



**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, OCTOBER 1, 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 September 10, 2024 - Regular Called Meeting.

B) Treasurer's Report of Accounting Summary - Period ending September 30, 2024.

3. BOARD ACTION AND STRATEGIC INITIATIVES:

A) Discussion and Update on Avocado Festival.

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

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

Pursuant to Section 551.072, the Board may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or 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.

AGENDA REGULAR MEETING
October 1, 2024

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

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

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

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

6. ADJOURNMENT:

I, the undersigned authority, do hereby certify that the above notice of said Meeting of the Board of the Greater Pharr Chamber of Commerce was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 25th day of September 2024 at 5:30 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 25th day of September 2024




IMELDA PEREZ, TRMC
CITY CLERK

**MINUTES
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING
TUESDAY, SEPTEMBER 10, 2024
118 S. CAGE BLVD, PHARR, TX 78577**

The Greater Pharr Chamber of Commerce Board of Directors met on Tuesday, September 10, 2024, at 12:00 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Sonia Falcon
Laura Warren
Mario Lizcano
Jose Delgado
Alma Caso

MEMBERS ABSENT: Johnny Rodriguez
Dr. Annabelle Palomo

STAFF PRESENT: Carlos J. Sanchez, President/CEO
Eloina Gonzalez, Membership Manager
Hilda Pedraza, Assistant City Manager

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.

ITEM 2. ORGANIZATIONAL BUSINESS:

A) APPROVAL OF MINUTES FOR AUGUST 6, 2024 – REGULAR CALLED MEETING

Board Member Jose Delgado 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 AUGUST 31, 2024

Chairwoman, Sonia Falcon, introduced the item.

Board Member, Laura Warren, went over the budget and reported the Chamber budget was in good standing based on the total revenue and expenses. Carlos Sanchez, Chamber President, will be meeting with the Finance department to discuss current budget and current funds in the Chamber’s accounts.

There being no further discussion, Board Member, Mario Lizcano moved to approve. Board Member Alma Caso 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 September 2024 there were two hundred and fifty-eight (258) total active members, six (6) were new members and two (2) renewals. Mrs. Gonzalez also mentioned which members for September were silver, gold, and corporate. Eloina Gonzalez, Membership Manager, further reported the membership retention was currently at 96% as of August 2024.

B) PAST AND UPCOMING EVENTS

Chamber President, Carlos Sanchez reported on the Back to the Phuture Festival that took place on Saturday, August 10, 2024, and stated over four thousand (4000) people were in attendance for the event. Mr. Sanchez further reported the event consisted of forty (40) vendors and generated one-thousand one-hundred and fifty dollars (\$1,550.00) in revenue. In partnership with the Pharr Parks and Recreational Department, the event included musical bands, market vendors and giveaways for the community.

Chamber President, Carlos Sanchez reported on the groundbreaking ceremony for the Pharr Bridge Expansion, known as the DAP-16 Program (Donation Acceptance Program) that took place on Wednesday, August 14, 2024, and thanked the fellow board members that were in attendance.

Chamber President, Carlos Sanchez reported on the Empowerment & Development Workshop focused on Effective Branding & Content Creation. Mr. Sanchez reported twenty-two (22) attendees for the workshop. Board Member, Mr. Lizcano gave feedback regarding his attendance, and stated the ones that would best benefit from these workshops' series were small business and encouraged to continue to have these workshops.

Chamber President, Carlos Sanchez reported on Avocado Festival Press Conference that took place on Wednesday, September 4, 2024, and announced the week's activities leading up to the event. Mr. Sanchez encouraged the community to attend Avocado Festival. He further shared the planning for the event and thanked everyone for their involvement in making this event possible such as the planning committee to the panel of speakers. Mr. Sanchez recognized the guest panel for the press conference as being; Sonia Falcon, GPCC Chairwoman, Dr. Johnathan Fores, Pharr City Manager, Victor Perez, Pharr EDC President, Luis Bazan, Pharr Bridge Director, Dr. Marisol Rocha, Vanguard Academy Superintendent, Dr. Alejandro Elias PSJA ISD Superintendent, and Jill Dominguez, IDEA Area Superintendent. Ms. Falcon shared positive feedback on the press conference to and highly encouraged the public to attend this friendly family event.

Chamber President, Carlos Sanchez reported on the collaboration with Pharr EDC for the Mision Comercial AEM & COMCE SUR Asociaion de Empresarios Mexicanos Consejo Empresarial Mexicano de Comercio Exterior, Inversion y Tecnologia Region Sur de Mexico which took place on Thursday, September 5, 2024. Mr. Sanchez further stated this event was a city partnership to promote Pharr as a business-friendly city and how the Chamber helps business through memberships.

Chamber President, Carlos Sanchez reported on the ribbon cutting ceremony for Wienersnitzel that took place on Friday, September 6, 2024, and stated eighteen (18) Philanthropic Action Leader (PAL) Ambassadors were in attendance for the event. He reported the owner Mr. AKA would love to continue work closely with the Chamber to benefit other members.

Chamber President, Carlos Sanchez reported on the upcoming ribbon cutting ceremony for DTC (Destiny Through Christ) on Tuesday, September 17, 2024, at 130 W. Nolana Loop, Pharr TX. 78577

Chamber President, Carlos Sanchez reported on the upcoming ribbon cutting ceremony for The Forum by Regency on Thursday, September 19, 2024, at 130 W. Nolana Loop, Pharr TX. 78577

Chamber President, Carlos Sanchez reported on the upcoming event, Miss Pharr Scholarship Pageant taking place on Friday, September 20, 2024, at the Pepe Salinas Recreational Center.

Chamber President, Carlos Sanchez reported on the upcoming Philanthropic Action Leader (PAL) Ambassadors, Wednesday, September 25, 2024, at Pharr One, 1121 E. Nolana Loop, Pharr, TX. 78577.

Chamber President, Carlos Sanchez reported on the upcoming ribbon cutting ceremony for the Vaquero's Masonry & Stone Supply on Thursday, September 26, 2024, at 1102 IH 2 Frontage Rd. Pharr, TX. 78577.

Chamber President, Carlos Sanchez reported on the Avocado Festival taking place on Saturday, October 12, 2024, downtown Pharr located at 200 S. Cage Blvd. starting at 2:00 p.m. through 11:00 p.m..

ITEM 4. BOARD ACTION AND STRATEGIC INITIATIVES

- A) CHAMBER PRESIDENT CURRENT PROJECTS AND INITIATIVES FESTIVAL UPDATE**
- B) CONSIDERATION AND ACTION APPOINTMENT BOARD MEMBERS OF THE GREATER PHARR**
- C) UPDATE ON AVOCADO FESTIVAL**
- D) UPDATE ON CURRENT BOARD MEMBER ATTENDANCE**

DISCUSSION AND APPROVAL FOR THE 2024 – 2025 GPCC FISCAL YEAR BUDGET.

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

ITEM 5. CLOSED SESSION:

The time being 12:26 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 1:38 p.m., Board Chairwoman, Sonia Falcon stated the commission would be resuming the open meeting.

ITEM 4. BOARD ACTION AND STRATEGIC INITIATIVES

- A) CHAMBER PRESIDENT CURRENT PROJECTS AND INITIATIVES FESTIVAL UPDATE
- B) CONSIDERATION AND ACTION APPOINTMENT BOARD MEMBERS OF THE GREATER PHARR
- C) UPDATE ON AVOCADO FESTIVAL
- D) DISCUSSION APPROVAL ON CURRENT BOARD MEMBER ATTENDANCE

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

E) DISCUSSION AND APPROVAL FOR THE 2024 – 2025 GPCC FISCAL YEAR BUDGET.

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

ITEM 7. ADJOURNMENT

There being no further business, Chairwoman Sonia Falcon moved to adjourn. Board Member Jose Delgado the motion and when put to a vote, it carried unanimously. Meeting adjourned at 1:40 p.m.

Sonia Falcon, Chairwoman

Annabelle Palomo, Vice Chairwoman

Alma Caso, Secretary