



**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, JANUARY 14, 2025**

1. CALL TO ORDER:

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

2. ORGANIZATIONAL BUSINESS:

A) Approval of Minutes November 5, 2024 - Regular Called Meeting.

B) Treasurer's Report of Accounting Summary - Period ending December 31, 2024.

3. ACTIVITIES AND ANNOUNCEMENTS:

A) President's Administrative Report and Update on New and Renewed Membership by Erica Martinez, Chamber Specialist.

B) Presentation on Past Events by Carlos J. Sanchez, President/CEO

1. BlueWave Car Wash Express Ribbon Cutting Ceremony on November 13, 2024.

2. Paisanos Tax Ribbon Cutting Ceremony on November 14, 2024.

3. PAL Ambassador Holiday Potluck on November 19, 2024.

4. San Juan Nursing Home Ribbon Cutting Ceremony on November 20, 2024.

5. Junction Plaza by Origo Works Ribbon Cutting Ceremony on December 4, 2024.

6. BAHN Industrial Park Ribbon Cutting Ceremony on December 12, 2024.

7. Kato Sabi Sushi Ribbon Cutting Ceremony on December 17, 2025.

8. Quick Quack Ribbon Cutting Ceremony on January 7, 2025.

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C) Presentation on Upcoming Events by Carlos J. Sanchez, President/CEO

1. State Of The City on January 23, 2025.
2. PAL Ambassador Meeting on January 29, 2025.
3. Direct Auto Insurance Ribbon Cutting Ceremony on February 4, 2025.
4. Center Church Ribbon Cutting Ceremony on February 6, 2025.
5. Visionary Printing and Design Ribbon Cutting Ceremony on February 11, 2025.

4. BOARD ACTION AND STRATEGIC INITIATIVES:

A) Discussion on the Chamber Department rebrand revamp partnership with Career Bridge.

B) Consideration and action, if any regarding the appointment of members of the Greater Pharr Chamber of Commerce Board of Directors.

C) Discussion on the new Greater Pharr Chamber of Commerce building.

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

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

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

Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

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

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

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

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

7. ADJOURNMENT:

I, the undersigned authority, do hereby certify that the above notice of said Meeting of the Board of the Greater Pharr Chamber of Commerce was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 10th day of January 2025 at 9:00 a.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 10th day of January 2025





ALESSANDRA GARCIA, CPM
ASSISTANT CITY CLERK

**MINUTES
GREATER PHARR CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING
TUESDAY, NOVEMBER 5, 2024
118 S. CAGE BLVD, PHARR, TX 78577**

The Greater Pharr Chamber of Commerce Board of Directors met on Wednesday, November 5, 2024, at 12:03 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Sonia Flacon
Dr. Annabelle Palomo
Laura Warren
Alma Caso
Jose Delgado

MEMBERS ABSENT: Mario Lizcano
Johnny Rodriguez

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

ITEM 1. CALL MEETING TO ORDER:

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

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

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

ITEM 2. ORGANIZATIONAL BUSINESS:

A) APPROVAL OF MINUTES FOR OCTOBER 1, 2024 – REGULAR CALLED MEETING

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

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

Chairwoman, Sonia Falcon, introduced the item.

Board Member, Laura Warren, reported on budget report, no further changes were made. Chairwoman, Sonia Falcon requested final revenue amount for Avocado Festival. Chamber President, Carlos Sanchez, reported that final revenue amounts for Avocado Festival would be available at the next board meeting in November.

There being no further discussion, Board Member, Dr. Annabelle Palomo **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 November 2024 there were two hundred and thirty-five (235) total active members, twenty-four (24) were new members and six (6) renewals. Mrs. Gonzalez also reported which members for November were silver, gold, and corporate. Mrs. Gonzalez also shared which members were recruited from the Pharr International Bridge Truck Expo. Carlos Sanchez, Chamber President, supported the membership report by elaborating on the collaboration with the Pharr International Bridge. Mr. Sanchez mentioned that for every Truck Expo sponsor, they would become a Chamber member which was an added benefit from the sponsorship.

B) PAST EVENTS

Carlos Sanchez, Chamber President, reported on the Avocado Festival Press Conference that took place on September 4, 2024, to announce the upcoming Avocado Festival and the musical lineup. Mr. Sanchez further reported on the ribbon cutting ceremony for Weinerschnitzel that took place on September 6, 2024.

Carlos Sanchez, Chamber President, reported on the ribbon cutting ceremony for Destiny Through Christ Church (DTC) that took place on September 17, 2024. Mr. Sanchez, also reported on the ribbon cutting ceremony for The Forum by Regency that took place on September 19, 2024

Carlos Sanchez, Chamber President, further reported on the Miss Pharr Scholarship Pageant which took place on September 20, 2024, and announced the titles of the winners. Mr. Sanchez. also reported on the PAL Ambassador meeting that occurred on September 25, 2024. Mr. Sanchez also reported on the ribbon cutting ceremony for Vaquero Masonry and Stone supply that took place on September 26, 2024.

Carlos Sanchez, Chamber President, further reported on attending the 1st Annual Pharr International Bridge Truck Expo on September 27, 2024, where they acquired Chamber members. Mr. Sanchez further reported on the grand opening for South Texas

Health Systems ER Pharr and River Family Dental ribbon cutting ceremony that both occurred on October 3, 2024. Mr. Sanchez also reported on the Hub Job Fair that took place on October 4, 2024, in partnership with the Texas Workforce and Pharr EDC.

Mr. Sanchez reported on the Start of the Produce Season, which was held on October 10, 2024, at the Pharr International Bridge as a kickoff for Avocado Festival. Mr., Sanchez further reported on the second annual Avocado Festival which was held on October 12, 2024, and announced the partnership with the City of Pharr. Mr. Sanchez stated there was over twenty thousand (20,000) attendees at the festival and over one hundred (100) vendors.

Carlos Sanchez, Chamber President further reported on the ribbon cutting ceremony for Puga Insurance that took place on October 17, 2024. Mr. Sanchez also stated he attended the International Floral and Produce Association conference on October 17, 2024, thru October 20, 2024, with the Pharr International Bridge in hopes to expand the Pharr Chambers network and recruit potential sponsors for next year's Avocado Festival event.

C) UPCOMING EVENTS

Carlos Sanchez, Chamber President reported on the upcoming Chamber events. He stated there would be a groundbreaking ceremony for DHR Behavioral Health Hospital on November 12, 2024, and a ribbon cutting for Majestic Realty to also be held on November 12, 2024.

Mr. Sanchez also reported on the upcoming ribbon cutting for Bluewave Carwash Express on November 13, 2024. Mr. Sanchez also reported on the upcoming ribbon cutting event for Paisano Tax to be held on November 14, 2024.

Lastly Mr. Sanchez reported on the upcoming event on the PAL Ambassador Holiday Potluck taking place on November 20, 2024.

ITEM 4. BOARD ACTION AND STRATEGIC INITIATIVES

Carlos Sanchez, Chamber President, stated the following items would be discussed in closed session.

- 1. DISCUSSION ON CHAMBER DEPARTMENT REBRAND AND REVAMP WITH CAREER BRIDGE.**
- 2. DISCUSSION AND UPDATE ON AVOCADO FESTIVAL.**
- 3. CONSIDERATION AND ACTION, IF ANY, ON THE APPOINTMENT OF MEMBERS TO THE GREATER PHARR CHAMBER OF COMMERCE REPORT**

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

ITEM 5. CLOSED SESSION

The time being 12:33 p.m., Chairwoman, 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., Chairwoman, Sonia Falcon stated the board would be resuming the open meeting.

ITEM 7. ADJOURNMENT

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

Sonia Falcon, Chairwoman

Annabelle Palomo, Vice Chairwoman

Alma Caso, Secretary