

**MINUTES
BOARD OF COMMISSIONERS
REGULAR CALLED MEETING
MONDAY, DECEMBER 15, 2025
118 SOUTH CAGE 2nd FLOOR**

The Board of Commissioners of the City of Pharr, Texas, met in a Regular Called Meeting on Monday, December 15, 2025, and following is the record of attendance.

BOARD OF COMMISSIONERS PRESENT: Mayor Ambrosio Hernandez
Comm. Michael Pacheco
Comm. Roberto Carrillo
Comm. Ricardo Medina
Comm. Itza Flores

BOARD OF COMMISSIONERS ABSENT: Comm. Ramiro Caballero
Comm. Daniel Chavez

STAFF PRESENT: Jonathan Flores, City Manager
Cynthia Garza, Deputy City Manager
Hilda Pedraza, Assistant City Manager
Imelda Perez, City Clerk
Patrizia Longoria, City Engineer
Jamison Merrick, Finance Director
Veronica Ramirez, HR Director
Juan Villescas, Municipal Court Judge
Juan Gonzalez, Chief of Police
David Martinez, Fire Marshal
Roy Rodriguez, Code Compliance Dir.
Roland Gomez, Dev. Svcs. Director
Luis Marin, Public Works Director
Keyla Jalife, Interim O.S.E. Director
Ruben Rosales, Public Utilities Director
Anthony Rivera, Asst. Parks & Rec. Director
Adolfo Garcia, Library Director
Jose Pena, I.T. Director
Luis Bazan, Bridge Director
Maritza Magallan, Interim Purchasing Dir.
Danny Ramirez, EMS Chief
CJ Sanchez, Pharr Chamber President
Yuri Gonzalez, Chief Communications Officer
Kenneth Ennis, P.S. Communications Dir.
Elizabeth Diaz, Public Health Director
Abel Molina, Interim Special Events Director
Napoleon Coca, Interim Grants Mgmt. Director
Isaac Escobedo, Interim Maintenance Dir.
Will Borowski, Golf Director
Victoria Brewster, Dir. of External Relations

CITY ATTORNEY: Ricardo Rodriguez, City Attorney

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ITEM 1. CALL TO ORDER

A) ROLL CALL AND POSSIBLE ACTION ON THE EXCUSING OF ANY ABSENT MEMBER OF THE GOVERNING BOARD. (ADMINISTRATION)

Mayor Pro Tem Pacheco called the meeting to order at 4:00 p.m. Roll call established a quorum.

Comm. Carrillo moved to excuse absent members. Comm. Medina seconded the motion and when put to a vote, it carried unanimously.

Mayor Hernandez was not present at the time of roll call but arrived at 4:06 p.m.

B) PLEDGE OF ALLEGIANCE/INVOCATION

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

ITEM 2. PUBLIC TESTIMONY

Jonathan Flores, City Manager, introduced the item.

Esteban Cardenas spoke on agenda item 5.D and stated he was in favor of the construction project for new police impound facility but had some questions relating to funding and location of project.

ITEM 3. PUBLIC HEARINGS

A) PUBLIC HEARING ON DEVELOPMENT SERVICES CASES

There were no comments from the public.

ITEM 4. CITY MANAGER'S REPORTS

A) TRAILBLAZER OF THE MONTH RECOGNITION.

Jonathan Flores, City Manager, introduced the item.

Roland Gomez, Development Services Director, recognized Heriberto Martinez as the Trailblazer of the month for November 2025. He stated Mr. Martinez exemplifies leadership, professionalism and dedication and stated Mr. Martinez has a strong technical expertise, a collaborative spirit and a commitment to thoughtful planning that supports reasonable growth and development in our community.

Heriberto Martinez, Planner III, expressed gratitude to the Commission and stated he has been with the City a total of eighteen (18) years and is very happy to be working for the City of Pharr.

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Mayor Hernandez entered the meeting at this point of the agenda. The time being 4:06 p.m.

At this time, Jonathan Flores, City Manager, stated they would deviate from the agenda and go to Item 4.D. Consent Agenda. There was no objection.

D) RECOGNITION OF THE TEXAS BROADBAND WORKFORCE GRANT AWARD FROM THE TEXAS BROADBAND DEVELOPMENT OFFICE.

Jonathan Flores, City Manager, introduced the item and called upon Jose Pena.

Napoleon Coca, Interim Grants Management Director, announced the City of Pharr and partnerships were a recipient of a \$4,367,136 broadband workforce grant. He further stated the City was also receiving match funds in the amount of \$500,000, bringing the grant total to \$4,867,136. Mr. Coca stated this was to expand the broadband initiative for the entire South Texas region through the various partnerships.

Jose Pena, IT Director, stated using this funding, the City of Pharr will launch Pharr Connect U, a tuition-free, city-led broadband workforce development program designed to prepare local residents for high-demand careers in fiber broadband and digital infrastructure. The program will equip participants with the skills needed to support modern connectivity and strengthen the region's digital economy. He further stated in partnership with the PossAble Dream Foundation, the Intercultural Development Research Association (IDRA), Connect Humanity–RGV Broadband Coalition, and regional workforce partners, including Workforce Solutions Cameron and Workforce Solutions Lower Rio Grande, the City of Pharr will implement a comprehensive and collaborative training program using the Fiber Broadband Association's OpTIC Path™ curriculum. Lastly, Mr. Pena proudly mentioned that the City of Pharr is one of only three agencies in the entire State of Texas approved to offer this specialized program, reinforcing its role as a regional leader in workforce development, digital innovation, and broadband connectivity.

At this time, Jonathan Flores, City Manager, stated they would deviate from the agenda and go back to Item 4.B. Consent Agenda. There was no objection.

B) RECOGNITION OF PHARR LEADERSHIP DEVELOPMENT PROGRAM GRADUATES.

Jonathan Flores, City Manager, introduced the item and called upon all graduates from Pharr Leadership Development Program.

Mr. Flores recognized twenty (20) employees from various departments and stated this program encourages staff and inspires them to be leaders. He stated the program was created to support employees who aspire to leadership roles or who are currently serving in leadership positions by equipping them with the skills and knowledge needed to grow professionally within municipal government. Lastly, he stated this was a seven (7) week program and mentioned this was the seventh cohort.

C) RECOGNITION OF P.H.A.R.R ACADEMY GRADUATES

Jonathan Flores, City Manager, introduced the item and called upon Human Resources Director Veronica Ramirez.

Veronica Ramirez, Human Resources Director, proudly recognized four employees who completed the first graduating cohort of the Public Hazards Alert Ready Response (P.H.A.R.R.) Academy. She stated this was a seven (7) month program designed to provide participants with a comprehensive understanding of the City's emergency response operations and the critical roles played by first responder departments during emergencies. She further stated through the academy, participants demonstrated strong commitment, teamwork, and collaboration while gaining valuable insight into emergency preparedness, coordination, and response efforts. Lastly, she mentioned the program strengthens internal knowledge across departments and reinforces the City of Pharr's commitment to readiness, safety, and professional development.

E) CITY EVENTS OF INTEREST

Jonathan Flores, City Manager, called upon Yuri Gonzalez, Chief Communications Officer, for a report on upcoming city events.

Yuri Gonzalez, Chief Communication Officer, presented video recap highlighting the Winter Wonderland event. She stated this was a very successful event and reported there was a total of seven thousand in attendance.

Victoria Brewster, Director of External Relations, presented a video recap highlighting the Texas A&M 4-H Tour at the Pharr International Bridge and welcomed Brianna Gutierrez.

Brianna Gutierrez, Hidalgo County Texas A&M AgriLife Extension Agent for 4-H and Youth Development, to announce a new educational partnership focused on agriculture and student engagement. She stated through this collaboration with Hidalgo County 4-H, the City of Pharr is launching a Farm-to-Table initiative designed to teach students about the local agriculture industry and its vital role in the region's economy. Ms. Gutierrez stated Hidalgo County 4-H thanks the City of Pharr for this meaningful and hands-on learning experience that teaches our students the importance of the role of agriculture, transportation, and trade industries while informing and engaging our youth.

Yuri Gonzalez, Chief Communication Officer, presented video recaps highlighting Pharr Connect Expansion to Multi-Family Communities, Christmas Caroling at retirement communities and assistance living facilities and the Christmas Tamalada in South Pharr.

Yuri Gonzalez, Chief Communications Officer, further reported the City of Pharr Memorial Library would be hosting Christmas Night at the Library event on Thursday, December 18, 2025 at the Pharr Memorial Library. She stated this event would begin at

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6:00 p.m. followed by photos with Santa, music, toy raffles and special ballet performances and other activities. She stated this was a free event and extended an invitation to the community.

Yuri Gonzalez, Chief Communications Officer, further reported the Pharr Police Department would be hosting the Blue Santa Toy Giveaway event on Friday, December 19, 2025 from 6:00 p.m. to 9:00 p.m. at Pharr One – Amphitheater. She stated this was open for the entire community and extended an invitation for all to join.

Lastly, Yuri Gonzalez, Chief Communications Officer, reported the City of Pharr would be hosting its final event of the year on December 31, 2025 in downtown. She stated the New Year Ball Drop event was a free event featuring the Spazmatics and encouraged the community to attend.

ITEM 5. CONSENT AGENDA

- A) APPROVAL OF MINUTES FOR DECEMBER 01, 2025 - REGULAR CALLED MEETING. THIS ITEM SUPPORTS SG - SOUND GOVERNANCE AND FISCAL SUSTAINABILITY. (ADMINISTRATION)**
- B) CONSIDERATION AND ACTION, IF ANY, ON REQUEST FROM HIDALGO COUNTY ELECTIONS DEPARTMENT TO USE THE PHARR MEMORIAL LIBRARY AND PHARR ONE FACILITIES AS ELECTION DAY POLLING LOCATIONS FOR THE 2026 JOINT PRIMARY ELECTION AND PRIMARY RUNOFF ELECTION. THIS ITEM SUPPORTS SG - SOUND GOVERNANCE AND FISCAL SUSTAINABILITY. (ADMINISTRATION)**
- C) CONSIDERATION AND ACTION, IF ANY, ON RENEWAL OF PHARR ECONOMIC DEVELOPMENT CORPORATION (PEDC) II LINE OF CREDIT WITH LONE STAR NATIONAL BANK. THIS ITEM SUPPORTS SG - SOUND GOVERNANCE AND FISCAL SUSTAINABILITY. (FINANCE)**
- D) CONSIDERATION AND ACTION, IF ANY, AUTHORIZING CITY MANAGER TO ADVERTISE FOR BIDS FOR THE CONSTRUCTION OF THE PHARR POLICE DEPARTMENT VEHICLE IMPOUNDMENT AND EVIDENCE STORAGE. THIS ITEM SUPPORTS INFRASTRUCTURE — IF. (ENGINEERING)**
- E) CONSIDERATION AND ACTION, IF ANY, ON DEVELOPMENT SERVICES CASES:**
 - 1. 7-ELEVEN INC. DBA 7-ELEVEN CONVENIENCE STORE'S AND STRIPES STORES, REQUESTED RENEWAL OF THE CONDITIONAL USE PERMIT TO ALLOW THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISE CONSUMPTION IN A GENERAL BUSINESS DISTRICT (C). THE PROPERTY IS LEGALLY DESCRIBED AS LOT ONE (1) P&T SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY'S PHYSICAL ADDRESS IS 2710 NORTH CAGE BOULEVARD. CUP#231031. THIS ITEM SUPPORTS EV - ECONOMIC VITALITY.**

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2. 7-ELEVEN INC., DBA 7-ELEVEN CONVENIENCE STORE'S AND STRIPES STORES, REQUESTED RENEWAL OF THE CONDITIONAL USE PERMIT TO ALLOW THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISE CONSUMPTION IN A GENERAL BUSINESS DISTRICT (C). THE PROPERTY IS LEGALLY DESCRIBED AS BEING LOTS 215, 216, 217, 218 AND 219, VALLE DE LA PRIMAVERA SUBDIVISION, AN ADDITION TO THE CITY OF PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS PHYSICALLY LOCATED AT 6601 SOUTH JACKSON ROAD. CUP#240922 THIS ITEM SUPPORTS EV - ECONOMIC VITALITY.
3. TEJAS BAR, REQUESTED RENEWAL OF THE CONDITIONAL USE PERMIT AND LATE HOURS PERMIT TO ALLOW THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISE CONSUMPTION IN A BUSINESS DISTRICT (C-2). THE PROPERTY IS LEGALLY DESCRIBED AS BEING 0.05 ACRES, MORE OR LESS, OUT OF LOTS 13 & 14, BLOCK 32, PHARR ORIGINAL TOWNSITE SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS PHYSICALLY LOCATED AT 410 WEST STATE AVENUE, SUITE D. CUP#220634 THIS ITEM SUPPORTS EV - ECONOMIC VITALITY.
4. LAS MARGARITAS RESTAURANT INC., REQUESTED RENEWAL OF THE CONDITIONAL USE PERMIT TO ALLOW THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISE CONSUMPTION IN A BUSINESS DISTRICT (C-2). THE PROPERTY IS LEGALLY DESCRIBED AS BEING ALL OF LOTS 7-10, BLOCK 28, PHARR ORIGINAL TOWNSITE SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS PHYSICALLY LOCATED AT 106 NORTH CAGE BOULEVARD. CUP#210740 THIS ITEM SUPPORTS EV - ECONOMIC VITALITY.

F) PLATS:

1. TREVIÑO ENGINEERING, REPRESENTING TOMAS TUDOR, OWNER, REQUESTED FINAL PLAT APPROVAL OF THE PROPOSED JACKSON CROSSING SUBDIVISION. THE PROPERTY IS LEGALLY DESCRIBED AS BEING A 0.803 OF AN ACRE TRACT OF LAND OUT OF LOT 7, BLOCK 6, A.J. MCCOLL SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY IS LOCATED WITHIN THE 800 BLOCK OF NORTH JACKSON RD. SUB#220304 THIS ITEM SUPPORTS EV - ECONOMIC VITALITY.

Jonathan Flores, City Manager, introduced consent agenda and recommended approval of items.

Comm. Carrillo moved to approve as recommended. Comm. Flores seconded the motion and when put to a vote, it carried by majority vote of four (4) ayes and one (1) abstention. Mayor Hernandez abstained from voting.

REGULAR AGENDA - OPEN SESSION

ITEM 6. ORDINANCES AND RESOLUTIONS

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- A) **CONSIDERATION AND ACTION, IF ANY, ON ORDINANCE ADOPTING THE OUR PHARR OUR FUTURE CITY OF PHARR COMPREHENSIVE PLAN. (1ST READING) THIS ITEM SUPPORTS EV - ECONOMIC VITALITY. (DEVELOPMENT SERVICES)**

Jonathan Flores, City Manager, introduced the item and recommended approval.

Comm. Carrillo moved to approve as recommended. Comm. Pacheco seconded the motion and when put to a vote, it carried unanimously.

- B) **CONSIDERATION AND ACTION, IF ANY, ON ORDINANCE AMENDING ZONING ORDINANCE NO. O-2021-16 OF THE CITY OF PHARR, TEXAS, BY AMENDING SEC. 1.14, R-MF (RESIDENTIAL MULTI-FAMILY DISTRICT) AND SEC. 1.15, R-MFHD (RESIDENTIAL MULTI-FAMILY HIGH DENSITY DISTRICT). (1ST READING) THIS ITEM SUPPORTS EV - ECONOMIC VITALITY. (DEVELOPMENT SERVICES)**

Jonathan Flores, City Manager, introduced the item and recommended approval.

Comm. Carrillo moved to approve as recommended. Comm. Medina seconded the motion and when put to a vote, it carried unanimously.

- C) **CONSIDERATION AND ACTION, IF ANY, ON RESOLUTION DESIGNATING MEMBERS TO THE RIO GRANDE VALLEY METROPOLITAN PLANNING ORGANIZATION (RGVMPO). THIS ITEM SUPPORTS SG - SOUND GOVERNANCE AND FISCAL SUSTAINABILITY. (ENGINEERING)**

Jonathan Flores, City Manager, introduced the item and recommended adding members Patrizia Longoria and Edwin Manrique.

Comm. Flores moved to add members Patrizia Longoria and Edwin Manrique to the Rio Grande Valley Metropolitan Planning Organization. Comm. Carrillo seconded the motion and when put to a vote, it carried unanimously.

- D) **CONSIDERATION AND ACTION, IF ANY, ON RESOLUTION AUTHORIZING THE SUBMISSION OF A TEXAS PARKS & WILDLIFE DEPARTMENT (TPWD) LEGISLATIVE RIDER GRANT APPLICATION FOR GENERAL PARKS IMPROVEMENTS AND DESIGNATING AUTHORIZED REPRESENTATIVES FOR GRANT ADMINISTRATION. THIS ITEM SUPPORTS QL - QUALITY OF LIFE. (GMCD)**

Jonathan Flores, City Manager, introduced the item and recommended approval.

Comm. Carrillo moved to approve as recommended. Comm. Flores seconded the motion and when put to a vote, it carried unanimously.

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ITEM 7. PURCHASING

- A) **CONSIDERATION AND ACTION, IF ANY, AUTHORIZING THE PURCHASE OF ONE THOUSAND (1,000) LAPTOPS FROM BEST BUY STORES, L.P. FOR AN AMOUNT NOT TO EXCEED \$300,000.00 FOR THE PHARR CONNECT DIGITAL LITERACY PROGRAM (OMNIA CONTRACT R201203). THIS ITEM SUPPORTS QL - QUALITY OF LIFE. (IT)**

Jonathan Flores, City Manager, introduced the item and recommended approval.

Comm. Carrillo moved to approve as recommended. Comm. Flores seconded the motion and when put to a vote, it carried unanimously.

ITEM 8. CONTRACTS/AGREEMENTS

- A) **CONSIDERATION AND ACTION, IF ANY, AUTHORIZING CITY MANAGER TO ENTER INTO A LICENSING AGREEMENT WITH THE FIBER BROADBAND ASSOCIATION FOR THE OPTIC PATH CURRICULUM. THIS ITEM SUPPORTS SE - SERVICE EXCELLENCE. (IT)**

Jonathan Flores, City Manager, introduced the item and recommended approval.

Comm. Carrillo moved to approve as recommended. Comm. Flores seconded the motion and when put to a vote, it carried unanimously.

- B) **CONSIDERATION AND ACTION, IF ANY, ON AMENDMENT NUMBER 8 IN THE AMOUNT OF \$32,325 WITH HALFF ASSOCIATES, INC., FROM MCALLEN, TX, FOR THE DONATIONS ACCEPTANCE PROGRAM FISCAL YEAR 2016 (DAP FY 16). THIS ITEM SUPPORTS IF - INFRASTRUCTURE. (ENGINEERING)**

Jonathan Flores, City Manager, introduced the item and recommended approval.

Comm. Carrillo moved to approve as recommended. Comm. Pacheco seconded the motion and when put to a vote, it carried unanimously.

ITEM 9. CLOSED SESSION

None

ITEM 10. RECONVENE

None

ITEM 11. ADJOURNMENT

There being no other business to come before the board, Comm. Pacheco moved to adjourn. Comm Carrillo seconded the motion and when put to a vote, the motion carried unanimously. Meeting adjourned at 5:14 p.m.

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CITY OF PHARR



AMBROSIO HERNANDEZ
MAYOR

STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF PHARR

ON THIS THE 15th DAY OF DECEMBER 2025 the Board of Commissioners of the City of Pharr, Texas convened in a **REGULAR CALLED MEETING** at the Commissioner's Room located at 118 S. Cage, 2nd Floor, Pharr, Texas. The meeting being open to the public and notice of said meeting, giving the date, place, subject, hereof, having been posted in accordance with Chapter 551, Texas Government Code (Open Meetings Act) and there being present a quorum, I, **IMELDA PEREZ, CITY CLERK**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

ATTEST:



IMELDA PEREZ, CITY CLERK

APPROVED: January 5, 2026

