**TOTAL PERCENTAGE FOR CARS AND TRUCKS FOR THE MONTH OF AUGUST
F.Y. 2023-2024.**

- 1X CARS 48%
- 2X TRUCKS 3%
- 3X TRUCKS 6%
- 4X TRUCKS 1%
- 5X TRUCKS 36%
- 6X TRUCKS 0.1%

**PHARR INTERNATIONAL BRIDGE
REVENUE COMPARISON BY FISCAL YEAR**

	F.Y. 2022-2023	F.Y. 2023-2024	GAIN / LOSS	INC% / DEC%
OCTOBER	\$ 1,547,162	\$ 1,396,136	(-\$ 151,025)	-9.76%
NOVEMBER	\$ 1,375,261	\$ 1,431,520	\$ 56,258	4.09%
DECEMBER	\$ 1,556,275	\$ 1,545,696	(-\$ 10,578)	-0.68%
JANUARY	\$ 1,553,154	\$ 1,795,097	\$ 241,943	15.58%
FEBRUARY	\$ 1,350,030	\$ 1,662,818	\$ 312,788	23.17%
MARCH	\$ 1,649,118	\$ 1,720,767	\$ 71,649	4.34%
APRIL	\$ 1,537,725	\$ 1,935,889	\$ 398,164	25.89%
MAY	\$ 1,665,946	\$ 2,016,526	\$ 350,580	21.04%
JUNE	\$ 1,388,129	\$ 1,625,040	\$ 236,911	17.07%
JULY	\$1,314,776	\$ 1,778,230	\$ 463,454	35.25%
AUGUST	\$ 1,403,132	\$ 1,839,885	\$ 436,753	31.13%
YTD TOTAL	\$ 16,340,708	\$ 18,747, 610	\$ 2,406,901	14.73%
SEPTEMBER	\$ 1,293,918			
TOTAL CROSSING	\$ 17,634,627			



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.B.

DATE SUBMITTED: September 19, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for August 2024.

Classification: Regular

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

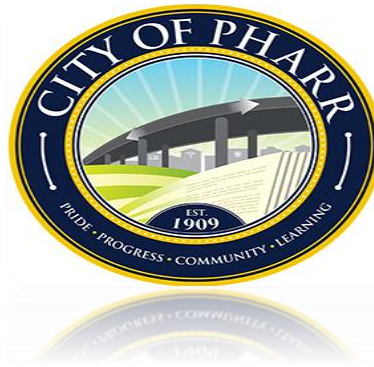
Exclude Material from Public Packet? No

Reason:

ROUTING:

Vanessa Guzman

Created/Initiated - 9/19/2024



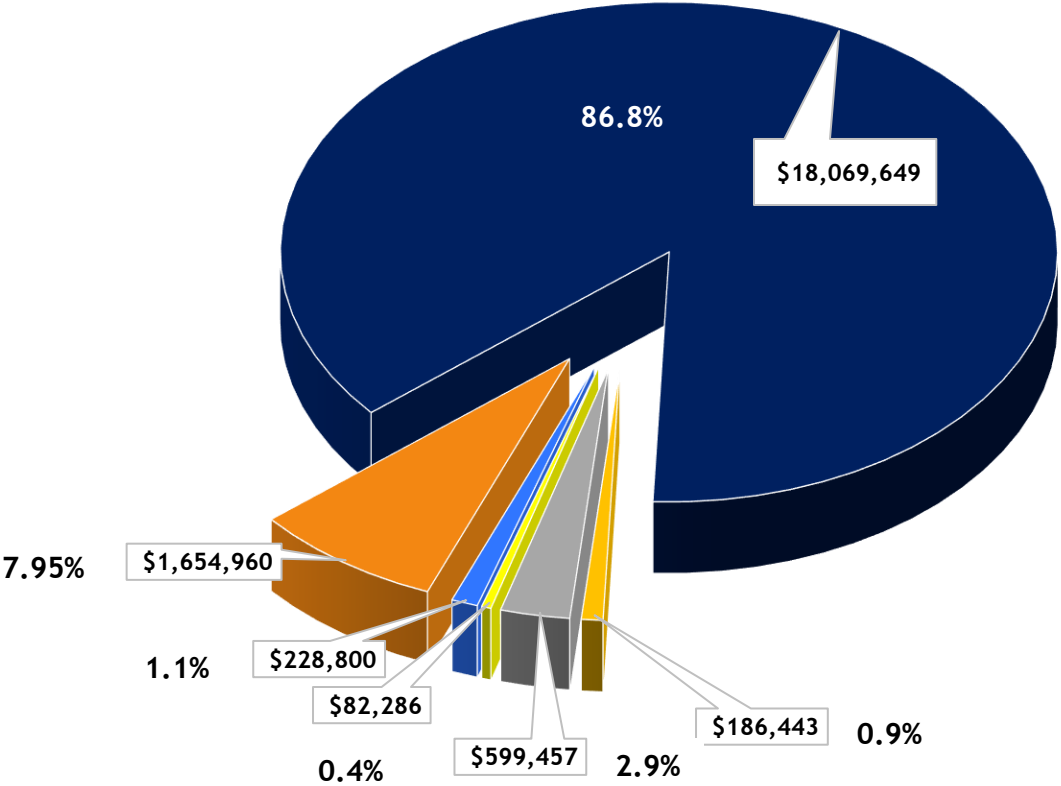
PHARR INTERNATIONAL BRIDGE

Financial Report
AUGUST - FY 2024



Bridge Revenues

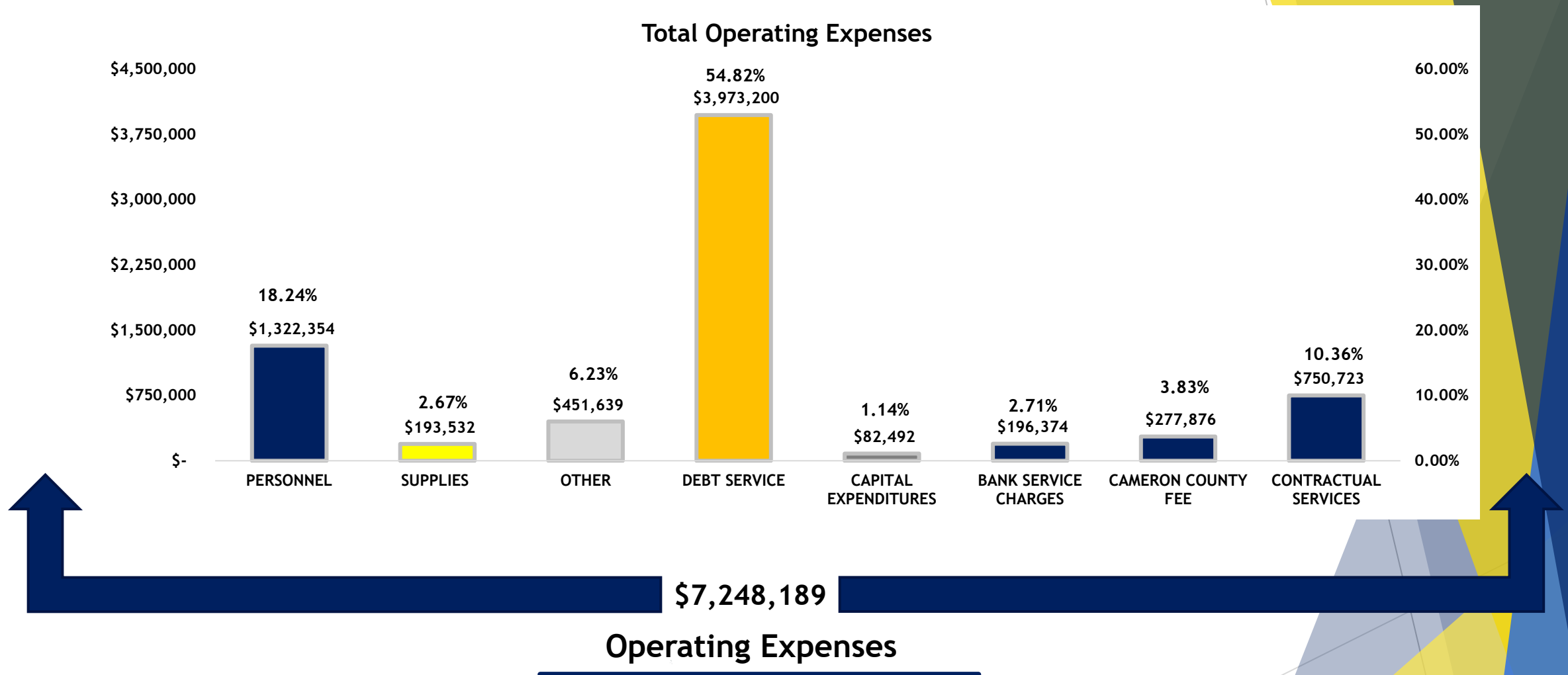
- Toll Fees
- Credit Card - Surcharge
- Interest from Bond Proceeds
- Peso Exchange Rate Income
- Rental Income
- Other



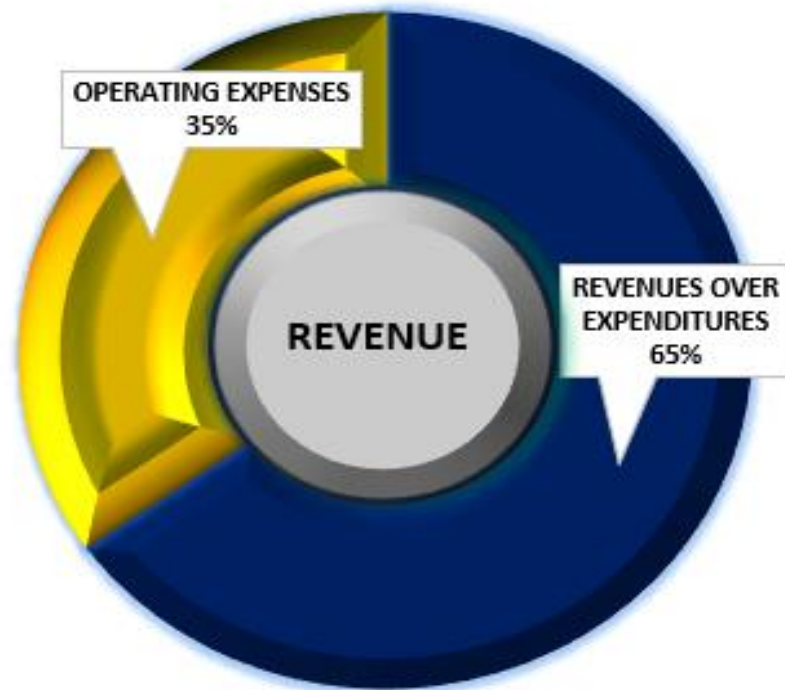
\$20,821,595

Total Revenues

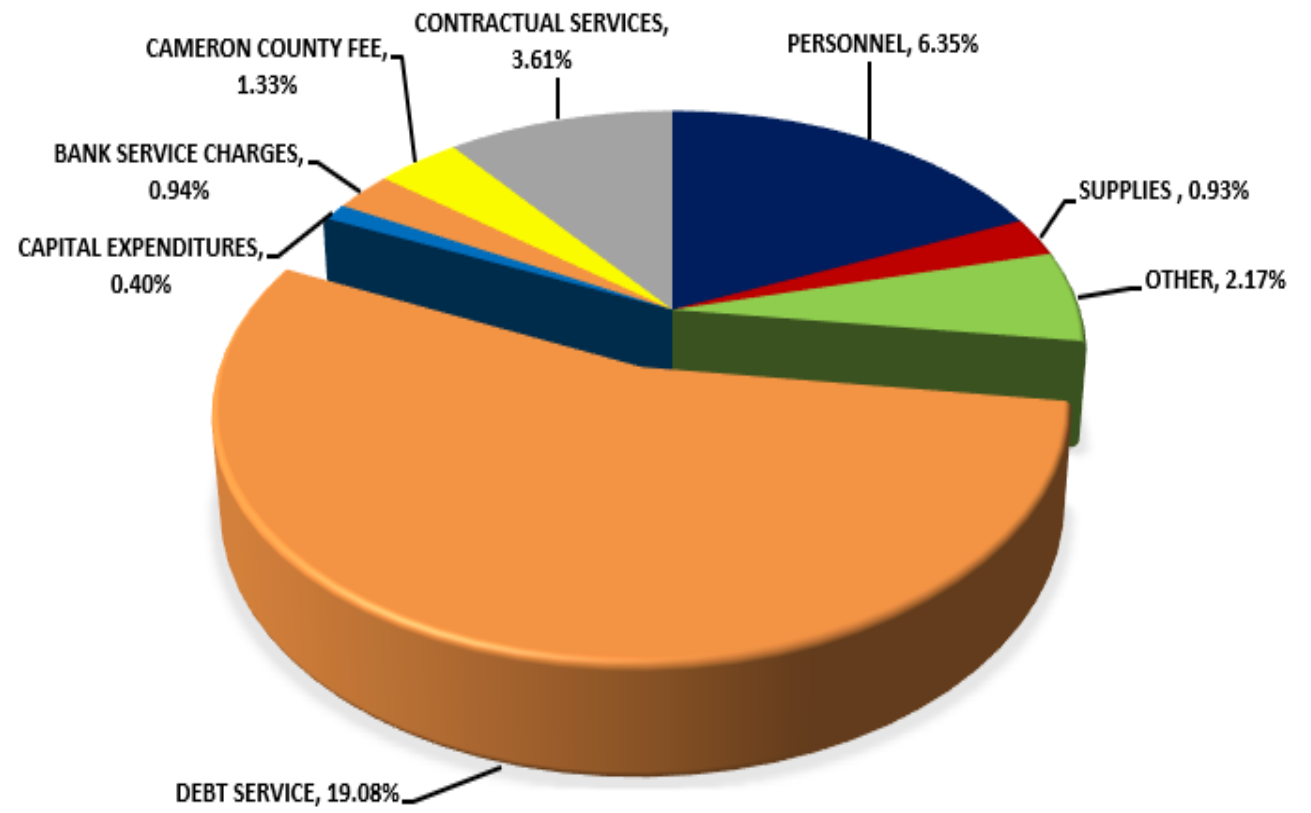




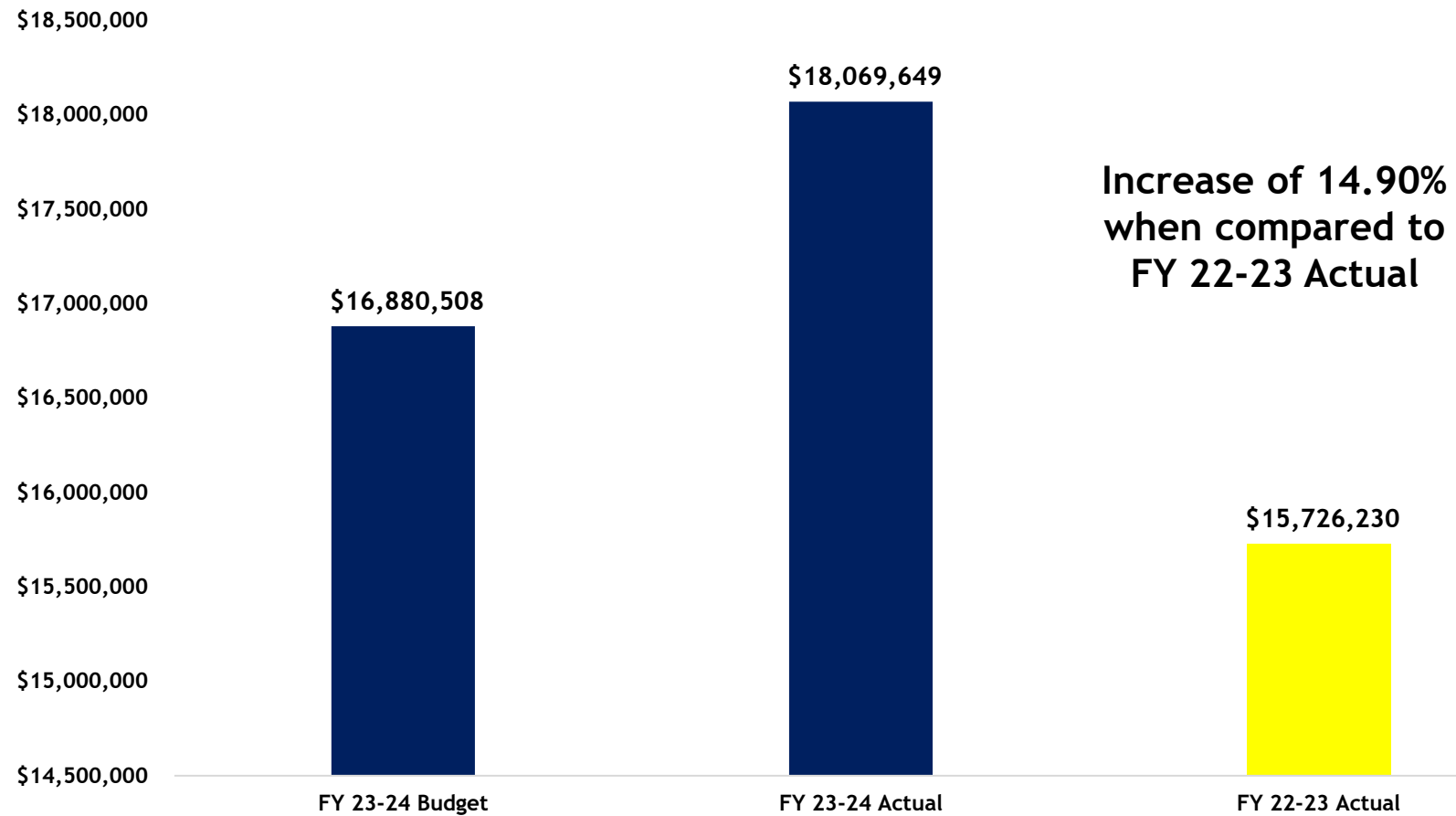
REVENUES OVER EXPENSES



OPERATING EXPENSES AS A % OF REVENUES



Toll Collections

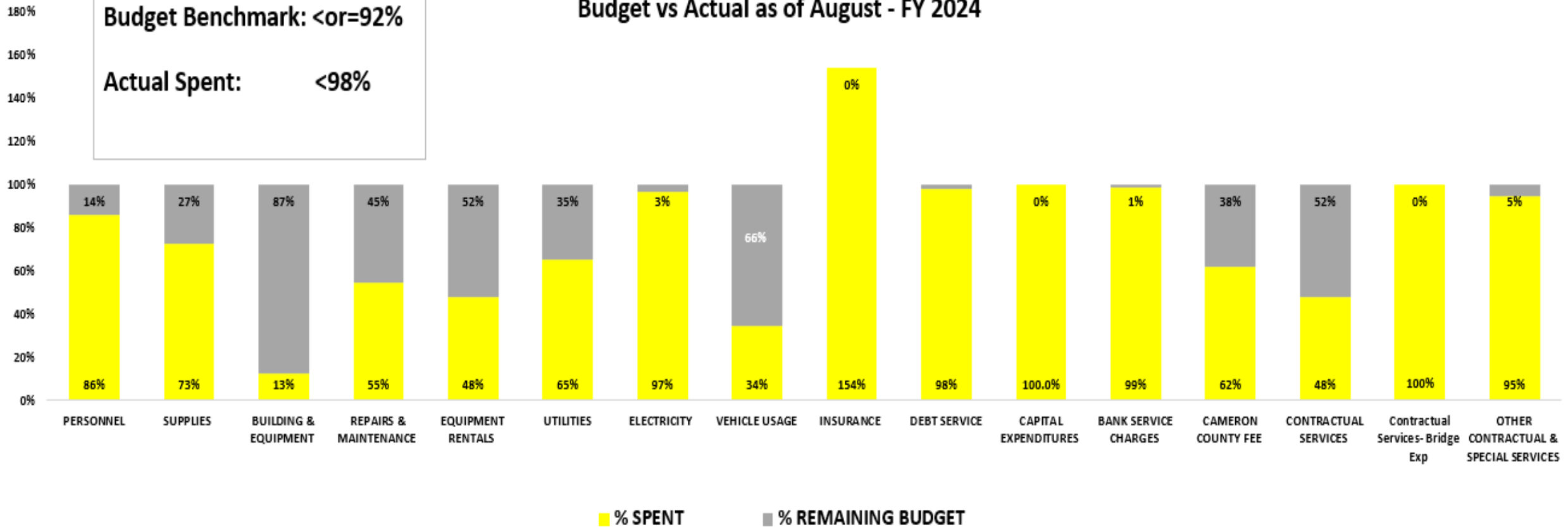


May - FY 2024

Budget Benchmark: $\leq 92\%$

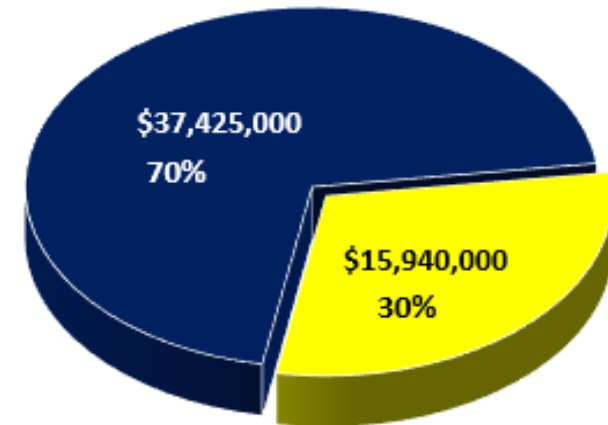
Actual Spent: $\leq 98\%$

Bridge Expenditures Budget vs Actual as of August - FY 2024



Fiscal Year	Principal	Interest	Total Debt Service
2021	\$ -	\$ -	\$ -
2022	\$ 545,000	\$ 2,368,673	\$ 2,913,673
2023	\$ 505,000	\$ 2,311,550	\$ 2,816,550
2024	\$ 1,925,000	\$ 2,286,300	\$ 4,211,300
2025	\$ 2,005,000	\$ 2,204,000	\$ 4,209,000
2026	\$ 2,095,000	\$ 2,118,250	\$ 4,213,250
2027	\$ 2,180,000	\$ 2,028,600	\$ 4,208,600
2028	\$ 2,295,000	\$ 1,919,600	\$ 4,214,600
2029	\$ 2,405,000	\$ 1,804,850	\$ 4,209,850
2030	\$ 2,530,000	\$ 1,684,600	\$ 4,214,600
2031	\$ 2,655,000	\$ 1,558,100	\$ 4,213,100
2032	\$ 2,785,000	\$ 1,425,350	\$ 4,210,350
2033	\$ 2,925,000	\$ 1,286,100	\$ 4,211,100
2034	\$ 3,070,000	\$ 1,139,850	\$ 4,209,850
2035	\$ 3,205,000	\$ 1,008,450	\$ 4,213,450
2036	\$ 3,340,000	\$ 871,200	\$ 4,211,200
2037	\$ 3,485,000	\$ 728,100	\$ 4,213,100
2038	\$ 3,635,000	\$ 578,700	\$ 4,213,700
2039	\$ 3,790,000	\$ 422,800	\$ 4,212,800
2040	\$ 3,925,000	\$ 287,100	\$ 4,212,100
2041	\$ 4,065,000	\$ 146,250	\$ 4,211,250
Total	\$ 53,365,000	\$ 28,178,423	\$ 81,543,423

Bridge Bond Debt



■ Bridge Expansion ■ DAP 15 & 16

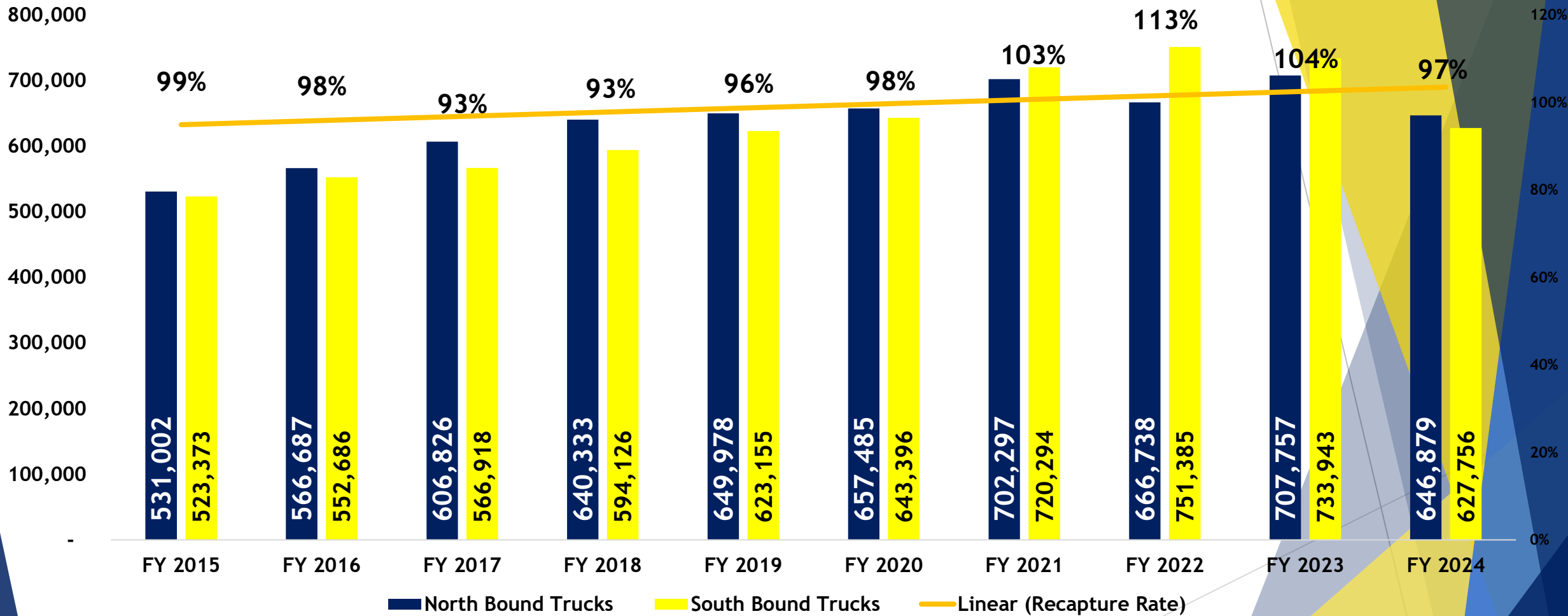
PHARR INTERNATIONAL BRIDGE

Southbound Recapture Rate

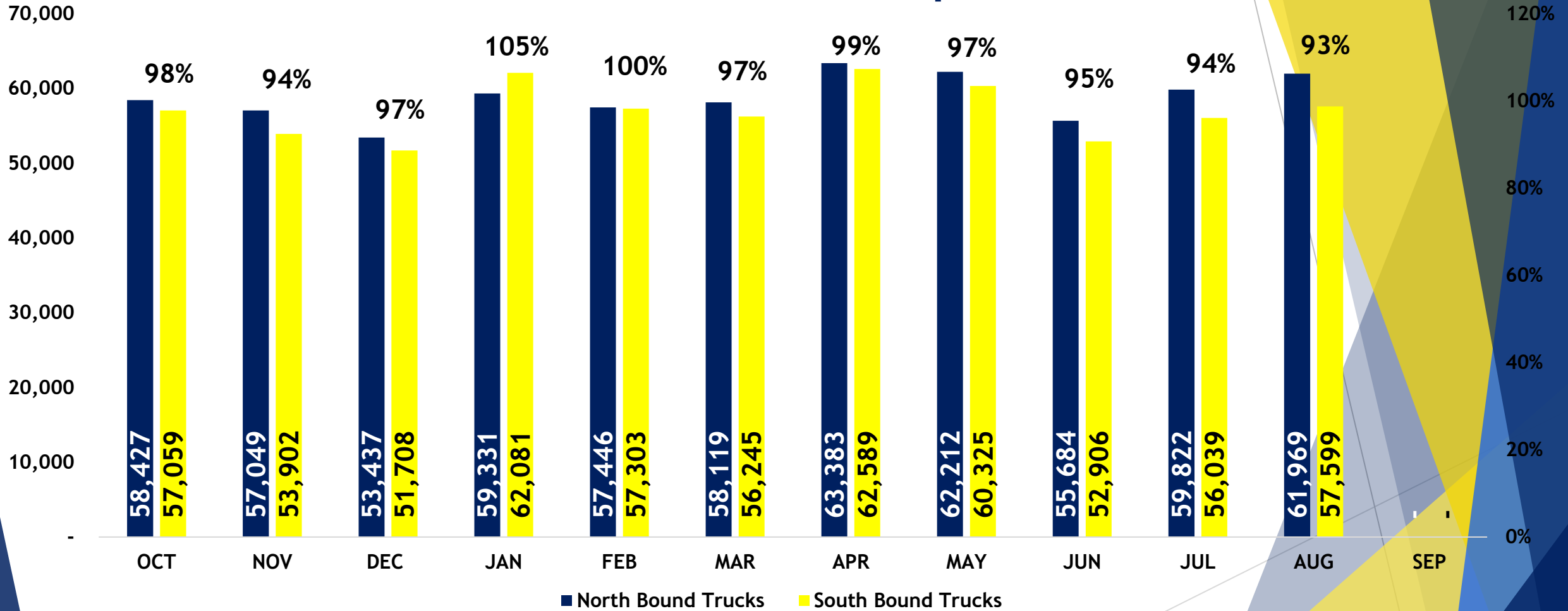
August - FY 2024



Historical Southbound Recapture Rate



YTD Southbound Recapture Rate



QUESTIONS



THANK YOU





AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.C.

DATE SUBMITTED: September 20, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Engineer's Report.

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:

Vanessa Guzman

Created/Initiated - 9/20/2024



Report on Capital Improvement Project Activity ***Pharr-Reynosa International Bridge*** ***September 2024***

Interim City Engineer – Maria Rangel, P.E.
Wednesday, September 25, 2024



Pharr
Engineering



BRIDGE BOARD MEETING

Engineer: Halff Associates, Inc.

Contractor: TBD

CM: Brownstone Consultants, LLC

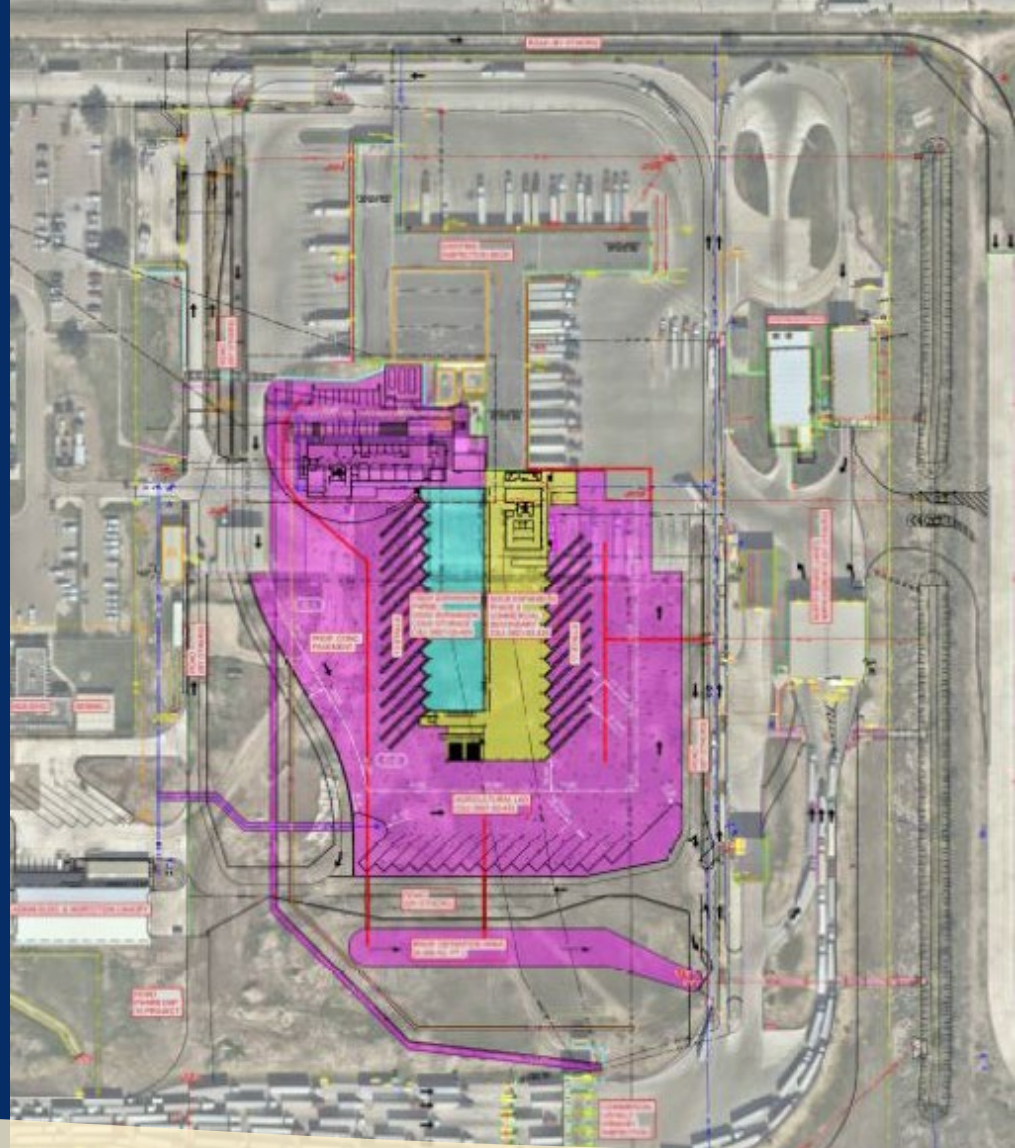
Status:

- Bid Opening for re-bid on Thur., June 20, 2024.
- Bid Analysis and recommendation sent to TxDOT for concurrence on Fri. July 05, 2024
- Received concurrence from TxDOT on Aug. 22, 2024.
- Awarded project at City Commission on Tue. Sept. 03, 2024.

Next Steps:

- Pre-Construction Meeting is scheduled for October 15, 2024.

Start Construction: Expected Oct./Nov. 2024



Dock Expansion Phase I, II & Ag Lab (DAP FY 16)



Pharr
Engineering



DESIGN

Engineer: Structural Engineering Associates, Inc. (SEA)

CM: Brownstone Consultants, LLC

Contractor: IOC Company, LLC

Status:

- Project is under construction.

Next Steps:

- Final permit from HCID No. 2.
- Finalize easements for OSB's

Start Contract Time: August 05, 2024

Contract Time: 480 calendar days

Time to Date: 51 calendar days (10.6%)

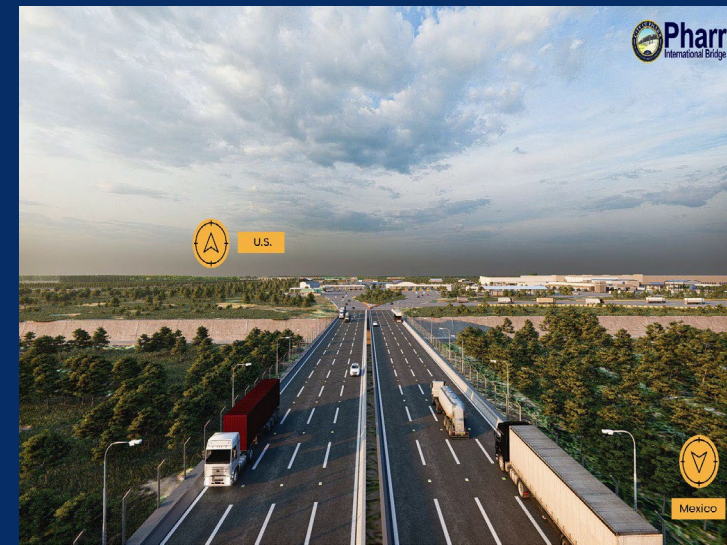
End Contract Time: November 24, 2025

Contract Amount: \$47,601,706.75

Change Orders: \$0.00 (upcoming \$79,073.74)

Current Contract: \$47,601,706.75

Placed to Date: \$0.00 (pay app)



International Bridge Expansion



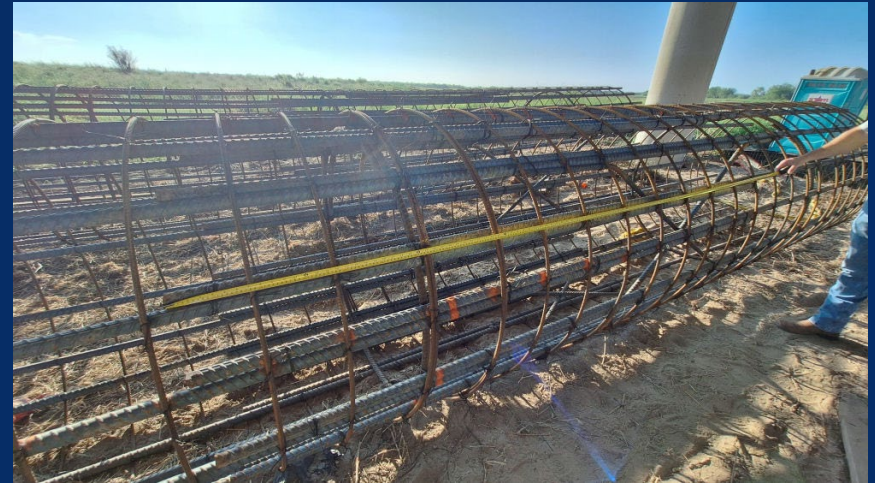
Pharr
Engineering



DESIGN



Daily Activity Report **9-18-2024** – Drilling rig was used to drill 69 LF for the (middle) 60 IN drilled shaft foundation at Bent 114.



Daily Activity Report **9-18-2024** – Tied rebar for the 60 IN drilled shaft foundations for Bent 114.



Daily Activity Report **9-19-2024** – Crane was used to place rebar into the drilled shaft foundation.

International Bridge Expansion



Pharr
Engineering



DESIGN

Engineer: Javier Hinojosa Engineering

Contractor: TBD

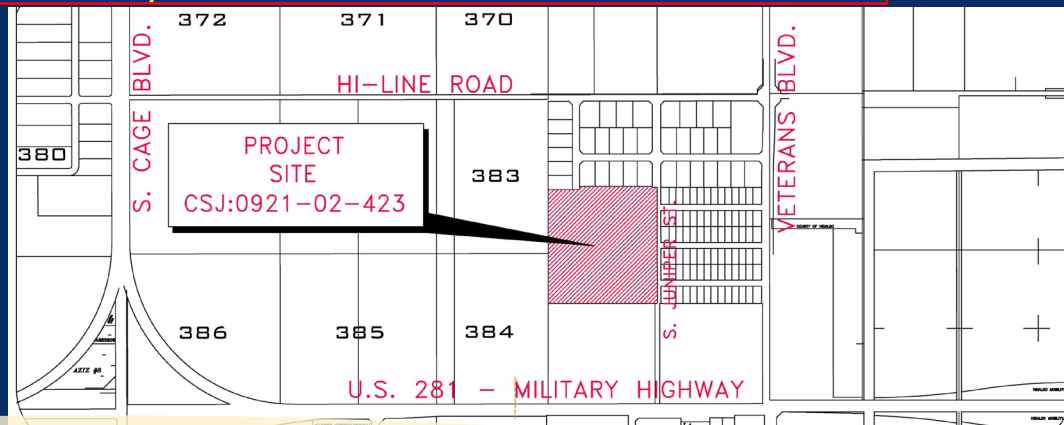
Status:

- Bid opening was on Thur., May 30, 2024, and a total of six (6) bids were received.
- A bid analysis was completed and recommendation to Award to the Lowest Responsive and Responsible Bidder was sent to TxDOT on Thu. July 11, 2024.
- TxDOT concurrence was received on Fri., August 16, 2024.
- City Commission awarded the project on Tue. Sept. 03. 2024

Next Steps:

- 2nd TxDOT concurrence expected October 2024.
- Pre-construction meeting expected October 2024.

Start Construction: October/November 2024



Commercial Vehicle Parking Area



Pharr
Engineering



DESIGN

WE ARE

**TEAM
PHARR**



Pharr
Engineering



END



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 2.D.

DATE SUBMITTED: September 19, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Director's Report.

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:

Vanessa Guzman

Created/Initiated - 9/19/2024



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.A.

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Approval of Minutes for August 21, 2024-Regular Called Meeting.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024

**MINUTES
TOLL BRIDGE BOARD
REGULAR MEETING
WEDNESDAY, AUGUST 21, 2024
118 S. CAGE BLVD. 2ND FLOOR**

The Toll Bridge Board met in a regular meeting on Wednesday, August 21, 2024, and following is the record of attendance.

MEMBERS PRESENT: Edgar Delgadillo, Chairman
Tony Martinez, Vice-Chairman
Adalberto Campero, Secretary
Lazaro Beas, Member

MEMBERS ABSENT: Roberto Garza, Member

**EX-OFFICIO MEMBERS
PRESENT:** None

**EX-OFFICIO MEMBERS
ABSENT:** Mayor Ambrosio Hernandez
Mayor Pro-Tem Daniel Chavez

STAFF PRESENT: Luis Bazan, Bridge Director
George Selvera, Assistant Bridge Director
Vanessa Guzman, Marketing Coordinator
Cleo Salinas, Office Manager
Oscar Duenas, Intl' Business Development Manager

OTHERS PRESENT: Cynthia Garza, Asst. City Manager
Ricardo Rodriguez, City Attorney
Maria Rangel, Asst. City Engineer
Fabiola Sanchez, Asst. Finance Director
Victoria Brewster, Public Affairs Liaison
Andy Vega, CBP
Danny Garcia, CBP

ITEM 1. CALL TO ORDER

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

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

Member Beas **moved** to excuse absent members. Vice-Chairman Martinez seconded the motion and when put to a vote, it carried unanimously.

B) PLEDGE OF ALLEGIANCE/INVOCATION

Luis Bazan, Bridge Director, led in the pledge of allegiance and said the invocation.

ITEM 2. DIRECTOR'S ADMINISTRATIVE REPORT

A) CROSSING AND REVENUES REPORT FOR JULY 2024

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, went over the total crossings and revenues report for the month of July 2024. He reported total crossings for the month of July were 104,469, which was an increase of 6,160 vehicles or 6.27% compared to last year. Mr. Bazan further reported total car crossings for the month of July were 48,430, which was an increase of 4,723 cars or 10.81% and went over car crossing comparisons from other bridges for the month of July 2024.

Luis Bazan, Bridge Director, reported on the total truck crossings for the month of July 2024. He stated crossings were 56,039, which was an increase of 1,437 trucks or 2.63% increase and went over truck crossings comparisons from other bridges for the month of July 2024.

Luis Bazan, Bridge Director, also reported northbound crossings for the month of July 2024 were 59,822, which was an increase of 3,744 trucks or 6.68% increase and stated the agriculture for the month of July 2024 had 15,629 trucks, which represents 26% of all imports from Mexico to the U.S. He further reported a combination of northbound and southbound truck crossings for the month of July 2024 were 115,861, which was an increase of 5,181 or 4.68%.

Luis Bazan, Bridge Director, went over the crossing comparisons by axle for the month of July 2024. He stated cars were 48,430, 2X trucks were 2,979, 3X trucks were 5,891, 4X trucks were 973, 5X trucks were 39,662, 6X trucks were 251, mobile homes were 3, and wide loads were 192. He stated special crossings were 6,088 and the total combination for the month of July was 104,469.

Lastly, Luis Bazan, Bridge Director, reported on total revenues collected for the month of July 2024. He reported total revenues collected for the month were \$1,778,230, which showed an increase of \$463,454 or 35.25% in revenues.

B) FINANCE REPORT FOR JULY 2024

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, called upon Fabiola Sanchez, Assistant Finance Director, for the finance report for July 2024.

Fabiola Sanchez, Assistant Finance Director, briefly reported on the expenditures and revenues year to date for the bridge.

C) ENGINEER'S REPORT

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, stated Maria Rangel, Interim City Engineer, was present and questions on projects could be entertained at this time.

Maria Rangel, Interim City Engineer, reported on DAP FY16 project. She stated there were no updates since the last meeting. She added they are still waiting for concurrence from TxDOT to award the project and is expecting a response later this month or early September and that would put them at a construction start date sometime in October 2024.

Maria Rangel, Interim City Engineer, also reported on the 2nd Span Project. She stated they had a pre-construction meeting on July 22, 2024 and a safety meeting. She added that they issued a notice to proceed with contract start date of August 5, 2024, and the contractor had set up their field office in the lot south of UETA. She further added the contract time was four hundred and eighty (480) calendar days and it included weekends and holidays with an end contract time of November 24, 2025 and contract amount of \$47,601,706.75. She stated some of the things that they were continuing to work on is the final permit for aerial crossing from the Irrigation District as well as the final easements for the overhead sign bridges.

Lastly, Maria Rangel, Interim City Engineer, reported on the Commercial Vehicle Parking area. She stated they received the letter of concurrence from TxDOT to award the project on August 16, 2024 and had already put it on the city commission agenda for September 3, 2024 to award the project. She added they would be having a pre-construction meeting the week of September 23, 2024 and would start construction in October 2024.

Discussion ensued on the engineer's report.

D) DIRECTOR'S REPORT

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, stated they had a ribbon cutting ceremony on Monday, July 29, 2024 for the DAP15 Project and they were still waiting on TxDOT to open up their portion of the project to become fully operational. He added they had their

ground breaking ceremony last week on Wednesday, August 14, 2024 and wanted to share a quick video recap that the media department made for them.

Luis Bazan, Bridge Director, showed the video recap of the Groundbreaking Ceremony for the Bridge Expansion and DAP16 Project. He added he would like to thank everyone on the board for their continued support throughout the years.

Luis Bazan, Bridge Director, further reported they were working on a couple of events but was only going to highlight one or two, which is the 1st Annual Pharr International Truck Expo. He added the Greater Pharr Chamber previously did this event before COVID and now the Bridge Department would be taking a leader role on it this year and were working collectively with the Greater Pharr Chamber to ensure that they include the suppliers and trucking companies. He added it would be a good show and a good program and they were very excited about this and the people that they talked too were excited about it as well, especially since they were coming on the week of National Truck Drivers Appreciation. He further stated this would take place on Friday, September 27, 2024 at the Pharr EMS Headquarters.

Luis Bazan, Bridge Director, stated they hosted what they called a Hot Summer 9 Golf Tournament Appreciation for their customers last year which went quite well and this year their customer appreciation event was done a little different. He added they would be having a BBQ Luncheon at the bridge and welcomed board members to join them tomorrow Thursday, August 22, 2024 between 11:00am and 2:00pm.

Lastly, Luis Bazan, Bridge Director, stated they had been working with Texas Trucking Association (TSTA) to start a Pharr Chapter and the first meeting would be on Thursday, September 5, 2024. He stated this would line-up everything with the Truck Expo and would allow them to rekindle those relationships with their transportation companies and extend the invitation to other companies that might not be included.

ITEM 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

The time being 12:30 p.m., Chairman Delgadillo stated the Bridge 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 5. RECONVENE

The time being 12:53 p.m., Chairman Delgadillo stated the Bridge Board would be resuming the open meeting.

ITEM 3. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JUNE 19, 2024 – REGULAR MEETING

Chairman Edgar Delgadillo introduced the item.

Vice-Chair Martinez **moved** to approve. Member Beas seconded the motion and when put to a vote, it carried unanimously.

B) DISCUSSION AND ACTION, IF ANY, ON ASOCIACIÓN MEXICANA DE HORTICULTURA PROTEGIDA A.C. (AMHPAC) FOR BRONZE LEVEL MEMBERSHIP IN THE AMOUNT OF \$2,625.

Chairman Edgar Delgadillo introduced the item.

Vice-Chair Martinez **moved** to approve. Member Beas seconded the motion and when put to a vote, it carried unanimously.

C) DISCUSSION AND ACTION, IF ANY, ON INDEX REYNOSA/FUNDACIÓN RAMMAC CHARITY GOLF FUND RAISER SPONSORSHIP IN THE AMOUNT OF \$12,000.

Chairman Edgar Delgadillo introduced the item.

Vice-Chair Martinez **moved** to approve. Member Beas seconded the motion and when put to a vote, it carried unanimously.

D) DISCUSSION AND ACTION, IF ANY, ON INDEX 49TH NATIONAL CONVENTION SPONSORSHIP IN THE AMOUNT OF \$17,000.

Chairman Edgar Delgadillo introduced the item.

Vice-Chair Martinez **moved** to approve. Member Beas seconded the motion and when put to a vote, it carried unanimously.

E) DISCUSSION AND ACTION, IF ANY, ON 2024 GLOBAL PRODUCE & FLORAL SHOW (FORMERLY PMA) TEXAS TOWN PAVILION FOR AN AMOUNT NOT TO EXCEED \$27,000.

Chairman Edgar Delgadillo introduced the item.

Vice-Chair Martinez **moved** to approve. Member Beas seconded the motion and when put to a vote, it carried unanimously.

ITEM 6. ADJOURNMENT

There being no other business to come before the board, Vice-Chairman Martinez **moved** to adjourn. Member Beas seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 12:56 p.m.

APPROVED AS SUBMITTED:

EDGAR DELGADILLO, CHAIRMAN

ATTEST:

ADALBERTO CAMPERO, SECRETARY

STATE OF TEXAS §
COUNTY OF HIDALGO §
CITY OF PHARR §

ON THE 21st DAY OF AUGUST 2024, the Toll Bridge Board convened in a Regular Meeting at the Pharr International Bridge, the meeting being open to the public and notice of said meeting, giving the date, place and subject thereof, having been posted to the public and notice of said meeting, given in accordance to Chapter 551, of the Texas Government Code, (Open Meetings Act) and their being present a quorum, I, **VANESSA GUZMAN, BRIDGE MARKETING COORDINATOR**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

VANESSA GUZMAN, BRIDGE
MARKETING COORDINATOR

DATE APPROVED: _____



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.B.

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Asociación de Empresarios Mexicanos Membership renewal in the amount of \$1,000.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024



INVOICE

Asociación de Empresarios Mexicanos
A BRIDGE TO SUCCESS

Date: August 13, 2024

Folio No. MMCA_009

From: Asociación de
Empresarios Mexicanos
1401 N Main St
McAllen, TX 78501
(956) 686 5883
EIN 74-2840975

Bill to: Pharr International Bridge
9900 S. Cage Blvd.
Pharr, Texas 78577
(956) 402-4660 ext. 6106

Payment Terms

Due Date

September 19, 2024

QTY	Description	Price	Total
1	Annual Membership AEM McAllen Chapter	\$1,000.-	\$1,000.-
TOTAL USD			\$1,000.-

Asociación de Empresarios Mexicanos



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.C.

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Border Trade Alliance (BTA) 2024 Patron Membership in the amount of \$2,500.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024

Renewal



Bill To:

Pharr International Bridge
9900 S. Cage
Pharr, TX 78577

www.thebta.org

Phone #	202-302-6225
---------	--------------

Invoice #: 2024-292 **Invoice Date:** 1/8/2024 **Due Date:** 2/7/2024

Description	Amount
Patron Membership	2,500.00
Please remit payment to: Border Trade Alliance ID# 2145 PO BOX 659506 San Antonio, TX 78265-9506	
Total	\$2,500.00



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.D.

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Rio Grande Guardian in the amount of \$10,000 for 12 months.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024

Rio Grande

GUARDIAN

International News Service

PO Box 5057, McAllen, Texas 78502 – (956) 605-9380

Sales Proposal for Marketing Pharr International Bridge

Attn: **Luis Bazan and Vanessa Guzman**
Pharr Bridge Board
Luis.bazan@pharr-tx.gov and vanessa.guzman@pharr-tx.gov

Date: August 1, 2024

Terms: 1 year (October 2024- September 2025)

Package: Promoting Pharr Bridge Board on various RGG digital platforms

THREE Banner Ads running on home and inside pages of RGG website, 24/7 on heavy rotation: (Billboard: 970 wide x 250 deep; Side Bar: 300 wide x 250 deep; Leaderboard: 728 wide x 90 deep;)

Publishing of videos and guest columns produced by client

Podcast interviews with client as requested.

Investment: \$1,000 a month or \$10,000 for the year with \$2,000 discount for upfront payment

Terms: \$10,000 with payment made upfront.



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.E.

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with The Advance News Journal in the amount of \$930 per month for 12 months.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024

Advance Publishing LLC

217 West Park Avenue, Pharr, Texas, 78577

Aug. 6, 2024

Pharr/Reynosa International Bridge

Director Luis Bazan

Marketing Proposal Fiscal Year 2025

Dear Mr. Bazan,

Good morning. The Advance News Journal would like to propose a marketing budget for Fiscal Year 2025, much like we did last year and the year prior.

What I would like to propose is that the Pharr International Bridge publish one full-page ad a month in The Advance News Journal, highlighting either the bridge's growth or development, and its growing partnership with Mexican-based businesses and the trucking industry on both sides of the border. This would begin during the month of September 2024 and extend through the month of August 2025, which would mark the end of the new, upcoming fiscal year. If you miss a month, we can double up the following month, if that helps facilitate a certain event.

That sort of budget would equal \$930 x 12 months (September 2024 thru August 2025), or \$11,160 total for the new fiscal year.

Last year's budget amount was the same. Few prices have stayed the same during these inflationary times, but ours will remain the same for the new fiscal year.

Please let me know if we can be of assistance, or if you have any questions. Thank you.

Sincerely,

Gregg Wendorf/Advance News Journal

Advance Publishing LLC



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.F.

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Texas Border Business in the amount of \$1,950 per month for 12 months.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024

**BUENA AVENTURA LLC DBA
TEXAS BORDER BUSINESS**

614 S. 12th St. • McAllen, TX 78501-4964
Office: 956/ 928-1255 • Sales: 956/ 451-4585

ADVERTISING AGREEMENT



Client: **Pharr International Bridge – FY 2024-2025**

Agency:

Address: **118 S. Cage Blvd./ P.O. Box 1729**

City/St/Zip: **Pharr, TX 78577**

Office: **(956) 402-4000**

Cell: **(956) 702-5300**

E-Mail: **vanessa.guzman@pharr-tx.gov**

Contact: **Luis Bazan**

Billing

E-Mail: **vanessa.guzman@pharr-tx.gov**

Ad Size: **1-Full-Pg-Print**

No. of Insertions:

(Ads/month): **12 x (1 Ad /Month)**

Rate per

Insertion: **\$2,050 less \$100=**

\$1,950 per Ad

Grand Total: \$23,400.00

NOTES:

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2024										X	X	X
2025	X	X	X	X	X	X	X	X	X			

Additional Instructions:

Texas Border Business agrees to publish 12-Full Color Print Advertisements for the Pharr International Bridge (Client) during the period of 12 months for the Fiscal Year 2024-2025 beginning October 2024 through September 2025.

Texas Border Business will publish all press releases we receive from the Client and cover as many events for the Pharr International Bridge as possible.

POLICY – This Agreement for advertising in its publication **Texas Border Business (TBB)** is strictly between **Buena Aventura LLC**, 614 S. 12th St., McAllen, TX 78501, and the **Client** and its **Agency of Record** and is non-transferable. No person/party other than named above may run Ads in part or whole under this agreement. All rates are non-commissionable. Publisher has the right at any time to edit or reduce Ad copy or refuse, reject, and cancel any advertisement.

POSTPONEMENT – Postponement of one Ad or the entire agreement is permitted only if advertising agreement is paid in full. No exceptions. The request for a Postponement must be made by Client in writing and signed by an authorized officer of the company.

ERRORS – TBB assumes responsibility for errors originating with the publication, limited only to the first advertisement that is in error.

PAYMENTS – Client is required to pay the first Ad at the signing of the advertising agreement. If credit is extended, Client will be billed for each subsequent publication, with payment due and payable within 10 days thereafter. Client hereby agrees to pay to TBB a finance charge of 1.5% per month on the unpaid balance, which is an annual percentage rate of 18%.

CREDIT – All advertising accounts must establish credit with TBB. Credit forms are available through your sales representative. If this agreement is canceled for nonpayment, all advertising costs will be re-billed at full-price rates with all collection costs added and due to the account.

AUTOMATIC RENEWAL – This agreement may renew at the end of this term, but only if the client agrees to the terms. Either party may cancel the renewal of this agreement upon written notice. This agreement is binding when fully executed; there are no other agreements, verbal or otherwise, not contained herein.

Client Signature

Date

Luis Bazan Director- Pharr International Bridge

Print Name

Title

Authorized Signature

August 14, 2024

Date

956-451-4585

Cell

robertog@tbbmega.com

Email



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.G.

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Inbound Logistics in the amount of \$3,708.33 per month for 12 months.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024

**Vanessa Guzman – Marketing
Pharr Texas, International Bridge**

Aug / 20 / 2024

Inbound Logistics Advertising Options:

Program / Oct 2024 – September 2025

10 Web ads + 3 Dialog Newsletter ads.

6 Inbound Logistics Full Page ads.

(2023 October- November)(2024 Planner January – March – July – September)

2024

October and November 2024 - Online Top Banner (600x60) ROS 50% SOV

December 2024 - Online Top Banner (600x60) - Home Page 50% SOV

2025

January 2025 - Dialog newsletter - Top Banner (600x60)

February and March 2025 - Online Box 2 (300x250) Home Page & ROS 50% SOV

April 2025 -Dialog newsletter top banner (600x60)

May 2025 -Online Top Banner (600x60) - Home Page 50% SOV

-Dialog newsletter top banner (600x60)

June 2025	-Online Box 2 (300x250) Home Page & ROS 50% SOV
July 2025	-Online Leaderboard (728x90) ROS 50% SOV
August and September 2025	-Dialog newsletter first middle banner (600x60)

Social Media (2 Facebook postings + 2 Twitter Postings + Podcast)

TOTAL \$44,500,00. US DLLS

Guillermo Almazo
Inbound Logistics
Publisher@il-latam.com



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #: 3.H.

DATE SUBMITTED: September 19, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on COMCE 30^o Congreso del Comercio Exterior Mexicano Sponsorship in the amount of \$6,000.

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:

Vanessa Guzman

Created/Initiated - 9/19/2024

XXX CONGRESO DEL COMERCIO EXTERIOR MEXICANO



GOBIERNO DEL ESTADO
DE AGUASCALIENTES

SEDECYT
Secretaría de
Desarrollo Económico,
Ciencia y Tecnología

DEL 16 AL 18 DE OCTUBRE, 2024

Plaza Tres Centurias,
Aguascalientes, AGS.

EL FUTURO DEL COMERCIO EXTERIOR
EN MÉXICO: **VISIÓN 2030** ✓

¿QUÉ ES COMCE?

El Consejo Empresarial Mexicano de Comercio Exterior, Inversión y Tecnología (COMCE) es un organismo afiliado al Consejo Coordinador Empresarial y líder del sector privado en el país en materia de comercio exterior, inversión extranjera y desarrollo tecnológico. COMCE surgió en los años cincuenta con el nombre de Consejo Mexicano de Asuntos Internacionales (CEMAI).



Don Valentín Díez Morodo,
Presidente de COMCE
Nacional.

¿QUÉ ES EL CONGRESO?



El Congreso del Comercio Exterior Mexicano es una plataforma de primer nivel para la promoción del comercio exterior y la inversión extranjera entre México y el mundo.

El evento, organizado anualmente por COMCE, reúne a los líderes empresariales, tomadores de decisión y expertos del país en comercio y negocios internacionales.

En esta XXX edición el lema será: ***"El Futuro del Comercio Exterior en México: Visión 2030"***.

16 al 18

de octubre de 2024
*Plaza Tres Centurias,
Aguascalientes, AGS*

PATROCINIOS

(Moneda nacional,
IVA incluido)

	ORO	PLATA	BRONCE
PRECIO	\$410,000	\$290,000	\$150,000
Inscripciones de cortesía al congreso para ejecutivos	10	7	4
Visita a viñedo	●	●	●
Visita a empresa	●	●	●
Colgantes de gafetes	●	●	●
Inclusión de logo o marca en kits de bienvenida	●	●	●
Página de publicidad en la guía de participantes	●	●	●
Estaciones de carga para el celular con la imagen de la empresa en el salón de conferencias	●	●	●
Presencia de marca en folletos y flyers para envíos por e-mail, mamparas, banners de bienvenida y en programa final del congreso	●	●	●
Presencia de marca en loop en salón de sesiones y agradecimiento en cada receso	●	●	●
Inclusión de marca (o logo) en la página web del COMCE Nacional con link a su página web	●	●	●
Presencia de marca en redes sociales, página web del congreso con un link a su página institucional y otros 4 medios de comunicación	●	●	●
Inclusión de marca (o logo) en el boletín de noticias COMCE daily	●	●	●
Menciones en inauguración, comida y cóctel networking	●	●	
Patrocinio-comida y video corporativo promocional (3 min)	●	●	
Menciones en inauguración, comida y cóctel networking	●	●	
Participación como conferencista en un panel	●		
Stand personalizado con info de la empresa	●		
Entrevista con 2 medios de comunicación nacional	●		
Área de registro de asistentes personalizada con marca o logo	●		



Consejo Empresarial Mexicano de Comercio Exterior
Inversión y Tecnología, A.C.
CEM-990211-977

Monte Elbruz 124 piso 8
Palmitas C.P. 11560
Miguel Hidalgo, Ciudad de México, México
(55) 5231-7100
www.comce.org.mx

PRE-RECIBO

SERIE y FOLIO F
FECHA
C.P. DE EXPEDICIÓN: 11560

Documento Inválido: Para efectos fiscales

DATOS DEL CLIENTE

NOMBRE: Pharr International Bridge

DOMICILIO 9900 South Cage No. ., Texas, Pharr, Texas, Estados Unidos (los),
C.P. 78577

RFC: XEXX010101000

C.P. 78577

REGIMEN FISCAL: (616) Sin obligaciones fiscales

CANTIDAD	DESCRIPCION	UNIDAD	CLAVE SAT	VALOR UNIT	IMPORTE
----------	-------------	--------	-----------	------------	---------

1 Aportación al 30° Congreso de Comercio Exterior Mexicano

(E48) Unidad de Servicio

94101503

Impuesto Exento:
IVA (trasciende)

Base

Importe USD

6,000.00

\$

CANTIDAD CON LETRA: (SEIS MIL DOLARES AMERICANOS 00/100 USD)

SUB-TOTAL: \$ 6,000.00

TOTAL \$ 6,000.00

ESTE DOCUMENTO NO ES UNA REPRESENTACIÓN IMPRESA DE UN CFDI

Regimen Fiscal: (603) Personas Morales con Fines no lucrativos

Efecto Fiscal CFDI: (I) Ingreso

Uso de CFDI: (G03) Gastos en general

Forma de Pago: 03 TRANSFERENCIA Ó 99 POR DEFINIR
Método de Pago: PUE PAGO EN UNAS SOLA EXHIBICION Ó
PPD PAGO PARCIAL O DIFERIDO

Moneda: MXN

Tipo de cambio

INFORMACIÓN FISCAL

Favor de revisar bien los datos ya que NO habrá cancelaciones ni cambios.



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024



AGENDA MEMORANDUM



BOARD: Pharr International Toll Bridge Board

AGENDA ITEM #:

DATE SUBMITTED: September 18, 2024

MEETING DATE: September 25, 2024

FROM: Vanessa Guzman, Administrative Assistant

DEPARTMENT: Administration

DIRECTOR:

Agenda Item: 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.

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:

Vanessa Guzman

Created/Initiated - 9/18/2024