

**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  
TUESDAY, NOVEMBER 26, 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 October 2024.
- B) Finance Report for October 2024.
- C) Engineer's Report.
- D) Director's Report.

**3. ADMINISTRATIVE:**

- A) Approval of Minutes for October 25, 2024 - Regular Called Meeting.
- B) Discussion and action, if any, on 2025 National Customs Brokers & Forwarders Association of America (NCBFAA) Membership in the amount of \$889.
- C) Discussion and action, if any, on the Greater Pharr Chamber of Commerce Membership renewal in the amount of \$1,200.

D) Discussion and action, if any, on International Bridge, Tunnel & Turnpike Association (IBTTA) Membership in the amount of \$18,436.

E) Discussion and action, if any, on proposal from World City for the 2024 Pharr Trade Number book in the amount of \$49,600.

**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:**

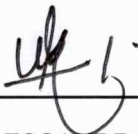
**NOTICE OF ASSISTANCE AT THE PUBLIC MEETING**

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](mailto: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](http://www.pharr-tx.gov). This Notice was posted on the 21st day of November 2024 at 3:45 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 21st day of November 2024**



  
\_\_\_\_\_  
ALESSANDRA GARCIA  
ASSISTANT 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:**

**AGENDA ITEM #:** 2.A.

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 2024

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Crossings and Revenues Report for October 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:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 11/20/2024

**CROSSINGS AND REVENUES  
FOR THE MONTH OF OCTOBER  
FISCAL YEAR 2024 – 2025**

**a) BRIDGE CROSSINGS**

Crossings for the Pharr International Bridge totaled **107,028** vehicles for the month of October F.Y. 2024-2025, which showed an increase of **5,200** vehicles or **5.11%** over the same month in F.Y. 2023-2024.

**b) CAR CROSSINGS**

Car crossings for the Pharr International Bridge totaled **49,109** cars for the month of October F.Y. 2024 – 2025, showing an increase of **4,340** cars or **9.69%** over the same month in F.Y. 2023 – 2024.

**c) SOUTHBOUND TRUCK CROSSINGS**

Truck crossings totaled **57,919** trucks for the month of October F.Y. 2024-2025, showing an increase of **860** trucks or **1.51%** over the same month in F.Y. 2023 - 2024.

**SOUTHBOUND TRUCK CROSSINGS SHOWED A DECREASE OF (-5,590) TRUCKS OR -8.80% FOR THE MONTH OF OCTOBER, COMPARED TO NORTHBOUND TRUCK CROSSINGS.**

**d) NORTHBOUND TRUCKS**

Northbound trucks at the Pharr International Bridge totaled **63,509** trucks for the month of October F.Y. 2024-2025, showing an increase of **5,082** trucks or **8.70%** over the same month in F.Y. 2023-2024.

**TOTAL NORTHBOUND AND SOUTHBOUND TRUCK CROSSINGS FOR THE MONTH OF OCTOBER TOTAL 121,428 REPRESENTING AN INCREASE OF 5,942 OR 5.15% OVER THE SAME TIME PERIOD IN F.Y. 2023-2024.**

**e) TOTAL REVENUES**

Revenues for the Pharr International Bridge totaled **\$1,709,722** dollars for the month of October F.Y. 2024 – 2025.

\$	245,545	Autos & other
\$	1,459,792	Trucks
\$	4,385	Profit on pesos
\$	1,709,722	TOTAL

Revenues showed an increase of **\$313,586** or **22.46%** over the same month in F.Y. 2023 – 2024.

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

**F.Y. 2023-2024    F.Y. 2024-2025    GAIN / LOSS    INC% / DEC%**

<b>OCTOBER</b>	<b>101,828</b>	<b>107,028</b>	<b>5,200</b>	<b>5.11%</b>
<b>NOVEMBER</b>	<b>103,703</b>			
<b>DECEMBER</b>	<b>104,961</b>			
<b>JANUARY</b>	<b>98,056</b>			
<b>FEBRUARY</b>	<b>92,085</b>			
<b>MARCH</b>	<b>103,381</b>			
<b>APRIL</b>	<b>111,523</b>			
<b>MAY</b>	<b>107,554</b>			
<b>JUNE</b>	<b>97,012</b>			
<b>JULY</b>	<b>104,469</b>			
<b>AUGUST</b>	<b>111,425</b>			
<b>SEPTEMBER</b>	<b>101,107</b>			
<b>TOTAL CROSSING</b>	<b>1,237,104</b>			

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

**F.Y. 2023-2024    F.Y. 2024-2025    GAIN / LOSS    INC% / DEC%**

	<b>F.Y. 2023-2024</b>	<b>F.Y. 2024-2025</b>	<b>GAIN / LOSS</b>	<b>INC% / DEC%</b>
<b>OCTOBER</b>	<b>44,769</b>	<b>49,109</b>	<b>4,340</b>	<b>9.69%</b>
<b>NOVEMBER</b>	<b>49,801</b>			
<b>DECEMBER</b>	<b>53,253</b>			
<b>JANUARY</b>	<b>35,975</b>			
<b>FEBRUARY</b>	<b>34,782</b>			
<b>MARCH</b>	<b>47,136</b>			
<b>APRIL</b>	<b>48,934</b>			
<b>MAY</b>	<b>47,229</b>			
<b>JUNE</b>	<b>44,106</b>			
<b>JULY</b>	<b>48,430</b>			
<b>AUGUST</b>	<b>53,826</b>			
<b>SEPTEMBER</b>	<b>47,861</b>			
<b>TOTAL CROSSING</b>	<b>556,102</b>			

# SOUTHBOUND CAR CROSSINGS COMPARISON FOR THE MONTH OF OCTOBER F.Y. 2024 - 2025

			GAIN LOSS	% INC. % ( DEC. )	DAILY AVERAGE
	OCT. F.Y. 24-25	OCT F.Y. 23-24			
GATEWAY	98,279	111,796	-13,517	-12%	3,276
VETERANS ( LOS TOMATES)	152,573	144,850	7,723	5%	5,086
FREE TRADE (LOS INDIOS)	37,346	35,205	2,141	6%	1,245
TOTAL BROWNSVILLE	288,198	291,851	-3,653	-1%	9,607
DEL RIO	152,137	144,239	7,898	5%	5,071
DONNA	68,658	62,823	5,835	9.29%	2,289
EAGLE PASS	255,140	216,872	38,268	18%	8,505
YSLETA-ZARAGOZA	282,437	225,096	57,341	25%	9,415
STANTON-LERDO	150,570	144,418	6,152	4%	5,019
TOTAL EL PASO	433,007	369,514	63,493	17%	14,434
LAREDO	439,530	417,988	21,542	5%	14,651
McALLEN- HIDALGO	265,014	261,070	3,944	2%	8,834
ANZALDUAS	135,557	122,872	12,685	10%	4,519
TOTAL	400,571	383,942	16,629	4%	13,352
PHARR	49,109	44,769	4,340	9.69%	1,637
PROGRESO	42,721	43,707	-986	-2.26%	1,424
ROMA	60,581	57,782	2,799	4.84%	2,019

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

**F.Y. 2023-2024    F.Y. 2024-2025    GAIN / LOSS    INC% / DEC%**

<b>OCTOBER</b>	<b>57,059</b>	<b>57,919</b>	<b>860</b>	<b>1.51%</b>
<b>NOVEMBER</b>	<b>53,902</b>			
<b>DECEMBER</b>	<b>51,708</b>			
<b>JANUARY</b>	<b>62,081</b>			
<b>FEBRUARY</b>	<b>57,303</b>			
<b>MARCH</b>	<b>56,245</b>			
<b>APRIL</b>	<b>62,589</b>			
<b>MAY</b>	<b>60,325</b>			
<b>JUNE</b>	<b>52,906</b>			
<b>JULY</b>	<b>56,039</b>			
<b>AUGUST</b>	<b>57,599</b>			
<b>SEPTEMBER</b>	<b>53,246</b>			
<b>TOTAL CROSSING</b>	<b>681,002</b>			

SOUTHBOUND TRUCK CROSSINGS COMPARISON  
FOR THE MONTH OF OCTOBER F.Y. 2024 - 2025

			GAIN	% INC.	DAILY AVERAGE
	OCT. F.Y. 24-25	OCT. F.Y. 23-24	LOSS	% ( DEC. )	
ANZALDUAS (Empty only)	4,650	4,458	192	4%	155
VETERANS ( LOS TOMATES)	21,557	22,524	-967	-4%	719
FREE TRADE (LOS INDIOS)	4,375	1,216	3,159	260%	146
TOTAL BROWNSVILLE	25,932	23,740	2,192	9%	864
DEL RIO	5,982	6,253	-271	-4%	199
EAGLE PASS	25,270	18,501	6,769	37%	842
YSLETA-ZARAGOZA-EL PASO	61,230	48,920	12,310	25%	2,041
LAREDO	266,211	258,909	7,302	3%	8,874
PHARR	57,919	57,059	860	2%	1,931
PROGRESO	5,266	6,301	-1,035	-16%	176
ROMA	845	732	113	15%	28

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

	F.Y. 2023- 2024	F.Y. 2024- 2025	GAIN / LOSS	INC% / DEC%	FULL TRUCKS	EMPT	AG TRUCKS	NARP NO INSP.
<b>OCTOBER</b>	58,427	63,509	5,082	8.70%	41,202	22,307	16,756	8,875
<b>NOVEMBER</b>	57,049							
<b>DECEMBER</b>	53,437							
<b>JANUARY</b>	59,331							
<b>FEBRUARY</b>	57,446							
<b>MARCH</b>	58,119							
<b>APRIL</b>	63,383							
<b>MAY</b>	62,212							
<b>JUNE</b>	55,684							
<b>JULY</b>	59,822							
<b>AUGUST</b>	61,969							
<b>SEPTEMBER</b>	58,907							
<b>TOTAL CROSSING</b>	<b>705,786</b>							

**Agriculture trucks at the Pharr International Bridge totaled 16,756 crossings for the month of September representing a 26% of the imports from Mexico.**

**Agriculture trucks at the Pharr International Bridge Import Lot showed a decrease of 306 trucks or 1.86% over the same month in F.Y. 2023-2024.**

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

	F.Y. 2023-2024	F.Y. 2024-2025	GAIN / LOSS	INC% / DEC%
<b>OCTOBER</b>	<b>115,486</b>	<b>121,428</b>	<b>5,942</b>	<b>5.15%</b>
<b>NOVEMBER</b>	<b>110,951</b>			
<b>DECEMBER</b>	<b>105,145</b>			
<b>JANUARY</b>	<b>121,412</b>			
<b>FEBRUARY</b>	<b>114,749</b>			
<b>MARCH</b>	<b>114,364</b>			
<b>APRIL</b>	<b>125,972</b>			
<b>MAY</b>	<b>122,537</b>			
<b>JUNE</b>	<b>108,590</b>			
<b>JULY</b>	<b>115,861</b>			
<b>AUGUST</b>	<b>119,568</b>			
<b>SEPTEMBER</b>	<b>112,153</b>			
<b>TOTAL CROSSING</b>	<b>1,386,788</b>			

**PHARR INTERNATIONAL BRIDGE  
F.Y. 2024-2025 CROSSINGS COMPARISON BY AXLE**

	<b>CARS</b>	<b>2X TRUCKS</b>	<b>3X TRUCKS</b>	<b>4X TRUCKS</b>	<b>5X TRUCKS</b>	<b>6X TRUCKS</b>	<b>MOBILE HOMES</b>	<b>WIDE LOAD</b>	<b>SPEC. CROSS</b>	<b>MONTH TOTAL</b>
<b>OCTOBER</b>	<b>49,109</b>	<b>2,989</b>	<b>5,873</b>	<b>964</b>	<b>42,619</b>	<b>250</b>	<b>1</b>	<b>157</b>	<b>5,066</b>	<b>107,028</b>
<b>NOVEMBER</b>										
<b>DECEMBER</b>										
<b>JANUARY</b>										
<b>FEBRUARY</b>										
<b>MARCH</b>										
<b>APRIL</b>										
<b>MAY</b>										
<b>JUNE</b>										
<b>JULY</b>										
<b>AUGUST</b>										
<b>SEPTEMBER</b>										
<b>TOTAL CROSSING</b>										

**TOTAL PERCENTAGE FOR CARS AND TRUCKS FOR THE MONTH OF OCTOBER  
F.Y. 2024-2025.**

- 1X CARS            45%
- 2X TRUCKS        2.7%
- 3X TRUCKS        5.5%
- 4X TRUCKS        0.9%
- 5X TRUCKS        40%
- 6X TRUCKS        0.2%

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

	<b>F.Y. 2023-2024</b>	<b>F.Y. 2024-2025</b>	<b>GAIN / LOSS</b>	<b>INC% / DEC%</b>
<b>OCTOBER</b>	<b>\$ 1,396,136</b>	<b>\$ 1,709,722</b>	<b>\$ 313,586</b>	<b>22.46%</b>
<b>NOVEMBER</b>	<b>\$ 1,431,520</b>			
<b>DECEMBER</b>	<b>\$ 1,545,696</b>			
<b>JANUARY</b>	<b>\$ 1,795,097</b>			
<b>FEBRUARY</b>	<b>\$ 1,662,818</b>			
<b>MARCH</b>	<b>\$ 1,720,767</b>			
<b>APRIL</b>	<b>\$ 1,935,889</b>			
<b>MAY</b>	<b>\$ 2,016,526</b>			
<b>JUNE</b>	<b>\$ 1,625,040</b>			
<b>JULY</b>	<b>\$ 1,778,230</b>			
<b>AUGUST</b>	<b>\$ 1,839,885</b>			
<b>SEPTEMBER</b>	<b>\$ 1,682,709</b>			
<b>TOTAL CROSSING</b>	<b>\$ 20,430,319</b>			



## AGENDA MEMORANDUM

**BOARD:**

**AGENDA ITEM #:** 2.B.

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 2024

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Finance Report for October 2024.

**Classification:** Regular

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

**Issue:**

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

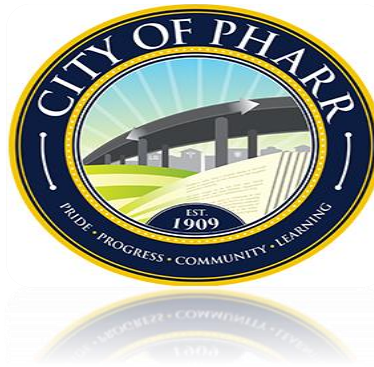
**Reason:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 11/20/2024



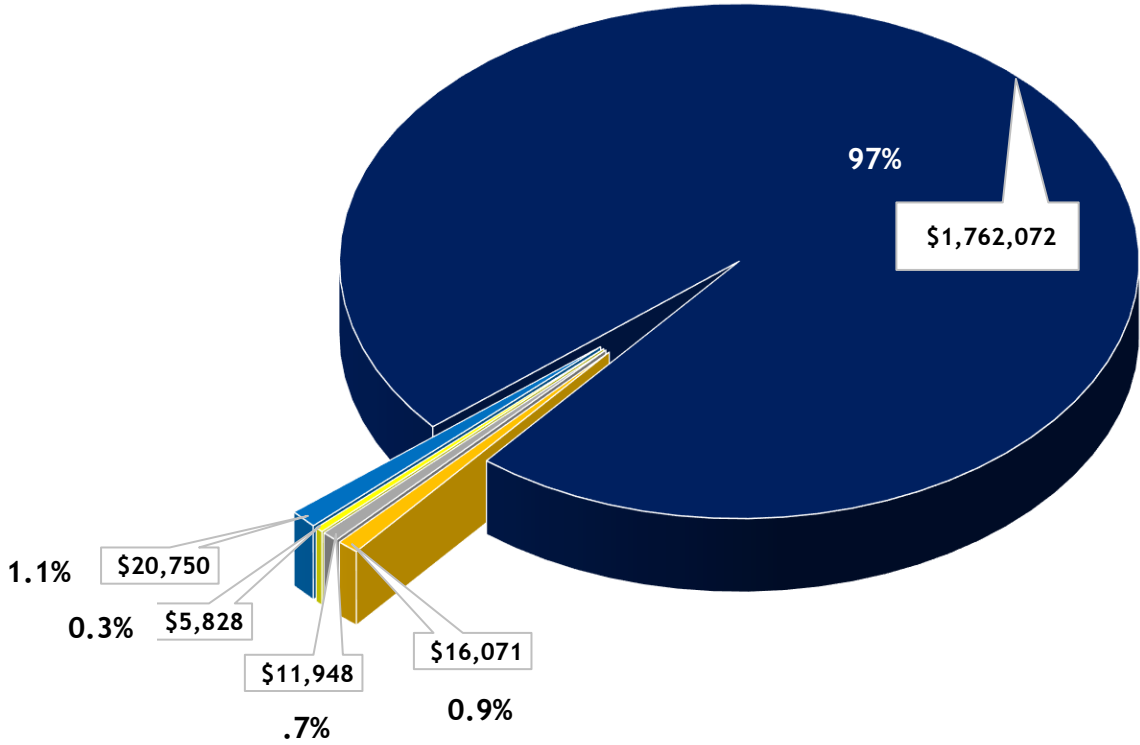
# PHARR INTERNATIONAL BRIDGE

Financial Report  
OCTOBER - FY 24/25



# Bridge Revenues

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



\$1,816,669

## Total Revenues



### Total Operating Expenses

\$750,000

60.00%

50.00%

40.00%

30.00%

20.00%

10.00%

0.00%

50.93%

\$110,041

PERSONNEL

3.46%

\$7,476

SUPPLIES

1.51%

\$3,255

OTHER

17.81%

\$38,482

DEBT SERVICE

7.47%

\$16,147

BANK SERVICE CHARGES

18.83%

\$40,677

CONTRACTUAL SERVICES

\$-

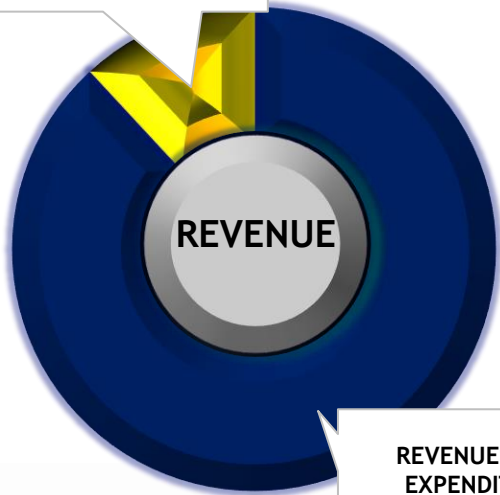
\$216,078

### Operating Expenses



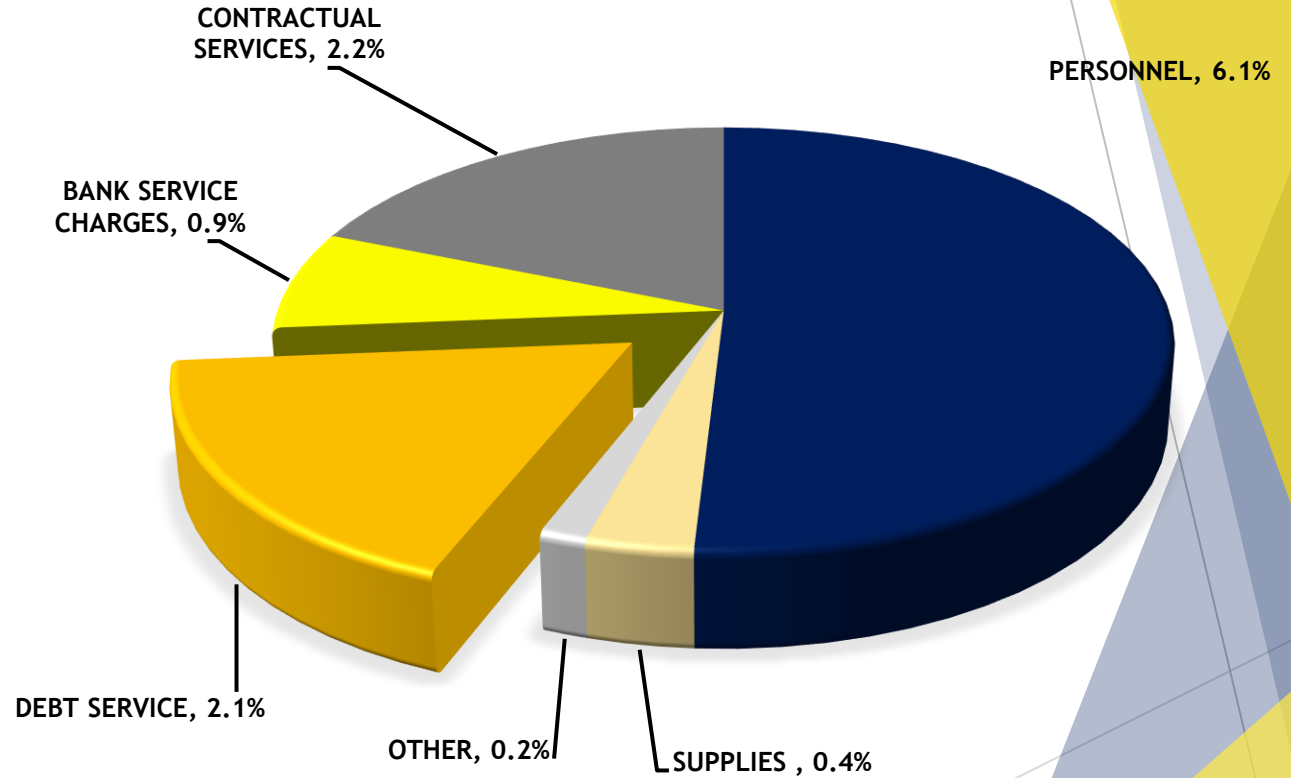
## REVENUES OVER EXPENSES

OPERATING EXPENSES 12%

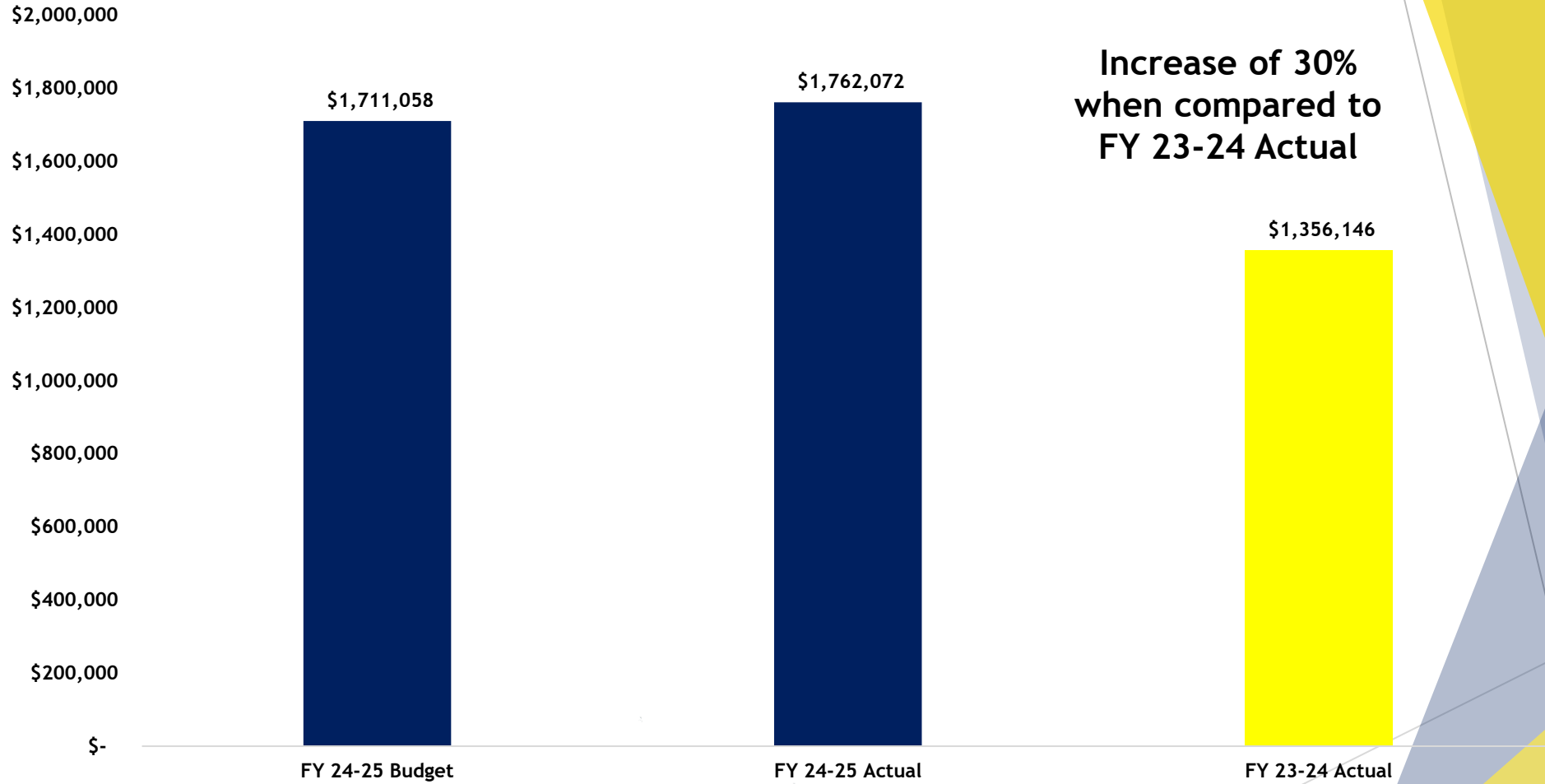


REVENUES OVER EXPENDITURES 88%

## OPERATING EXPENSES AS A % OF REVENUES



# Toll Collections



Increase of 30%  
when compared to  
FY 23-24 Actual

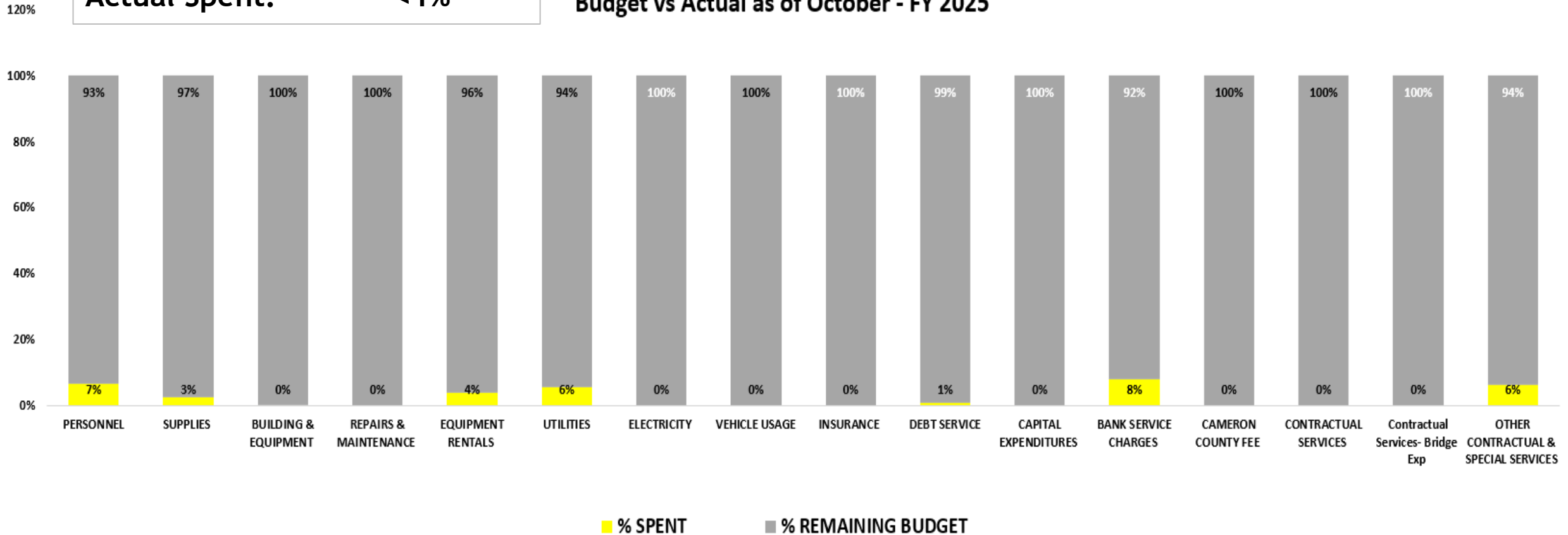


# October - FY 2025

Budget Benchmark:  $\leq 8.33\%$

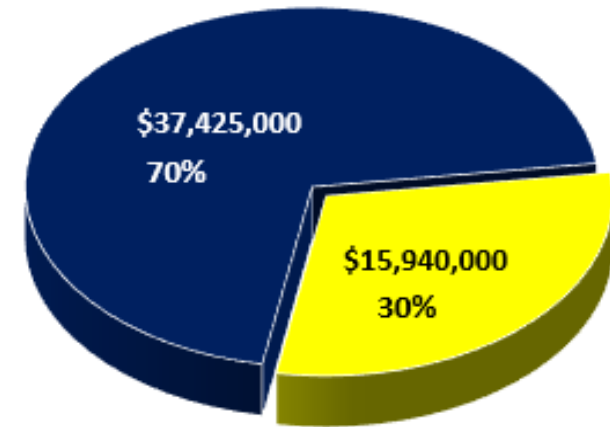
Actual Spent:  $< 1\%$

## Bridge Expenditures Budget vs Actual as of October - FY 2025



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
<b>Total</b>	<b>\$ 53,365,000</b>	<b>\$ 28,178,423</b>	<b>\$ 81,543,423</b>

### Bridge Bond Debt



■ Bridge Expansion ■ DAP 15 & 16

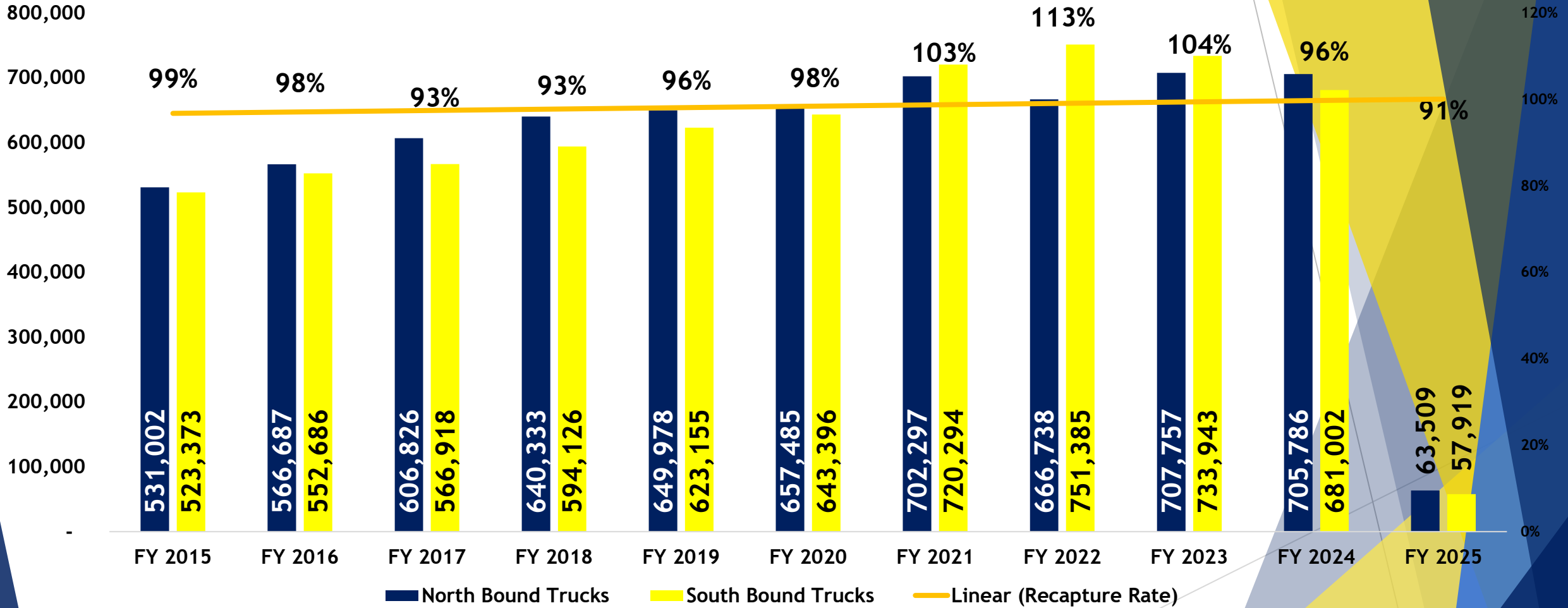


# PHARR INTERNATIONAL BRIDGE

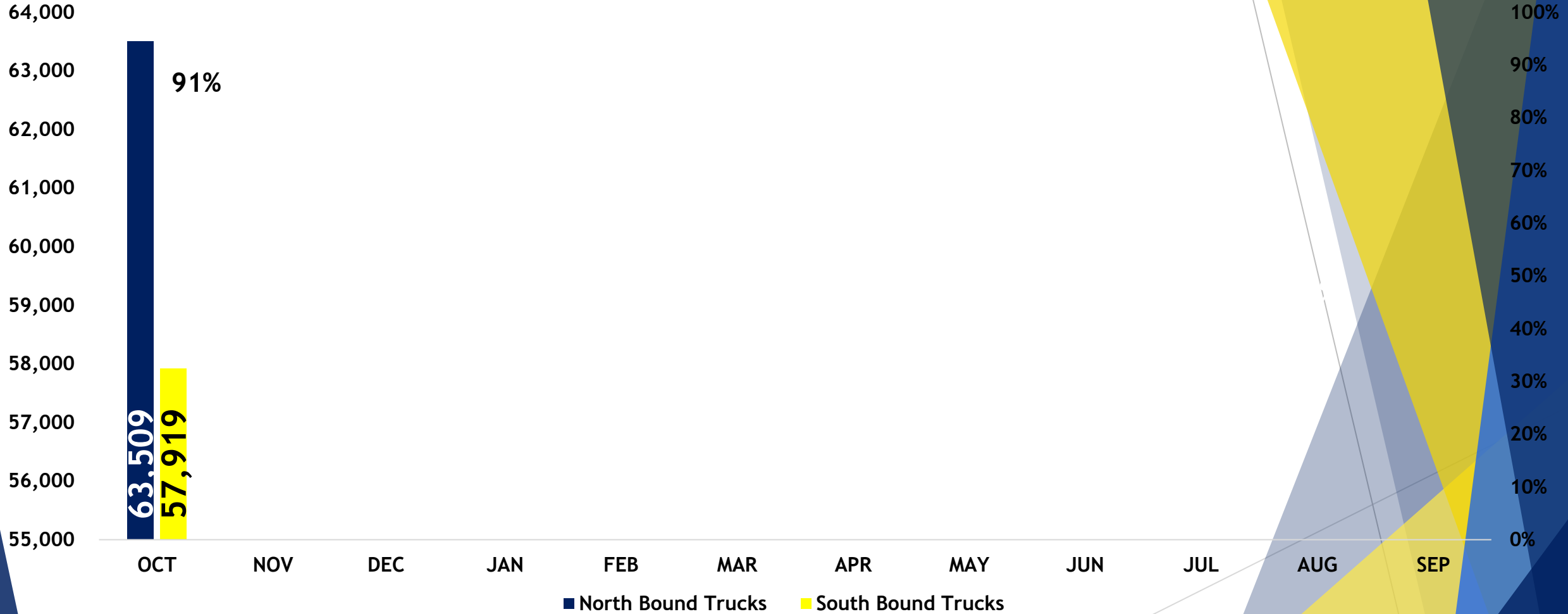
Southbound Recapture Rate  
October - FY 2025



# Historical Southbound Recapture Rate



# YTD Southbound Recapture Rate

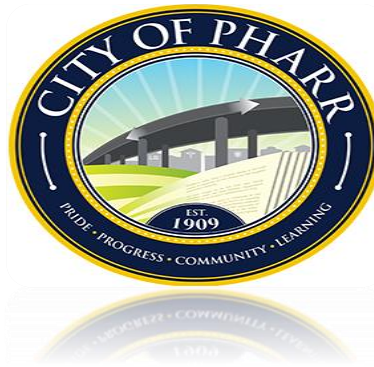


# QUESTIONS



# THANK YOU



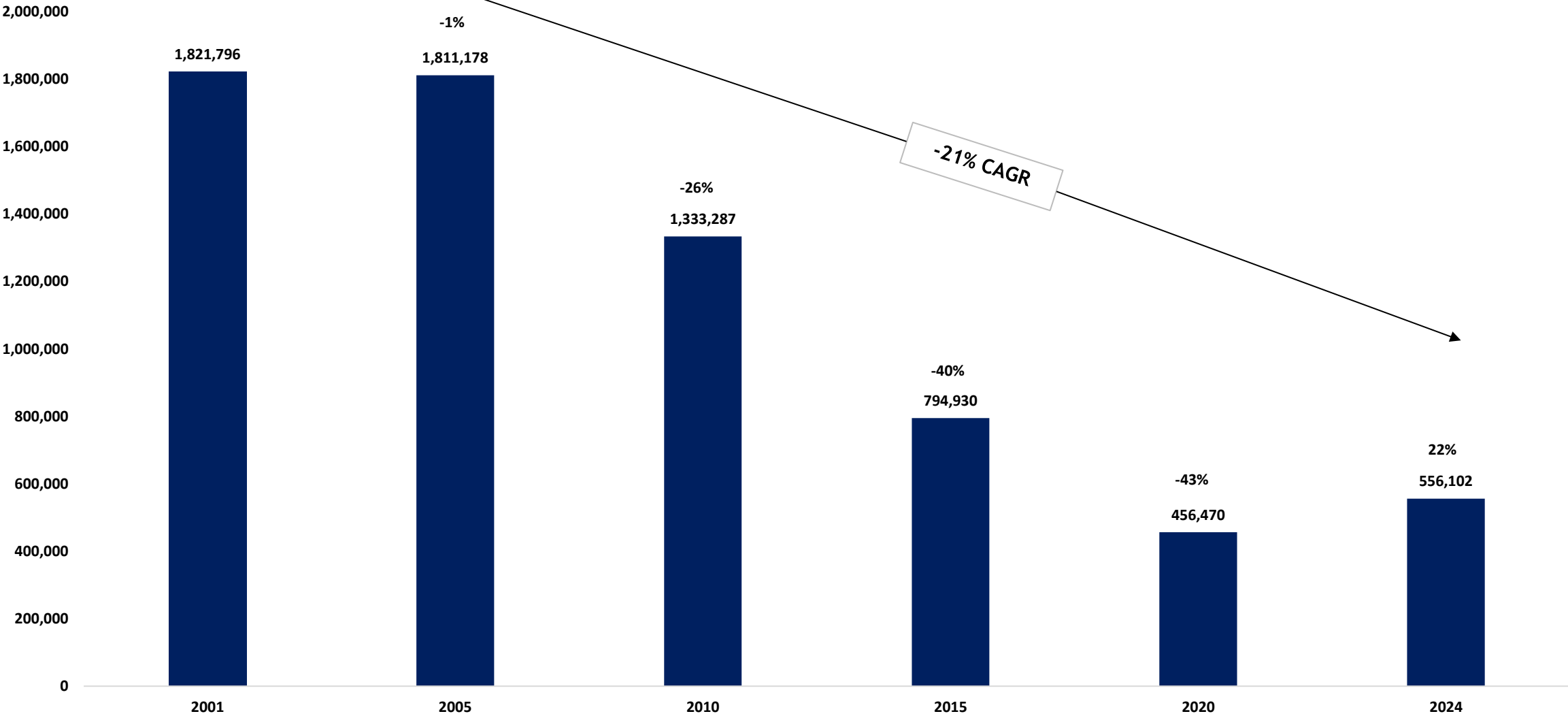


# PHARR INTERNATIONAL BRIDGE

30<sup>th</sup> Anniversary  
Crossing Presentation



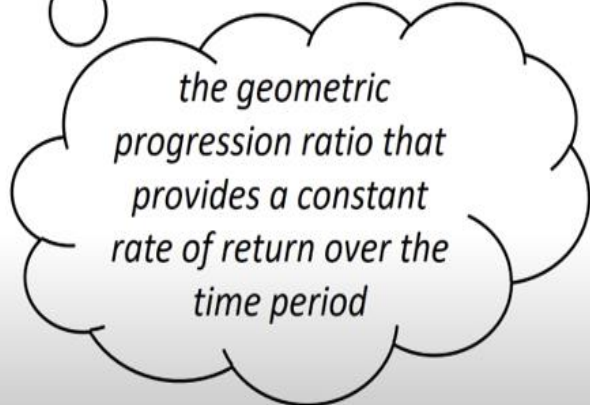
### Pharr International Bridge - Car Crossings



# CAGR - Compound Annual Growth Rate

## The acronym CAGR

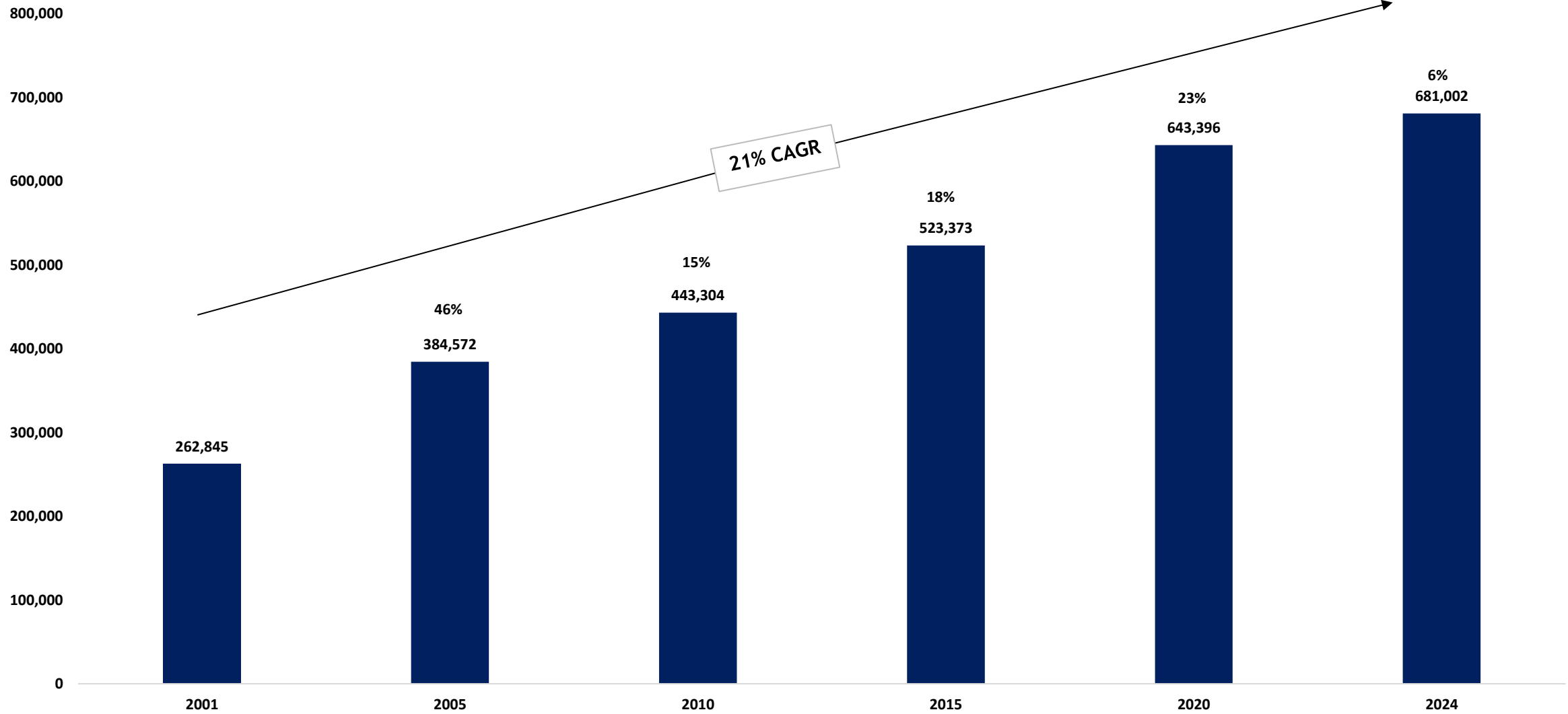
**C** Compound  
**A** Annual  
**G** Growth  
**R** Rate



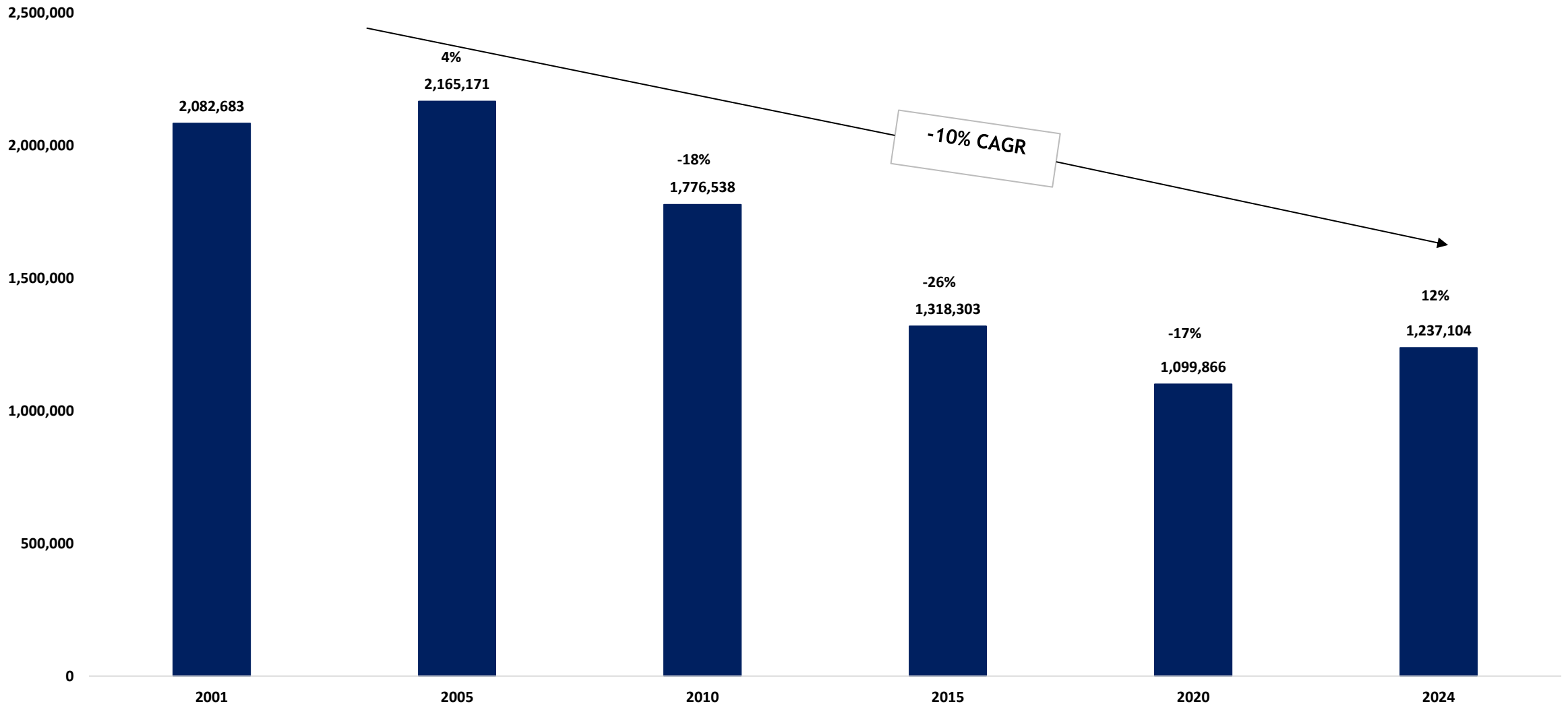
*the geometric progression ratio that provides a constant rate of return over the time period*

- ▶ Determine the CAGR of an Investment
- ▶ Great Measure of Growth
- ▶ Isolates the Effect of Compounding on Growth

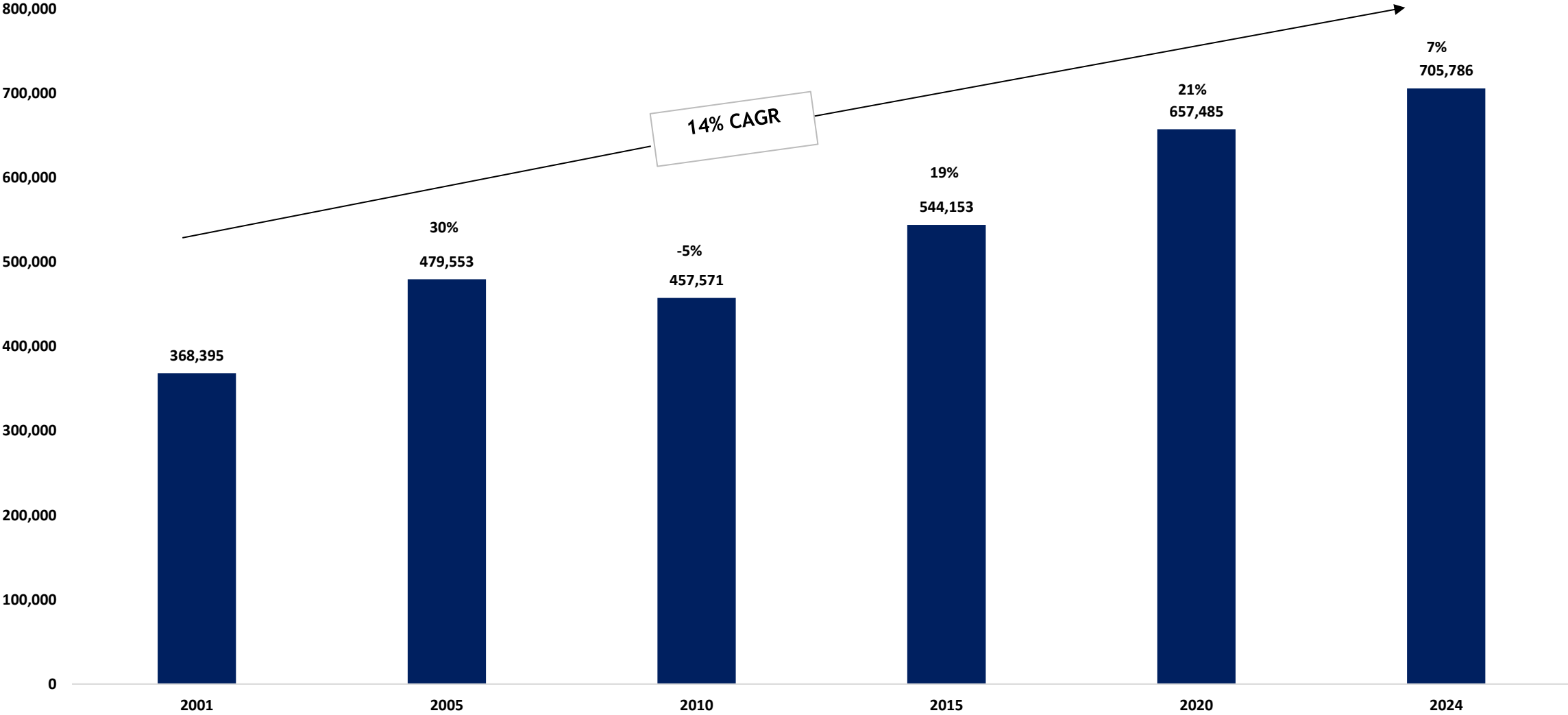
### Pharr International Bridge - Truck Crossings



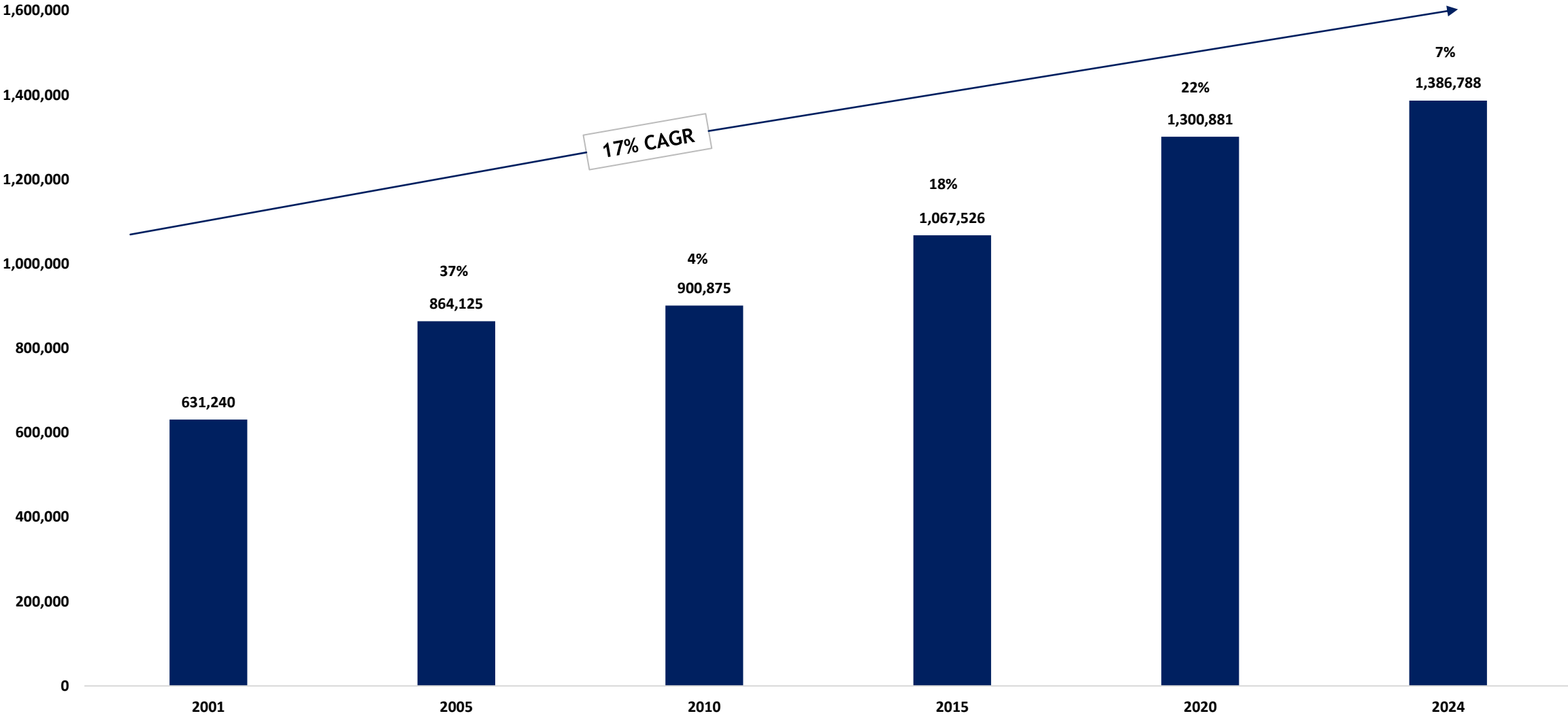
### Pharr International Bridge - Combined Southbound Crossings



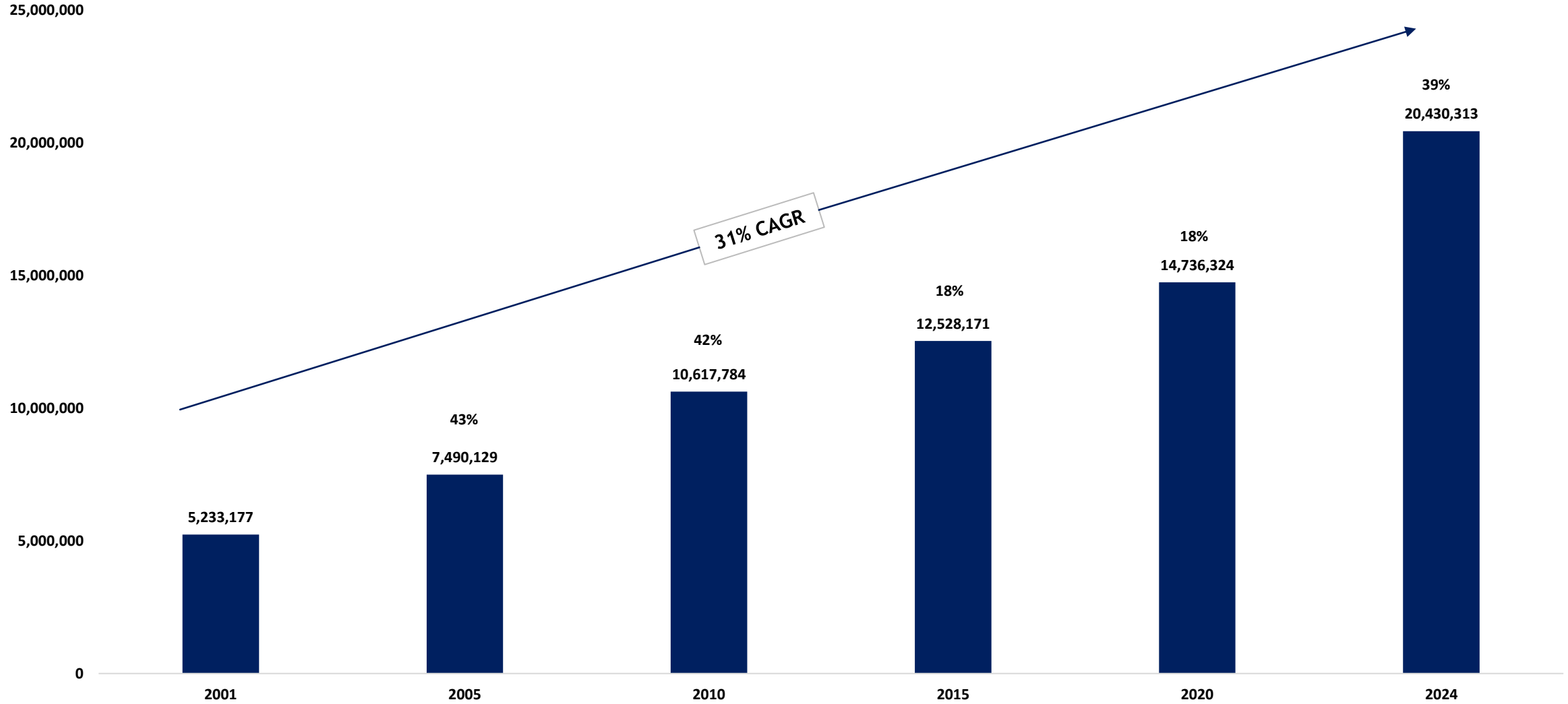
### Pharr International Bridge - Nourthbound Truck Crossing



### Pharr International Bridge - Combined SB & NB Truck Crossing



### Pharr International Bridge - Revenues



# QUESTIONS



# THANK YOU





## AGENDA MEMORANDUM



**BOARD:**

**AGENDA ITEM #:** 2.C.

**DATE SUBMITTED:** November 22, 2024

**MEETING DATE:** November 26, 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:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 11/22/2024



## AGENDA MEMORANDUM

**BOARD:**

**AGENDA ITEM #:** 2.D.

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 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:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 11/20/2024



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.A.

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 2024

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Approval of Minutes for October 25, 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:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 11/20/2024

**MINUTES  
TOLL BRIDGE BOARD  
REGULAR MEETING  
FRIDAY, OCTOBER 25, 2024  
118 S. CAGE BLVD. 2<sup>ND</sup> FLOOR**

The Toll Bridge Board met in a regular meeting on Friday, October 25, 2024, and following is the record of attendance.

**MEMBERS PRESENT:** Edgar Delgadillo, Chairman  
Adalberto Campero, Secretary  
Lazaro Beas, Member  
Roberto Garza, Member

**MEMBERS ABSENT:** Tony Martinez, Vice-Chairman

**EX-OFFICIO MEMBERS  
PRESENT:** None

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

**STAFF PRESENT:** Luis Bazan, Bridge Director  
Vanessa Guzman, Marketing Coordinator  
Cleo Salinas, Office Manager  
Freddy Flores, Trade Liaison  
Oscar Duenas, Intl' Business Development Manager

**OTHERS PRESENT:** Hilda Pedraza, Asst. City Manager  
Ricardo Rodriguez, Jr., City Attorney  
Ezequiel Ordonez, Bridge México Liaison  
Eddie Gutierrez, Financial Consultant  
Andy Vega, CBP  
Crispin Flores, Mid-Valley Customs Brokers Association

**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. Secretary Campero 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 SEPTEMBER 2024**

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, went over the total crossings and revenues report for the month of September 2024. He reported total crossings for the month of September were 101,107, which was an increase of 4,773 vehicles or 4.95% compared to last year. Mr. Bazan further reported total car crossings for the month of September were 47,861, which was an increase of 4,496 cars or 10.37% and went over car crossing comparisons from other bridges for the month of September 2024.

Luis Bazan, Bridge Director, reported on the total truck crossings for the month of September 2024. He stated crossings were 53,246, which was an increase of 277 trucks or 0.52% increase and went over truck crossings comparisons from other bridges for the month of September 2024.

Luis Bazan, Bridge Director, also reported northbound crossings for the month of September 2024 were 58,907, which was an increase of 4,647 trucks or 8.56% increase and stated the agriculture for the month of September 2024 had 15,123 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 September 2024 were 112,153, which was an increase of 4,924 or 4.59%.

Luis Bazan, Bridge Director, went over the crossing comparisons by axle for the month of September 2024. He stated cars were 47,861, 2X trucks were 2,614, 3X trucks were 6,584, 4X trucks were 840, 5X trucks were 37,700, 6X trucks were 239, mobile homes were 1, and wide loads were 97. He stated special crossings were 5,171 and the total combination for the month of September was 101,107.

Lastly, Luis Bazan, Bridge Director, reported on total revenues collected for the month of September 2024. He reported total revenues collected for the month were \$1,682,709, which showed an increase of \$388,791 or 30.05% in revenues.

### **B) FINANCE REPORT FOR SEPTEMBER 2024**

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, called upon Eddie Gutierrez, Bridge Financial Consultant, for May 2024 finance report.

Eddie Gutierrez, Bridge Financial Consultant with Blue Stone Capital Solutions, 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, City Engineer, was present and questions on projects could be entertained at this time.

Maria Rangel, City Engineer, reported on DAP FY16 project. She stated they had the pre-construction meeting on October 23, 2024 at the Pharr International Bridge Conference room and would start construction on November 4, 2024, and reported it would last 425 standard workweek days to equal approximately 22 months and project would end in July of 2026.

Maria Rangel, City Engineer, also reported on the 2<sup>nd</sup> Span Project. She stated construction started on August 5, 2024, and reported it would last 81 calendar days which was approximately 16.9% and/or 6.2% of the contract in dollar amount.

Lastly, Maria Rangel, City Engineer, reported on the Commercial Vehicle Parking area. She stated they were having discussions with TxDOT about the project and expected start date would be either December 2024 or January 2025.

Discussion ensued on the engineer's report.

### **D) DIRECTOR'S REPORT**

Chairman Edgar Delgadillo introduced the item.

Luis Bazan, Bridge Director, reported on 1<sup>st</sup> Annual Drive for Trade Golf Tournament. He stated they finalized details during Fresh on the Border Week. He added they had about forty (40) teams and everyone enjoyed themselves and was glad they were able to get this achievement done.

Luis Bazan, Bridge Director, showed the video recap of the 11<sup>th</sup> Annual Start of the Produce Season. He added the special guest for the event was Evan Elhers founder of Sharing Excess. He stated when Evan was in college he had many left over meal swipes that were going to go to waste so he started cashing out the swipes and giving the food to the homeless in his hometown and that inspired him to create Sharing Excess. He added that all the excess food that Evan collects goes back to the community and Sharing Excess is growing and may be expanding to the South Texas

area, hopefully to the Pharr region so it was important to have him there and share his story.

Luis Bazan, Bridge Director, reported on Trade Talks. He stated this was the second annual Trade Talks and was also a part of Fresh on the Border week where they invited the associations they are members of to highlight the benefits offered to the trade community. He then showed pictures of the event.

Luis Bazan, Bridge Director, reported on BridgeConnect Trade Session. He stated they joined efforts with Mid Valley Customs Brokers Association for this session on ACE Portal Training for U.S. Customs Brokers Only. He added it would take place on Thursday, November 14, 2024 from 10:00 am to 12:00 pm at the Pharr International Bridge conference room. He then called upon Crispin Flores, President for the Mid Valley Customs Brokers Association to give a brief explanation on why they are doing this specifically with custom brokers. Mr. Flores also gave a brief explanation to the board on the BridgeConnect: ACE Portal Training.

Lastly, Luis Bazan, Bridge Director, reported on Trucksgiving Luncheon. He stated this would be the 3<sup>rd</sup> Annual Trucksgiving Luncheon but it would be done a little different because it would be held outside. He added this would take place on Thursday, November 14, 2024 from 12:00 pm to 2:00 pm right outside the Pharr Bridge and they invite the trade community to join and come have Thanksgiving with them.

### **ITEM 3. ADMINISTRATIVE**

#### **A) APPROVAL OF MINUTES FOR SEPTEMBER 25, 2024 – REGULAR MEETING**

Luis Bazan, Bridge Director introduced the item.

Member Beas **moved** to approve. Chairman Delgadillo seconded the motion and when put to a vote, it carried unanimously.

#### **B) DISCUSSION AND ACTION, IF ANY, ON RENEWAL OF TRANSPORTATION INTERMEDIARIES ASSOCIATION (TIA) MEMBERSHIP DUES IN THE AMOUNT OF \$715.**

Luis Bazan, Bridge Director introduced the item.

Member Beas **moved** to approve. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

#### **C) DISCUSSION AND ACTION, IF ANY, ON RENEWAL OS SAN ANTONIO MOBILITY COALITION, INC. (SAMCo) MEMBERSHIP IN THE AMOUNT OF \$1,575.**

Luis Bazan, Bridge Director introduced the item.

Secretary Campero **moved** to approve. Member Beas seconded the motion and when put to a vote, it carried unanimously.

**D) DISCUSSION AND ACTION, IF ANY, ON RENEWING RIO GRANDE VALLEY PARTNERSHIP-CHAMBER OF COMMERCE MEMBERSHIP IN THE AMOUNT OF \$2,500.**

Luis Bazan, Bridge Director introduced the item.

Secretary Campero **moved** to approve. Member Beas seconded the motion and when put to a vote, it carried unanimously.

**E) DISCUSSION AND ACTION, IF ANY, ON 2025 INTERNATIONAL FRESH PRODUCE ASSOCIATION CORPORATE MEMBERSHIP IN THE AMOUNT OF \$2,595.**

Luis Bazan, Bridge Director introduced the item.

Member Beas **moved** to approve. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

**F) DISCUSSION AND ACTION, IF ANY, ON RENEWAL OF NASCO ANNUAL MEMBERSHIP DUES IN THE AMOUNT OF \$5,000.**

Luis Bazan, Bridge Director introduced the item.

Secretary Campero **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, Member Beas **moved** to adjourn. Chairman Delgadillo seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 12:47 p.m.

APPROVED AS SUBMITTED:

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EDGAR DELGADILLO, CHAIRMAN

ATTEST:

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ADALBERTO CAMPERO, SECRETARY

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

**ON THE 25<sup>TH</sup> DAY OF OCTOBER 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:** November 20, 2024

**MEETING DATE:** November 26, 2024

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on 2025 National Customs Brokers & Forwarders Association of America (NCBFAA) Membership in the amount of \$889.

**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 - 11/20/2024

## NCBFAA

8601 Georgia Avenue, Suite 612, Silver Spring, MD 20910  
 Ph: (202) 466-0222 Fax:  
 www.ncbfaa.org

### Invoice

**BILL TO:** City of Pharr International Bridge Department  
 9900 S. Cage Blvd.  
 Pharr TX 78577

**Invoice#:** INV-0137741

**REMIT TO:**

NCBFAA  
 8601 Georgia Avenue, Suite 612  
 Silver Spring MD 20910  
 Phone: (202) 466-0222

**PO #:**

**Processed:** 11/7/2024

**Reference:**

**Status:** Unpaid

**Terms:** NET 30

**SHIP TO:** City of Pharr International Bridge Department  
 9900 S. Cage Blvd.  
 Pharr TX 78577

Order Taken By: Allison Brodell

**BALANCE DUE:** \$889.00

Item	Date	Qty	Price	Line Price	Net Line	Credits	Tax
Affiliate Membership	1/1/2025-12/31/2025	1	\$889.00	\$889.00	\$889.00		\$0.00

**Approved**

SubTotal: \$889.00

Tax: \$0.00

Invoice Total: \$889.00

Additional Discount: \$0.00

Received To Date: \$0.00

**Balance Due:** \$889.00

For credit card and ACH payments, pay online at: [www.ncbfaa.org](http://www.ncbfaa.org)

To see your Company membership dues renewal online, please use your company login credentials.

For check payments, please list our invoice number on your check.

NCBFAA estimates the non-deductible lobbying portion of 2025 membership dues is 7%.



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.C.

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 2024

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on the Greater Pharr Chamber of Commerce Membership renewal in the amount of \$1,200.

**Classification:** Regular

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

**Issue:**

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 11/20/2024





## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.D.

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 2024

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on International Bridge, Tunnel & Turnpike Association (IBTTA) Membership in the amount of \$18,436.

**Classification:** Regular

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

**Issue:**

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 11/20/2024



*An Overview of the Benefits of Membership:*



## **About IBTTA**

The International Bridge, Tunnel & Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in 26 countries on six continents. Through advocacy, thought leadership and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st Century.

IBTTA guides members toward the implementation of new technological applications and efficient business practices. Our operator members represent the global market and include organizations such as the Pennsylvania Turnpike Commission, Port Authority of New York and New Jersey, Cintra, Transurban, Maine and New Hampshire Turnpike Authorities, Georgia State Road and Tollway Authority, Texas DOT, Florida DOT, NJ DOT, MIDOT, Florida's Turnpike, The Golden Gate Bridge, Highway & Transportation District and city and county formed transportation authorities, in Florida, California, Texas, Colorado, and many others.

International Members include the East Nippon Expressway Company, Freeway Bureau of Taiwan, Globalvia, Jamaica Ministry of Transport, Korea Expressway Corporation, NEXCO-Central Japan, ROADIS Transportation Holding, Atlas Arteria, Transport Infrastructure Ireland, and more.

Our vendor members include companies such as: Conduent HNTB, Egis, Fitch Ratings, Deloitte, Oracle, Accenture, Bank of America, Jacobs, Applegreen, Transcore, WSP, AECOM, etc.

## **IBTTA Membership Benefits**

**IBTTA brings you unequalled opportunities for Networking with industry leaders and experts.**

- Inclusion in the online [IBTTA Membership Directory](#), a one-stop resource for Industry contacts. Members have access to directly network with other members;
- Peer-to-Peer (P2P) Exchanges for members to connect and address challenges;
- Participation and recognition through [IBTTA's Toll Excellence Awards](#);
- Access to IBTTA's [Leadership Academy](#), a members-only executive program tailored to those looking to move the industry forward;
- Speaking opportunities and thought leadership:

- [Leadership](#) through [Committees, meeting planning groups](#) and presentation opportunities.

**Pharr International Bridge representatives are invited to participate in leadership committees including:**

- IBTTA Board of Directors
- Toll Revenue Assurance Committee
- CTO/CIO Forum
- Roadway Safety Steering Committee
- Road Usage Charging Committee
- Sustainability and Resilience Task Force
- Engineering & Construction Task Force
- Emerging Technologies Committee and working groups addressing industry concerns including:
  - "Smart Infrastructure" Subcommittee of Emerging Tech
  - "Smart Data" Subcommittee of Emerging Tech
  - "Smart Operations" Subcommittee of Emerging Tech
  - Road User Charging Subcommittee of Emerging Tech
  - Electric Vehicles and Associated Infrastructure Subcommittee of Emerging Tech
- DEI Committee
- Government Affairs Committee
- International Committee
- Internal Audit Professionals Working Group
- Young Professionals Council
- Women in Tolling Council

**IBTTA provides Member exclusive market intelligence.**

- [TollMiner™](#) - Tolling Data Visualization Tool allows members to mine, view, compare and analyze industry data;
- [RevFinder™](#) **enables toll operators to rapidly determine where they stand in terms of revenue collection improvement**
- [Exchange](#) documents library provides actual examples of agency business documents including RFP's, policies, job descriptions, annual reports, many more.
- [Reports, Studies, Fact Sheets](#), white papers, [newsletters](#);
- [Interoperability](#) resources;
- Business opportunities including RFPs and advance procurement notifications;
- Webinars on emerging industry topics – from RUC, Managed Lanes, Drone Usage, to Autonomous Vehicles, Vendor Solutions Forums, and more.

**Members have access to high quality educational workshops, webinars, and programs that cover a wide variety of topics unique to the tolling industry.** IBTTA connects members to industry leaders and peers to address the most pressing issues, provide personal and professional development at all levels of agency operations.

Members enjoy unlimited complimentary registrations to all virtual and on demand content and significant discounts on attending IBTTA Meetings and Events.

Our 2025 education schedule includes:

- o [Technology Summit](#), March 22 - 25, 2025 in Dallas, Texas
  - o [Finance and Road Usage Charging Summit](#), April 27 – 29, 2025 in Oklahoma City, Oklahoma
  - o [Communications, HR & Legal Workshop](#), June 1 - 3, 2025, Portland, Oregon
  - o [Maintenance, Engineering & Roadway Operations Workshop](#), July 26 - 29, 2025, Detroit, Michigan
  - o Global Tolling Summit, Date and Location TBD
  - o [93rd Annual Meeting & Exhibition](#), October 11 - 14, 2025 in Denver, Colorado
- **Members-only educational and networking forums for key executives including:**
    - o Executive Directors
    - o General Counsels
    - o Chief Technology Officers
    - o Chief Financial Officers
    - o Chief Engineers
    - o Women in Tolling
    - o Public Relations and Communications Professionals
    - o Procurement Directors
    - o Young Professionals
    - o Diversity & Inclusion experts

**Our objective is to create a political environment that supports tolling as a viable means to fund and finance surface transportation.**

- Leverage IBTTA’s expertise to educate government officials and advance policy.
- Join our [Government Affairs Committee](#);
- Build public support for toll financed transportation using IBTTA communication resources to deliver a clear message;
- Member exclusive policy briefings;
- Participate in annual Washington, DC Fly-In;
- Receive [IBTTA’s SmartBrief](#) daily e-newsletter and other periodic emails.

### **Summary and Request**

IBTTA provides access to an invaluable industry network to support, inform and advise the Pharr International Bridge at all levels.

IBTTA invites the Pharr International Bridge to join the global tolling community as an [Operator Member](#). Annual membership dues are calculated based on annual toll revenue according to the association’s [calculation tool](#).

**Based on the City of Pharr (Pharr-Reynosa International Bridge)’s total toll revenue of \$20,430,319 for FY2024, the IBTTA calculated annual membership dues for 2025 are \$18,436.**



# Invoice

1101 14th Street, NW  
Suite 625  
Washington, DC 20005

TO: **Mr. Luis Alfredo Bazan**  
 City of Pharr (Pharr-Reynosa International Bridge)  
 118 S. Cage Boulevard  
 Pharr, TX 78577  
 United States

DATE: September 19, 2024  
 INVOICE: INV-29038-Y3V4J5  
 DUE DATE: January 01, 2025

Description	PRICE	QTY	TOTAL
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12/31/2025 Operator Member, Inside USA	\$18,436.00	1.00	\$18,436.00
----------------------------------------	-------------	------	-------------

<b>SUBTOTAL</b>	\$18,436.00
<b>PAYMENTS</b>	(\$0.00)
<b>PLEASE PAY</b>	<b>\$18,436.00</b>

## PAYMENT OPTIONS & INSTRUCTIONS

### Payment by Check

Make check payable to **IBTTA** and mail to:  
 International Bridge Tunnel & Turnpike Association  
 PO Box 825608  
 Philadelphia, PA 19182-5608

by Overnight Courier to:  
 PNC Bank C/O International Bridge Tunnel & Turnpike Association  
 Lockbox Number 825608  
 525 Fellowship Road Suite 330  
 Mt. Laurel, NJ 08054-3415

### Payment by Wire Transfer

Reference: IBTTA  
 Send to **PNC Bank**  
 249 Fifth Avenue  
 Pittsburgh, PA 15222

Account: 5303670856  
 ABA: 031000053  
 ACH: 054000030

Swift Code: PNCCUS 33 (if International)  
 Must be in US funds and drawn on a US Bank. Payor must bear all bank charges.

## Credit Card Payment Information

Contact Terri Lankford at [tlankford@ibtta.org](mailto:tlankford@ibtta.org) for assistance.  
 (Operators Only: Please provide your organization's annual toll revenue to Terri Lankford at [tlankford@ibtta.org](mailto:tlankford@ibtta.org). Your invoice will be made available for payment online.)

## IMPORTANT TAX INFORMATION ABOUT YOUR IBTTA DUES PAYMENT

Membership dues, contributions or gifts made to IBTTA are not deductible as charitable contributions for U.S. Federal income tax purposes. Membership dues are deductible for most U.S. members of a trade association under Section 162 of the U.S. Internal Revenue Code as an ordinary and necessary business expense. In addition, we are required to notify you each year the portion of your dues that is allocated to lobbying expenses and is therefore not deductible as a business expense for U.S. income tax purposes. In 2025 and 2024, 94% of your dues contribution may be deductible as a business expense. These laws apply only to tax-paying organizations in the United States. IBTTA TAX ID # 53-0259945

Thank you for supporting IBTTA. We're looking forward to working together!

Questions? Contact Chris Gray at [cgray@ibtta.org](mailto:cgray@ibtta.org)



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:** 3.E.

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 2024

**FROM:** Vanessa Guzman, Administrative Assistant

**DEPARTMENT:** Bridge

**DIRECTOR:**

**Agenda Item:** Discussion and action, if any, on proposal from World City for the 2024 Pharr Trade Number book in the amount of \$49,600.

**Classification:** Regular

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

**Issue:**

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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**ROUTING:**

Vanessa Guzman

Created/Initiated - 11/20/2024



Nov. 13, 2024

Mr. Luis Bazan  
Bridge Director  
Pharr International Bridge  
118 S. Cage. Blvd.  
Pharr, Texas 78577

Luis,

Again, thank you for your time while I was in Pharr. It’s always great to see you and all that is happening there. The evolution and transformation over the decade or so you have been there has been phenomenal. And I love the opportunity to speak about trade.

After our text exchange subsequent to my visit, I am submitting a revised proposal for the services WorldCity would like to provide in the coming year, with an increased discount to \$6,900 and a total of \$49,600. To describe those services, I am using a format similar to that which I have used in recent years.

As is customary in working with you, the Bridge and the City over the years, we continue to innovate based on your suggestions, this year with a 24-page product that will accommodate special grouping of Pharr’s exports and imports into larger sectors than we traditionally do, offering some wonderful new insights.

First, a quick overview, including the cost, followed by descriptions of each item:

Pharr	
24-page bilingual Pharr TradeNumbers	
Includes 8-page industry-cluster section	\$ 15,500
Customized, Personalized Videos (200/Month)	\$ 16,500
Premium Content Syndication	\$ 24,500
Subtotal	\$ 56,500
(Discount)	\$ (6,900)
<b>TOTAL</b>	<b>\$ 49,600</b>

As is customary, we require payment up front. As we did last year, we will withhold invoicing the cost of the printed publication (\$15,500) until delivered in the spring of 2025.

**24-Page Pharr TradeNumbers.** This is a 24-page publication with 16 pages in English and Spanish, used as has been customary the last couple of years: Top 100 exports and imports, ranked and with growth rate; the relative growth rate of the top 20 exports and top 20 imports, visualized; Pharr’s role in U.S.-Mexico trade; and its importance nationally with top exports and imports. This year, we are adding your innovation: an

eight-page special section in English that combines the vast majority of Pharr's exports and its imports into broader "industry clusters." Technically, we are going from the four-digit harmonized tariff code to the two-digit code. As I mention above, it provide some wonderful insights and much greater detail on the large number of products exported and imported through the Pharr International Bridge.

**Customized, Personalized Videos.** Each month, we offer Pharr a succinct, animated video that is customized (focusing on Pharr's export-import trade) and personalized (with the name of the recipient in the video). Top exports, top imports, fastest-growing exports, fastest-growing imports. Exports and imports where Pharr is a national leader. The package includes access to 2,400 videos for the year, or 200 per month on average. This is an increase from last year that you requested, when the total was 100 per month or 1,200 for the year. We can increase that as much as you like, with your cost per video dropping precipitously. A great innovation that we will be rolling out this year: You will be able to choose each month from among five options: (1) Overview, (2) Exports, (3) Imports, (4) a specific Export analyzed in detail, (5) a specific Imports analyzed in detail. This might be helpful, for example, leading up to the avocado festival.

**Content syndication.** Our Premium-level Subscription for Content Syndication opens all Pharr International Bridge pages to visitors to your site and to ustradenumbers.com, where your logo is displayed atop the page, linked back to your site. This allows access to an incredible depth of information – individual pages for hundreds and hundreds of Pharr exports and imports –anytime, anywhere on any device by anyone. We hope to roll out additional features in the first quarter of next year. These would allow greater time comparisons – year to date and annual, for example, on some monthly graphics, as well as commodities where Pharr ranks high nationally, and graphics illustrating growth rates over time for top exports and imports.

Let me know if this is sufficient, if you need additional details or if you have any questions.

Sincerely,

Ken Roberts  
President



## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 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:**

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## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 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:**

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## AGENDA MEMORANDUM

**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 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:**

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## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 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:**

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## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 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:**

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## AGENDA MEMORANDUM



**BOARD:** Pharr International Toll Bridge Board

**AGENDA ITEM #:**

**DATE SUBMITTED:** November 20, 2024

**MEETING DATE:** November 26, 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:**

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**ROUTING:**

Vanessa Guzman

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