



**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  
WEDNESDAY, FEBRUARY 5, 2025**

**1. CALL TO ORDER:**

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

**2. INTRODUCTIONS:**

**3. ORGANIZATIONAL BUSINESS:**

- A) Approval of Minutes January 14, 2025 - Regular Called Meeting.
- B) Treasurer's Report of Account Summary - Period ending January 31, 2025.

**4. ACTIVITIES AND ANNOUNCEMENTS:**

- A) President Administrative Report and Update on New and Renewed Memberships.
- B) Presentation on Past Events.
  - 1. City of Pharr 116th Birthday Celebration on January 16, 2025.
  - 2. City of Pharr State of the City Address on January 23, 2025.
  - 3. PAL Ambassador Meeting on January 29, 2025.
- C) Presentation on Upcoming Events.
  - 1. Visionary Printing and Design Ribbon Cutting Ceremony on February 11, 2025.

**5. BOARD ACTION AND STRATEGIC INITIATIVES:**

- A) Presentation on Current Projects and Initiatives.
  - 1. New Greater Pharr Chamber of Commerce Building.
- B) Consideration and action, if any, on the appointment of members to the Greater Pharr Chamber of Commerce Board of Directors.

AGENDA REGULAR MEETING  
February 5, 2025

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

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

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

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

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

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

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

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

**8. ADJOURNMENT:**

AGENDA REGULAR MEETING  
February 5, 2025

**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 City Commission of the City of Pharr 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 30th day of January 2025 at 10:00 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 30th day of January 2025**



  
\_\_\_\_\_  
ALESSANDRA GARCIA, CPM  
ASSISTANT CITY CLERK

I certify that the attached notice and agenda of items to be considered by the City Commission was removed from the bulletin board of City Hall on the \_\_\_\_ day of \_\_\_\_\_, 20\_\_ by,

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**MINUTES  
GREATER PHARR CHAMBER OF COMMERCE  
BOARD OF DIRECTORS MEETING  
TUESDAY, JANUARY 14, 2024  
118 S. CAGE BLVD, PHARR, TX 78577**

The Greater Pharr Chamber of Commerce Board of Directors met on Wednesday, January 14, 2025, at 12:04 p.m. and the following is the record of attendance.

**MEMBERS PRESENT:** Sonia Flacon  
Dr. Annabelle Palomo  
Laura Warren  
Alma Caso  
Mario Lizcano

**MEMBERS ABSENT:** Jose Delgado  
Johnny Rodriguez

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

**ITEM 1. CALL MEETING TO ORDER:**

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

Chairwoman, Sonia Falcon, called the meeting to order at 12:04 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 NOVEMBER 5, 2024 – REGULAR CALLED MEETING**

Board Member Dr. Annabell Palomo 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 DECEMBER 31, 2024**

Chairwoman, Sonia Falcon, introduced the item.

Board Member, Laura Warren, reported on budget report, no further changes were made.

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**

Erica Martinez, Chamber Specialist, went over the membership report. She stated as of January 2025 there were two hundred and thirty-nine (239) total active members, fourteen (14) were new members and five (5) renewals. Mrs. Martinez also reported which members for January were silver, gold, and corporate. Chairwoman, Sonia Falcon suggested to provide a visual to track membership goals and metrics.

#### **B) PAST EVENTS**

Carlos Sanchez, Chamber President, reported on the groundbreaking ceremony for DHR Behavioral Hospital that took take place on November 12, 2024. Mr. Sanchez further reported on another groundbreaking ribbon ceremony for Majestic Realty and Masterbrand that also took place on November 12, 2024.

Carlos Sanchez, Chamber President, reported on the ribbon cutting ceremony for BlueWave Car Wash that took take place on November 13, 2024. Mr. Sanchez further reported on the ribbon cutting ceremony for Paisanos Income Tax that took place on November 14, 2024.

Carlos Sanchez, Chamber President, reported on the PAL Ambassador Holiday Potluck that took place on November 19, 2024. Mr. Sanchez, also reported on the ribbon cutting ceremony for The San Juan Nursing Home that took place on November 20, 2024.

Carlos Sanchez, Chamber President, further reported on the ribbon cutting ceremony for Junction Plaza by Origo Works that took place on December 4, 2024. Mr. Sanchez. also reported on the ribbon cutting ceremony for BAHN Industrial Park that occurred on December 12, 2024.

Carlos Sanchez, Chamber President, further reported on the ribbon cutting for Kato Sabi Sushi that took place on December 17, 2024. Mr. Sanchez further reported on the ribbon cutting ceremony for BAHN Industrial Park that took place on December 18, 2024. Mr. Sanchez concluded the past event report by reporting the ribbon cutting ceremony for Quick Quack Car Wash that took place on January 7, 2025.

## **C) UPCOMING EVENTS**

Carlos Sanchez, Chamber President reported on the upcoming State of the City Address for the City of Pharr that will take place on January 23, 2025. Mr. Sanchez also reported on the upcoming PAL Ambassador Meeting that will take place on January 29, 2025.

Carlos Sanchez, Chamber President, reported on the upcoming ribbon cutting event for Direct Auto Insurance to be held on February 4, 2025. Mr. Sanchez further reported on the upcoming ribbon cutting event for Center Church that will be held on February 6, 2025. Mr. Sanchez closed with his report by reporting a ribbon cutting ceremony for Visionary Printing and Design, to be held on February 11, 2025.

## **ITEM 4. BOARD ACTION AND STRATEGIC INITIATIVES**

### **1. DISCUSSION ON CHAMBER DEPARTMENT REBRAND AND REVAMP WITH CAREER BRIDGE.**

Carlos Sanchez, Chamber President introduced Eloy Garza, Marketing Professor who implemented a program at UTRGV called "Career Bridge." Mr. Garza presented his following students that were able to present their Chamber department rebrand and revamp presentation to the board members. The board members were very impressed and excited about the extensive research the students did for the Pharr Chamber of Commerce. Mr. Garza also reported that his students won first place in a scholarship competition of "Battle of the Brands" with the Chamber department presentation. Mr. Sanchez thanked Mr. Garza and his students for their outstanding presentation and look forward to continue the partnership and present this opportunity to our current membership.

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

### **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 Flaon stated they would deviate from the agenda and go into closed session. There was no objection.

## **ITEM 5. CLOSED SESSION**

The time being 1:25 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 1:42 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