

**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
WEDNESDAY, SEPTEMBER 16, 2026**

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 Revenue Reports for August 2026.
- B) Finance Report for August 2026.
- C) Engineer's Report.
- D) Director's Report.

3. ADMINISTRATIVE:

- A) Approval of Minutes for August 19, 2026 - Regular Called Meeting.
- B) Discussion and action, if any, on Advertising with The Advance News Journal in the amount of \$930 per month for 12 months.
- C) Discussion and action, if any, on Advertising with the Rio Grande Guardian in the amount of \$10,000 for 12 months.
- D) Discussion and action, if any, on Advertising with the Valley Business Report in the amount of \$11,600 for 12 months.

E) Discussion and action, if any, on Advertising with Texas Border Business in the amount of \$2,250 per month for 12 months.

F) Discussion and action, if any, on Advertising with Inbound Logistics in the amount of \$3,708.33 per month for 12 months.

G) Discussion and action, if any, on proposal from XOANA Entertainment Company for road/traffic and promotional commercial route signs in Reynosa in the amount of \$2,750 per month for 3 years.

H) Discussion and action, if any, on proposal from XOANA Entertainment Company for Billboards Campaign in the amount of \$3,765 per month for 12 months.

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 956-402-4200 Ext 1201 or FAX 956-475-3442 or Email 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. This Notice was posted on the 8th day of September 2026 at 4:00 p.m. and will remain posted continuously for at least three (3) business days 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 8th day of September 2026





ALESSANDRA GARCIA, CPM
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: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 2.A.

DATE SUBMITTED: September 10, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Crossings and Revenue Reports for August 2026.

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:

Cleo Salinas

Created/Initiated - 09/10/2026

CROSSINGS AND REVENUES FOR THE MONTH OF AUGUST FISCAL YEAR 2025 – 2026

a) BRIDGE CROSSINGS

Crossings for the Pharr International Bridge totaled **113,223** vehicles for the month of August F.Y. 2025-2026, which showed an increase of **5,582** vehicles or **5.19%** over the same month in F.Y. 2024-2025.

b) CAR CROSSINGS

Car crossings for the Pharr International Bridge totaled **59,617** cars for the month of August F.Y. 2025 – 2026, showing an increase of **11,931** cars or **25.02%** over the same month in F.Y. 2024 – 2025.

c) NORTHBOUND CAR CROSSINGS

Northbound Car crossings at the Pharr International Bridge totaled **46,853** cars for the month of August F.Y. 2025 – 2026, showing a decrease of **(-3,378)** cars or **-6.72%** over the same month in F.Y. 2024 – 2025.

d) SOUTHBOUND TRUCK CROSSINGS

Truck crossings totaled **53,606** trucks for the month of August F.Y. 2025-2026, showing a decrease of **(-6,349)** trucks or **-10.59%** over the same month in F.Y. 2024 - 2025.

SOUTHBOUND TRUCK CROSSINGS SHOWED A DECREASE OF (-1,309) TRUCKS OR -2.38% FOR THE MONTH OF AUGUST, COMPARED TO NORTHBOUND TRUCK CROSSINGS.

e) NORTHBOUND TRUCKS

Northbound trucks at the Pharr International Bridge totaled **54,915** trucks for the month of August F.Y. 2025-2026, showing a decrease of **(-4,518)** trucks or **-7.60%** over the same month in F.Y. 2024-2025.

TOTAL NORTHBOUND AND SOUTHBOUND TRUCK CROSSINGS FOR THE MONTH OF AUGUST TOTAL 108,521, REPRESENTING A DECREASE OF (-10,867) OR -9.10% OVER THE SAME TIME PERIOD IN F.Y. 2024-2025.

f) TOTAL REVENUES

Revenues for the Pharr International Bridge totaled **\$2,264,239** dollars for the month of August F.Y. 2025 – 2026.

\$	298,085	Autos & other
\$	1,960,570	Trucks
\$	5,584	Profit on pesos
\$	2,264,239	TOTAL

Revenues showed an increase of **\$388,196** or **20.69%** over the same month in F.Y. 2024 – 2025.

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

	F.Y. 2024-2025	F.Y. 2025-2026	GAIN / LOSS	INC% / DEC%
OCTOBER	107,028	117,682	10,654	9.95%
NOVEMBER	110,777	105,196	(-5,581)	-5.04%
DECEMBER	113,440	116,233	2,793	2.46%
JANUARY	105,428	110,675	5,247	4.98%
FEBRUARY	89,853	102,581	12,728	14.17%
MARCH	104,452	118,707	14,255	13.65%
APRIL	103,155	113,783	10,628	10.30%
MAY	105,646	116,434	10,788	10.21%
JUNE	99,670	108,837	9,167	9.20%
JULY	101,749	114,420	12,671	12.45%
AUGUST	107,641	113,223	5,582	5.19%
YTD TOTAL	1,148,839	1,237,771	88,932	7.74%
SEPTEMBER	108,893			
TOTAL CROSSING	1,257,732			

**PHARR INTERNATIONAL BRIDGE
SOUTHBOUND CAR CROSSINGS COMPARISON BY FISCAL YEAR**

F.Y. 2024-2025 F.Y. 2025-2026 GAIN / LOSS INC% / DEC%

OCTOBER	49,109	50,486	1,377	2.80%
NOVEMBER	54,183	48,387	(-5,796)	-10.70%
DECEMBER	60,477	57,314	(-3,163)	-5.23%
JANUARY	46,555	47,070	515	1.11%
FEBRUARY	40,229	45,726	5,497	13.66%
MARCH	44,341	56,497	12,156	27.41%
APRIL	45,345	54,799	9,454	20.85%
MAY	48,173	57,423	9,250	19.20%
JUNE	42,759	52,818	10,059	23.52%
JULY	43,102	57,516	14,414	33.44%
AUGUST	47,686	59,617	11,931	25.02%
YTD TOTAL	521,959	587,653	65,694	12.59%
SEPTEMBER	46,897			
TOTAL CROSSING	568,856			

SOUTHBOUND CAR CROSSINGS COMPARISON FOR THE MONTH OF AUGUST F.Y. 2025 – 2026

			GAIN LOSS	% INC. % (DEC.)	DAILY AVERAGE
	AUGUST F.Y. 25-26	AUGUST F.Y. 24-25			
GATEWAY	105,469	104,333	1,136	1%	3,516
VETERANS (LOS TOMATES)	152,386	141,042	11,344	8%	5,080
FREE TRADE (LOS INDIOS)	35,197	36,457	-1,260	-3%	1,173
TOTAL BROWNSVILLE	293,052	281,832	11,220	4%	9,768
DEL RIO	142,169	154,959	-12,790	-8%	4,739
DONNA	57,679	59,661	-1,982	-3.32%	1,923
EAGLE PASS	227,203	246,464	-19,261	-8%	7,573
YSLETA-ZARAGOZA	271,477	293,410	-21,933	-7%	9,049
STANTON-LERDO	134,582	140,211	-5,629	-4%	4,486
TOTAL EL PASO	406,059	433,621	-27,562	-6%	13,535
LAREDO	449,033	451,698	-2,665	-1%	14,968
McALLEN- HIDALGO	225,754	220,221	5,533	3%	7,525
ANZALDUAS	138,149	121,411	16,738	14%	4,605
TOTAL	363,903	341,632	22,271	7%	12,130
PHARR	59,617	47,686	11,931	25.02%	1,987
PROGRESO	39,659	39,883	-224	-0.56%	1,322
ROMA	62,560	62,282	278	0.45%	2,085

**PHARR INTERNATIONAL BRIDGE
NORTHBOUND CAR CROSSINGS COMPARISON BY FISCAL YEAR**

F.Y. 2024-2025 F.Y. 2025-2026 GAIN / LOSS INC% / DEC%

OCTOBER	41,181	46,414	5,233	12.71%
NOVEMBER	43,427	49,644	6,217	14.32%
DECEMBER	50,228	51,090	862	1.72%
JANUARY	41,526	47,607	6,081	14.64%
FEBRUARY	37,923	41,485	3,562	9.39%
MARCH	48,015	48,803	788	1.64%
APRIL	49,293	42,170	(-7,123)	-14.45%
MAY	49,911	48,651	(-1,260)	-2.52%
JUNE	44,025	45,811	1,786	4.06%
JULY	47,938	47,874	(-64)	-0.13%
AUGUST	50,231	46,853	(-3,378)	-6.72%
YTD TOTAL	503,698	516,402	12,704	2.52%
SEPTEMBER	44,197			
TOTAL CROSSING	547,895			

**PHARR INTERNATIONAL BRIDGE
SOUTHBOUND TRUCK CROSSINGS COMPARISON BY FISCAL YEAR**

	F.Y. 2024-2025	F.Y. 2025-2026	GAIN / LOSS	INC% / DEC%
OCTOBER	57,919	67,196	9,277	16.02%
NOVEMBER	56,594	56,809	215	0.38%
DECEMBER	52,963	58,919	5,956	11.25%
JANUARY	58,873	63,605	4,732	8.04%
FEBRUARY	49,624	56,855	7,231	14.57%
MARCH	60,111	62,210	2,099	3.49%
APRIL	57,810	58,984	1,174	2.03%
MAY	57,473	59,011	1,538	2.68%
JUNE	56,911	56,019	(-892)	-1.57%
JULY	58,647	56,904	(-1,743)	-2.97%
AUGUST	59,955	53,606	(-6,349)	-10.59%
YTD TOTAL	626,880	650,118	23,238	3.71%
SEPTEMBER	61,996			
TOTAL CROSSING	688,876			

SOUTHBOUND TRUCK CROSSINGS COMPARISON FOR THE MONTH OF AUGUST F.Y. 2025 – 2026

			GAIN LOSS	% INC. % (DEC.)	DAILY AVERAGE
	AUGUST F.Y. 25-26	AUGUST F.Y. 24-25			
ANZALDUAS (Empty only)	2,941	3,433	-492	-14%	98
VETERANS (LOS TOMATES)	18,354	23,505	-5,151	-22%	612
FREE TRADE (LOS INDIOS)	6,905	4,426	2,479	56%	230
TOTAL BROWNSVILLE	25,259	27,931	-2,672	-10%	842
DEL RIO	6,369	5,494	875	16%	212
DONNA	5	51	-46	-90%	0
EAGLE PASS	24,442	32,521	-8,079	-25%	815
YSLETA-ZARAGOZA-EL PASO	61,263	59,289	1,974	3%	2,042
LAREDO	258,505	251,804	6,701	3%	8,617
PHARR	53,606	59,954	-6,348	-11%	1,787
PROGRESO	7,354	8,072	-718	-9%	245
ROMA	1,193	845	348	41%	40

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

	F.Y. 2024- 2025	F.Y. 2025- 2026	GAIN / LOSS	INC% / DEC%	FULL TRUCKS	EMPT	AG TRUCKS	NARP NO INSP.
OCTOBER	63,509	67,546	4,037	6.36%	42,350	25,196	18,897	9,267
NOVEMBER	61,144	57,289	(-3,855)	-6.30%	38,164	19,125	18,718	9,046
DECEMBER	56,425	58,540	2,115	3.75%	37,230	21,310	20,168	9,417
JANUARY	62,953	63,537	584	0.93%	41,881	21,656	23,254	10,999
FEBRUARY	49,863	56,973	7,110	14.26%	38,646	18,297	20,062	8,785
MARCH	62,036	61,012	(-1,024)	-1.65%	43,938	17,074	22,795	8,942
APRIL	58,802	58,853	51	0.09%	42,164	16,689	22,849	9,613
MAY	59,630	57,112	(-2,518)	-4.22%	41,756	15,347	21,893	9,882
JUNE	58,132	55,557	(-2,575)	-4.43%	37,729	17,828	17,620	8,200
JULY	59,036	56,722	(-2,314)	-3.92%	39,145	17,577	18,465	8,484
AUGUST	59,433	54,915	(-4,518)	-7.60%	37,787	17,131	17,342	8,317
SEPTEMBER	60,903							
TOTAL CROSSING	711,866							

Agriculture trucks at the Pharr International Bridge totaled **17,342** crossings for the month of August representing a **32%** of the imports from Mexico.

Agriculture trucks at the Pharr International Bridge Import Lot showed a decrease of **(-497)** trucks or **-2.79%** over the same month in F.Y. 2024-2025.

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

	F.Y. 2024-2025	F.Y. 2025-2026	GAIN / LOSS	INC% / DEC%
OCTOBER	121,428	134,742	13,314	10.96%
NOVEMBER	117,738	114,098	(-3,640)	-3.09%
DECEMBER	109,388	117,459	8,071	7.38%
JANUARY	121,826	127,142	5,316	4.36%
FEBRUARY	99,487	113,828	14,341	14.41%
MARCH	122,147	123,222	1,075	0.88%
APRIL	116,612	117,837	1,225	1.05%
MAY	117,103	116,123	(-980)	-0.84%
JUNE	115,043	111,576	(-3,467)	-3.01%
JULY	117,683	113,626	(-4,057)	-3.45%
AUGUST	119,388	108,521	(-10,867)	-9.10%
SEPTEMBER	122,899			
TOTAL CROSSING	1,400,742			

**PHARR INTERNATIONAL BRIDGE
F.Y. 2025-2026 CROSSINGS COMPARISON BY AXLE**

	CARS	2X TRUCKS	3X TRUCKS	4X TRUCKS	5X TRUCKS	6X TRUCKS	MOBILE HOMES	WIDE LOAD	SPEC. CROSS	MONTH TOTAL
OCTOBER	50,486	4,389	8,141	864	43,836	183	4	152	9,627	117,682
NOVEMBER	48,387	3,445	6,158	714	38,477	163	15	112	7,725	105,196
DECEMBER	57,314	3,405	6,214	644	38,987	160	4	134	9,371	116,233
JANUARY	47,070	3,529	6,210	728	43,365	153	4	114	9,502	110,675
FEBRUARY	45,726	3,377	4,604	644	39,581	186	1	133	8,329	102,581
MARCH	56,497	3,976	5,113	679	45,891	238	0	166	6,147	118,707
APRIL	54,799	3,726	4,446	724	44,358	176	0	142	5,415	113,783
MAY	57,423	3,670	4,783	922	43,578	209	0	142	5707	116,434
JUNE	52,818	3,749	4,317	722	40,835	173	0	148	6,075	108,837
JULY	57,516	3,807	4,519	797	41,383	160	1	156	6,081	114,420
AUGUST	59,617	3,632	4,185	698	39,550	169	0	125	5,247	113,223
SEPTEMBER										
TOTAL CROSSING										

**TOTAL PERCENTAGE FOR CARS AND TRUCKS FOR THE MONTH OF AUGUST
F.Y. 2025-2026.**

- 1X CARS 53%
- 2X TRUCKS 3%
- 3X TRUCKS 4%
- 4X TRUCKS 1%
- 5X TRUCKS 35%
- 6X TRUCKS 0.1%

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

	F.Y. 2024-2025	F.Y. 2025-2026	GAIN / LOSS	INC% / DEC%
OCTOBER	\$ 1,709,722	\$ 2,160,583	\$ 450,861	26.37%
NOVEMBER	\$ 1,815,436	\$ 1,740,268	(\$75,168)	-4.14%
DECEMBER	\$ 1,758,294	\$ 2,373,704	\$ 615,409	35%
JANUARY	\$ 1,762,476	\$ 2,981,788	\$ 1,219,311	69.18%
FEBRUARY	\$ 1,528,157	\$ 2,617,356	\$ 1,089,199	71.28%
MARCH	\$ 1,824,299	\$ 2,500,428	\$ 676,129	37.06%
APRIL	\$ 1,771,074	\$ 2,358,081	\$ 587,006	33.14%
MAY	\$ 1,825,700	\$ 2,410,857	\$ 585,157	32.05%
JUNE	\$ 1,747,133	\$ 2,327,207	\$ 580,074	33.20%
JULY	\$ 1,786,595	\$ 2,438,354	\$ 651,758	36.48%
AUGUST	\$ 1,876,042	\$ 2,264,239	\$ 388,196	20.69%
YTD TOTAL	\$ 19,404,933	\$ 26,172,870	\$ 6,767,936	34.88%
SEPTEMBER	\$ 1,972,328			
TOTAL CROSSING	\$ 21,377,262			



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 2.B.

DATE SUBMITTED: September 11, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Finance Report for August 2026.

Classification: Regular

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

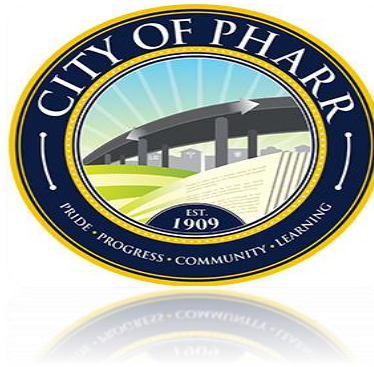
Exclude Material from Public Packet? No

Reason:

ROUTING:

Cleo Salinas

Created/Initiated - 09/11/2026



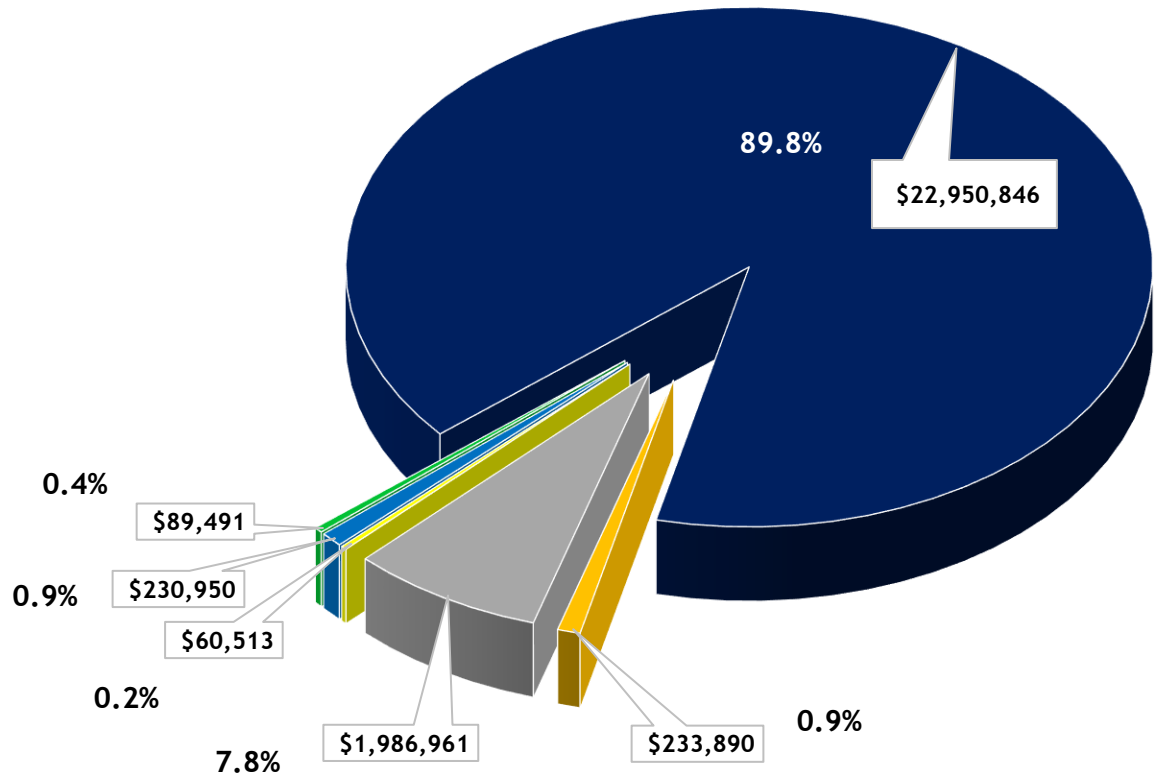
PHARR INTERNATIONAL BRIDGE

Financial Report
AUGUST - FY 25/26



Bridge Revenues

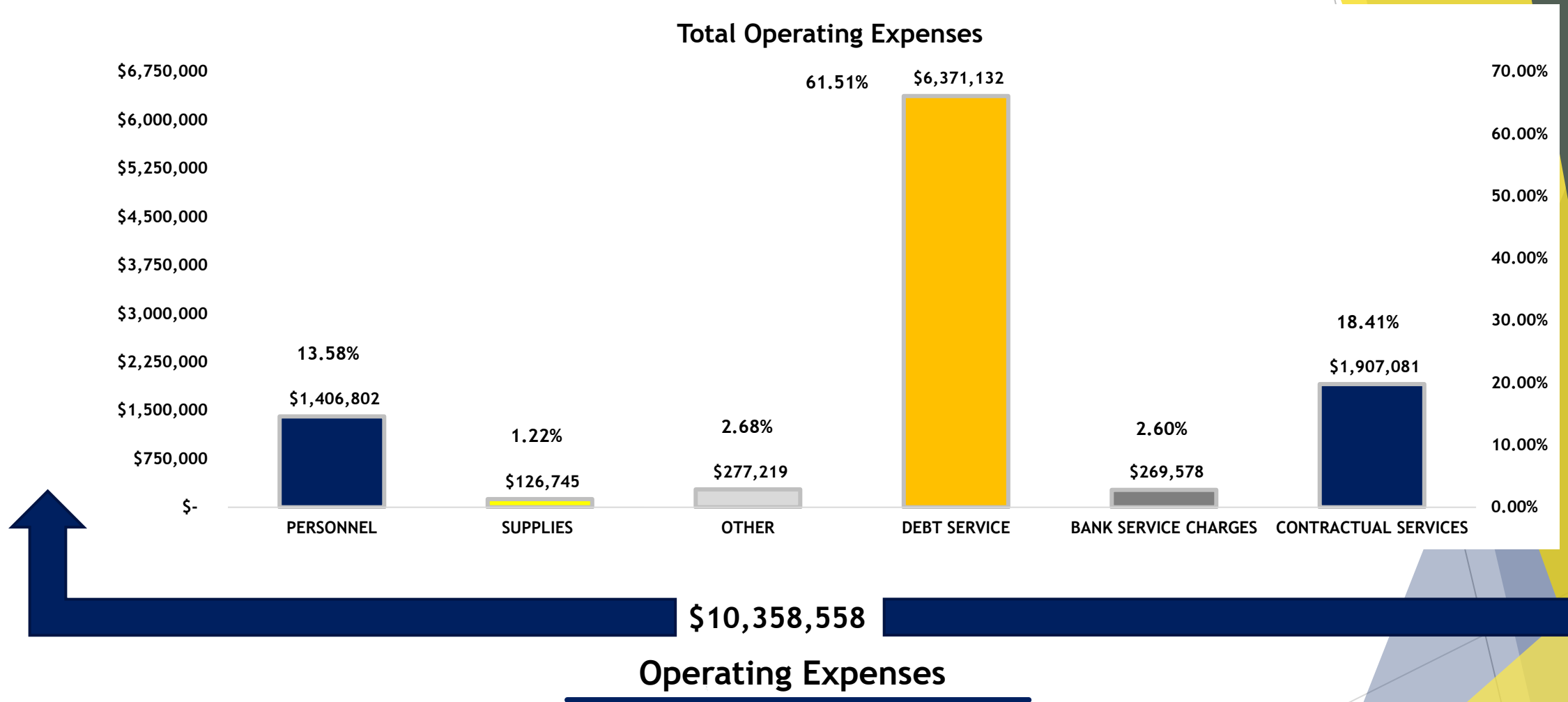
- Toll Fees
- Credit Card - Surcharge
- Interest from Bond Proceeds
- Peso Exchange Rate Income
- Rental Income
- Other



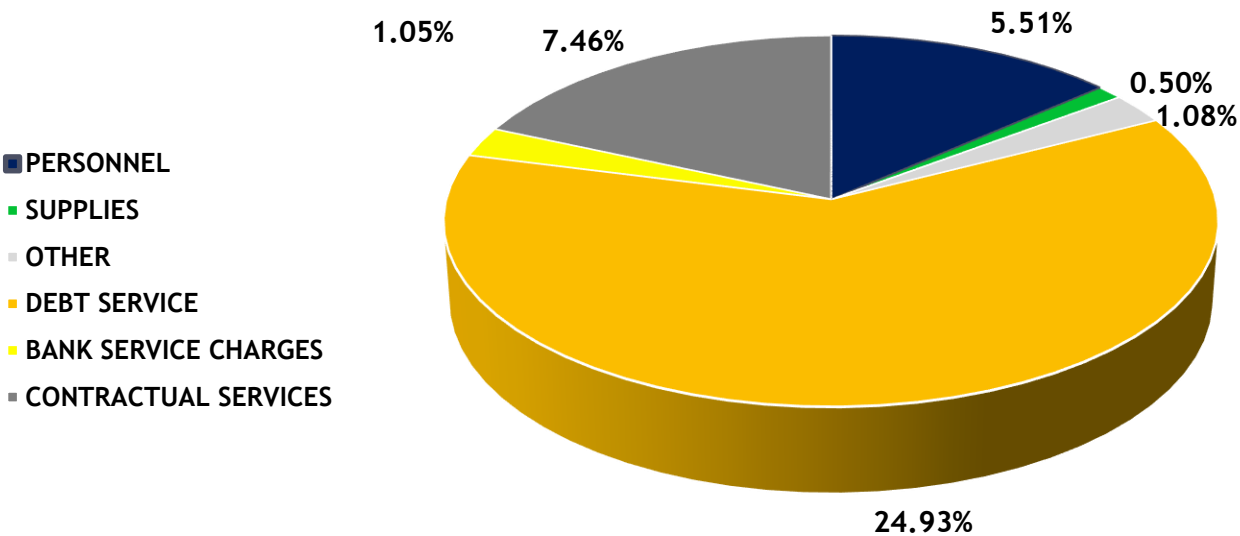
\$25,552,652

Total Revenues

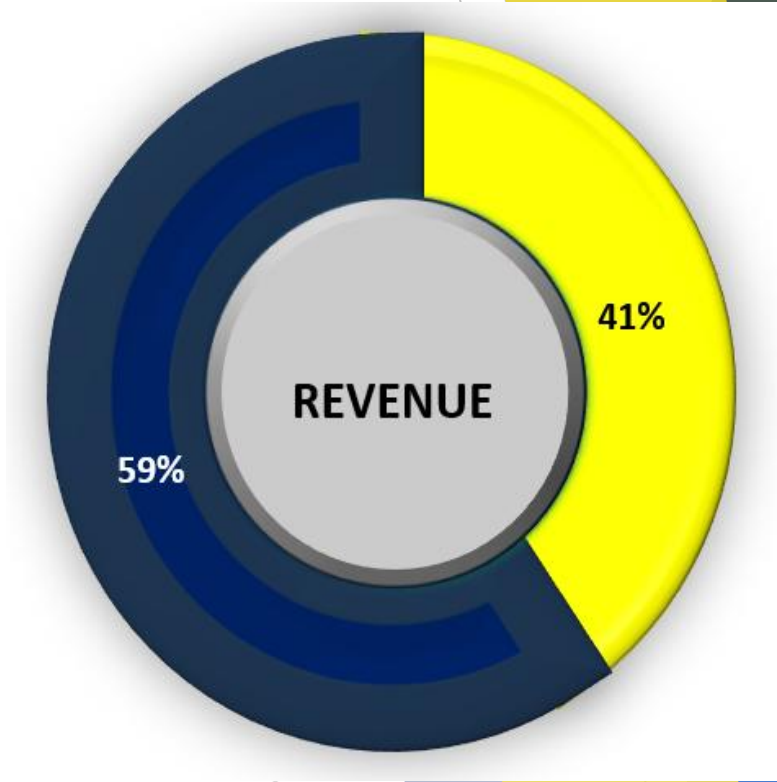




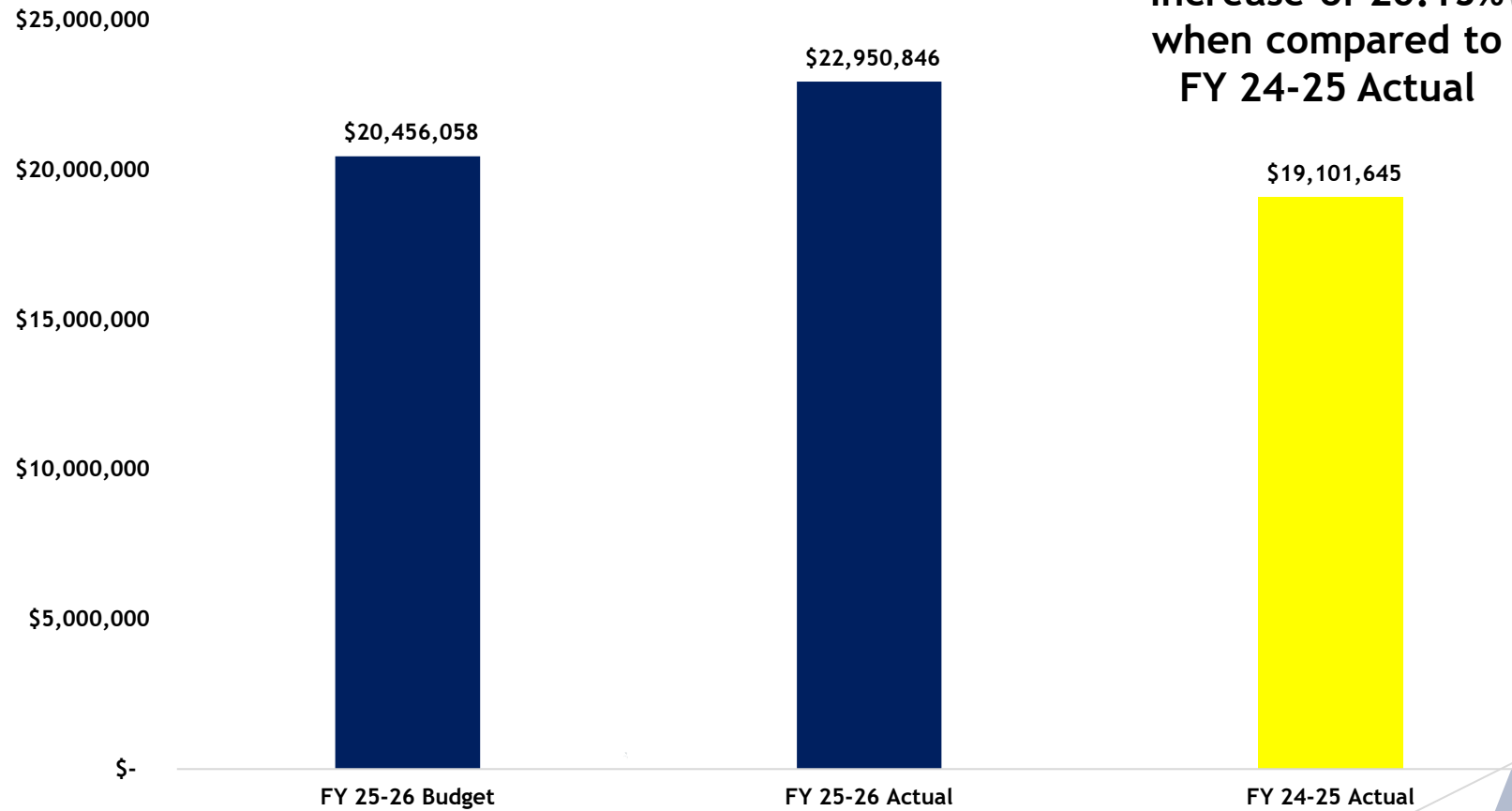
Operating Expenses As A Percentage of Revenues



REVENUES OVER EXPENSES



Toll Collections

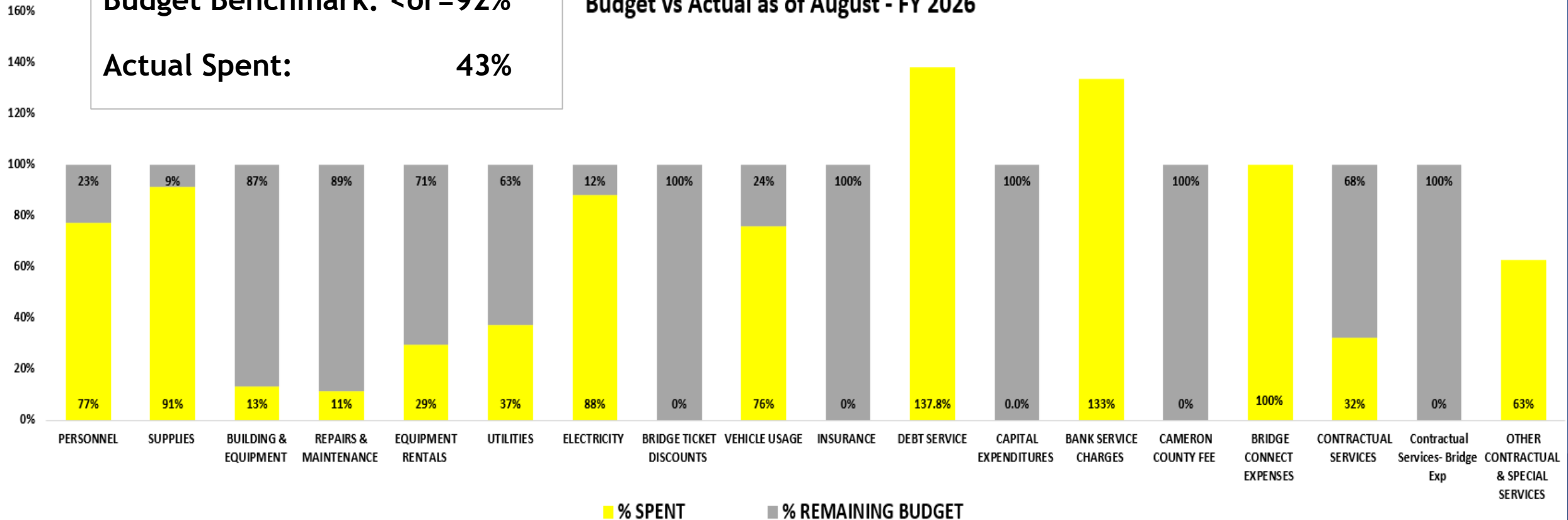


August - FY 2026

Budget Benchmark: $\leq 92\%$

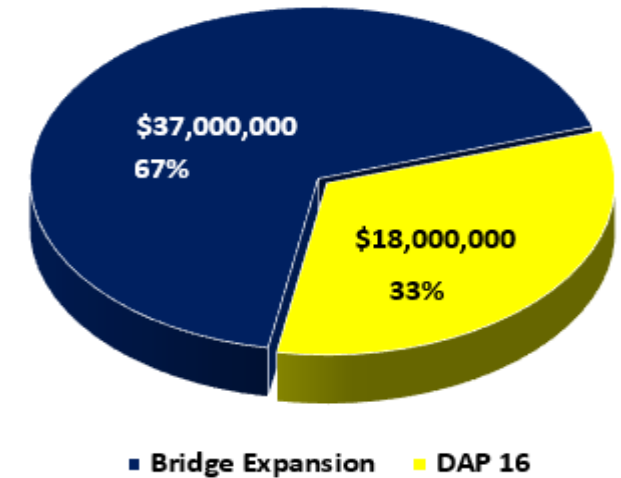
Actual Spent: 43%

Bridge Expenditures Budget vs Actual as of August - FY 2026



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
Total	\$ 53,365,000	\$ 28,178,423	\$ 81,543,423

Bridge Bond Debt

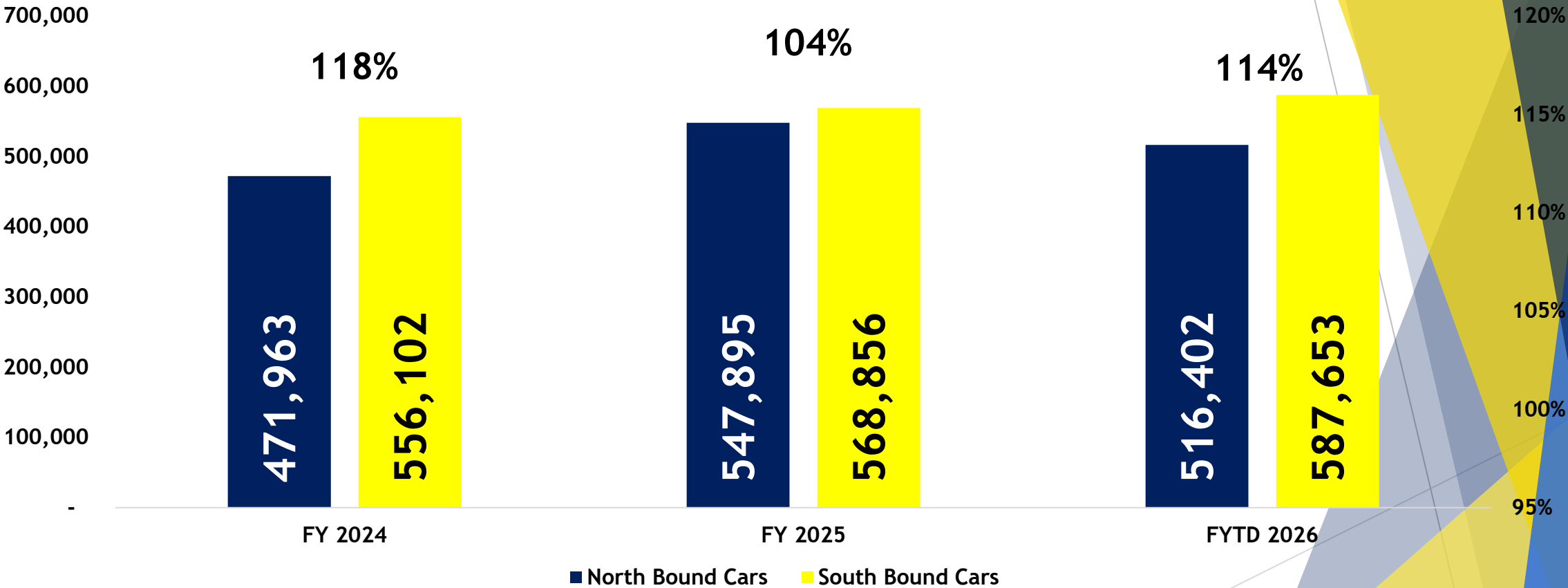


PHARR INTERNATIONAL BRIDGE

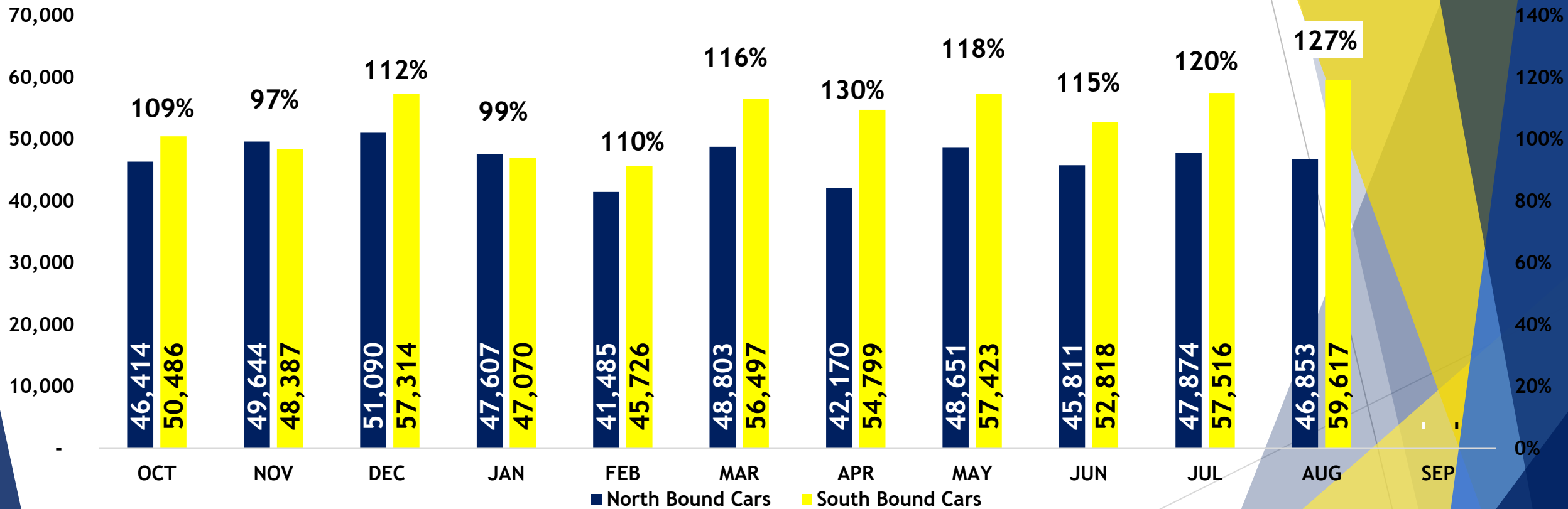
Southbound Recapture Rate
August - FYTD 2026



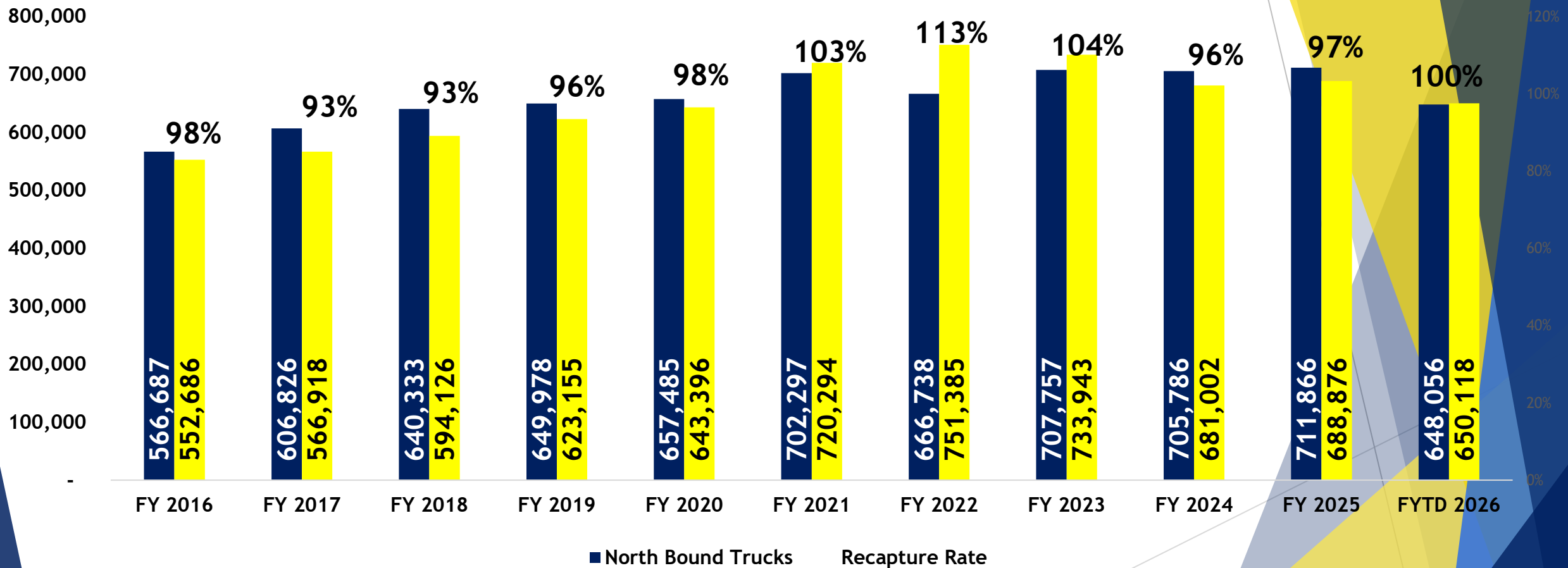
YTD Southbound Car Recapture Rate



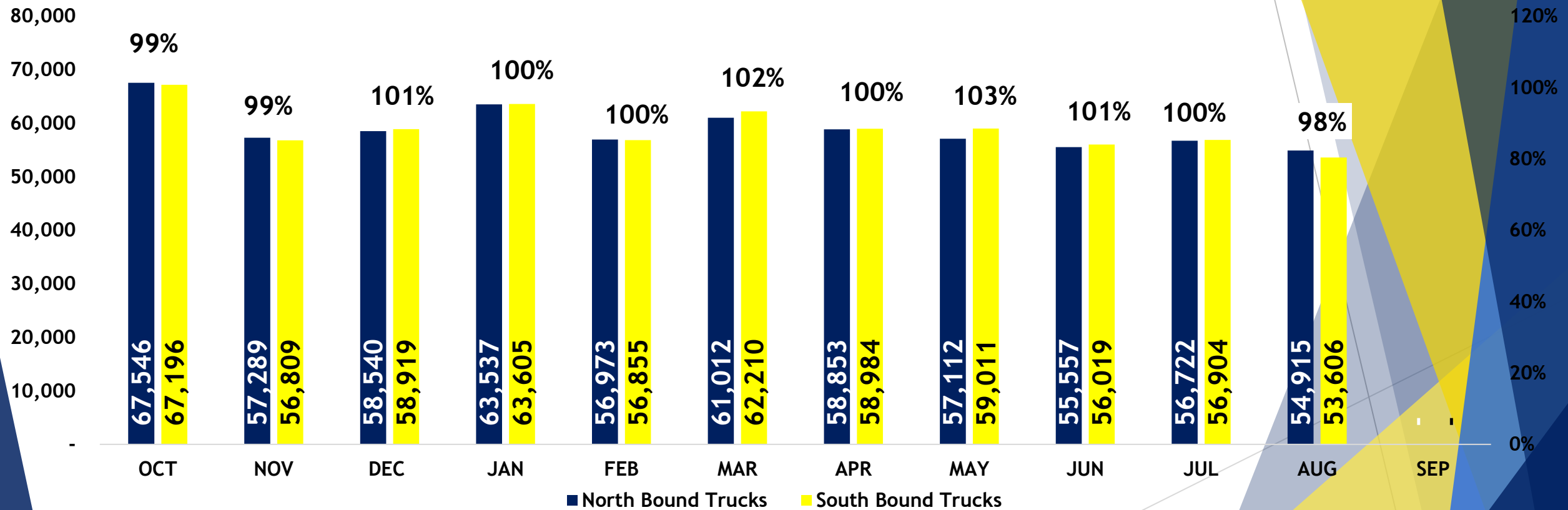
Historical Southbound Car Recapture Rate



Historical Southbound Truck Recapture Rate



YTD Southbound Truck Recapture Rate



QUESTIONS



THANK YOU





AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 2.C.

DATE SUBMITTED: September 10, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, 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:

ROUTING:

Cleo Salinas

Created/Initiated - 09/10/2026

Report on Capital Improvement Project Activity
Pharr-Reynosa International Bridge
September 2026

City Engineer – Patrizia Longoria, P.E.
Wednesday, September 16, 2026



Pharr
Engineering



BRIDGE BOARD MEETING

Engineer: Halff Associates, Inc.
Contractor: D. Wilson Construction Co.
CM: Brownstone Consultants, LLC
Status:

- Bid Opening for re-bid on Thur., June 20, 2024.
- Bid Analysis and recommendation sent to TxDOT for concurrence on Fri. July 05, 2024
- Received concurrence from TxDOT on Aug. 22, 2024.
- Awarded project at City Commission on Tue. Sept. 03, 2024.
- Pre-Construction Meeting was held on October 23, 2024.

Next Steps:

- Construction ongoing

Start Contract Time: November 04, 2024

Contract Time: 425 standard workweek days (22 mo.) + 30 (8/18/2025) + 15 (12/01/2025) + 35 (8/17/2026) = 505

Time to Date (09/30/26): ~460 (91.1%)

End Contract Time: Nov. 09, 2026 (latest schedule Feb. 05, 2027)

Contract Amount: \$45,253,972.12

Change Orders: \$22,835.40 (8/18/2025)

\$49,781.94 (12/01/2025)

\$143,478.13 (8/17/2026)

Revised Contract: \$45,470,067.59

PCOs: \$490,660.47 (#36)

Total Paid to Date (1-21): \$25,472,464.14 (56.2%) (07/25/2026)

Latest Reimbursement Requests: #17 for \$1,118,473.99

(submitted 07/20/2026; total to date \$22,379,132.55; remaining balance \$1,036,449.45)



Dock Expansion Ph I
Dry Dock

Agricultural Lab

Dock Expansion Ph II
Cold Storage

Dock Expansion Phase I, II & Ag Lab (DAP FY 16)



Pharr
Engineering



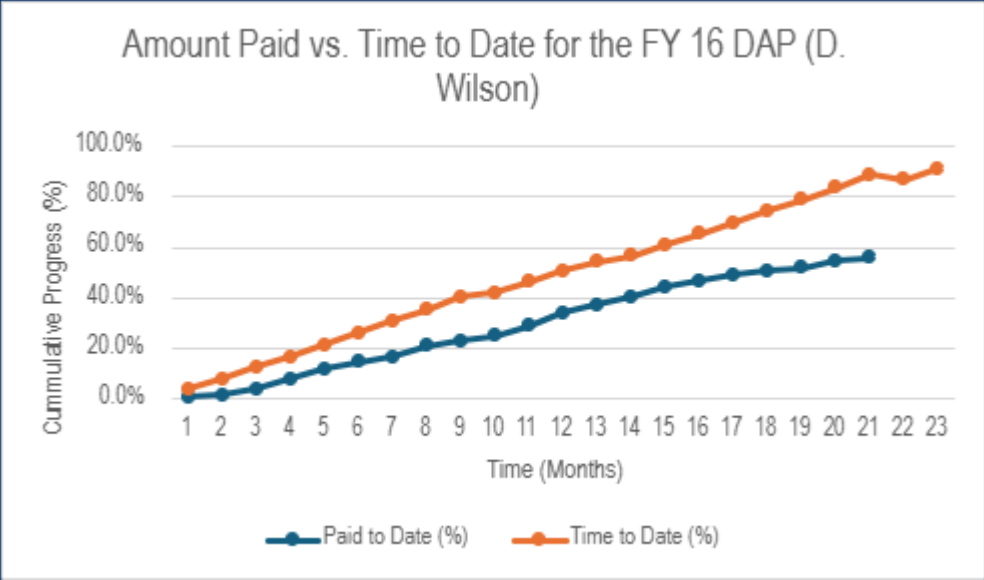
CSJ: 0921-02-424

CSJ: 0921-02-424

CSJ: 0921-02-433

CONSTRUCTION

Month	Total Amount Paid to Date (%)	Total Time to Date (%)
November '24	1.0	4.0
December '24	1.7	8.2
January '25	4.2	12.7
February '25	8.0	16.9
March '25	12.2	21.6
April '25	14.8	26.1
May '25	16.6	31.1
June '25	21.2	35.5
July '25	23.2	40.5
August '25	25.2*	42.2*
September '25	29.0	46.4
October '25	34.2	50.8
November '25	37.3	54.5
December '25	40.7	56.8
January '26	44.6	61.1
February '26	46.9	65.3
March '26	49.4	70.0
April '26	50.4	74.7
May '26	51.9	79.1
June '26	54.8	83.8
July '26	56.2	88.7
August '26	TBD	86.7
September '26	TBD	91.1



ion Phase I, II & Ag Lab (DAP FY 16)

21-02-424

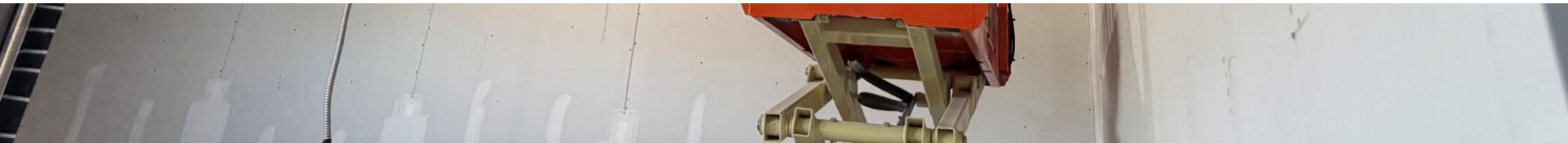
21-02-424

21-02-433

CONSTRUCTION



08-27-2026 – the contractor continued installing insulation around the ductwork for the air-conditioning system at the Agricultural Building.



08-27-2026 –the contractor continued installation of 6-inch and 2-inch piping for the fire suppression system at the Dock Expansion Building.



Engineer: Structural Engineering Associates, Inc. (SEA)

CM: Brownstone Consultants, LLC

Contractor: IOC Company, LLC

Status:

- Project is under construction.
- OSB easements have been finalized. Light easements are being worked on.
- HCID No. 2 Agreement and Temporary Construction Permit were executed

Next Steps:

- Construction ongoing

Start Contract Time: August 05, 2024

Contract Time: 480 calendar days + 30 (int'l span, 2/25/25) + 15 (weather, SEJ, 5/19/2025) + 02 (9/2/25) = 527

Time to Date (09/30/26): ~786 calendar days (149.1%)

End Contract Time: January 14, 2026 (latest schedule 09/15/26)

Contract Amount: \$47,601,706.75

Change Orders: -\$824,457.60 (OSB, 2/25/25)

\$36,317.42 (SEJ, 05/19/2025)

\$15,206.86 (9/2/2025)

Revised Contract: \$46,828,773.43

Total Paid to Date (1-24): \$42,902,708.04 (91.6%) (07/25/2026)

Latest Reimbursement Request: #11 & Final (9/09/2025).

Remaining requests are for \$0 (#21, 07/01/2026)



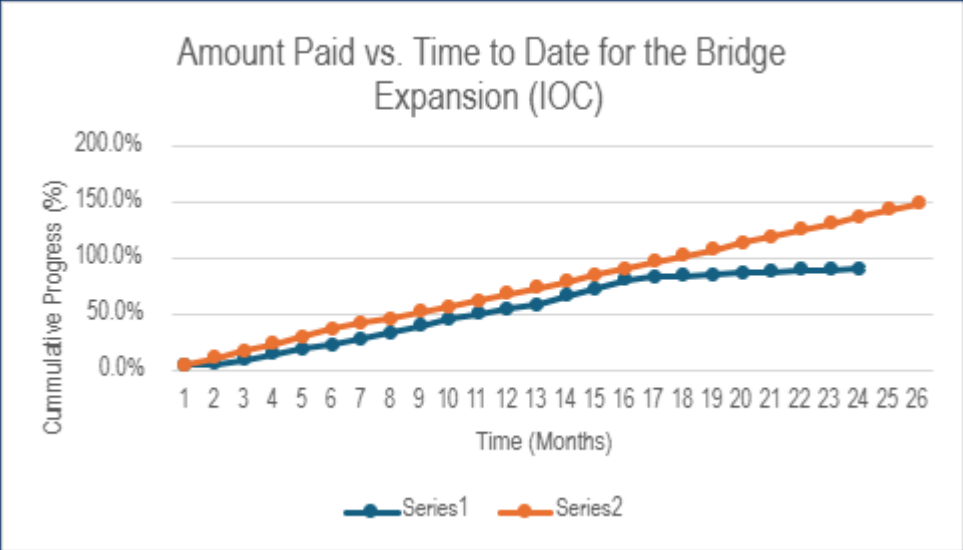
International Bridge Expansion

CSJ: 0921-02-479



CONSTRUCTION

Month	Total Amount Paid to Date (%)		Total Time to Date (%)	
August '24	5.6		5.4	
September '24	6.9	1.3	6.3	
October '24	10.0	3.1	6.5	
November '24	15.8	5.8	6.3	
December '24	20.0	4.2	6.5	
January '25	23.1	3.1	6.5	
February '25	28.4	5.3	5.8	
March '25	34.3*	5.9	3.5	
April '25	40.3	6.0	5.9	
May '25	46.4*	6.2	4.4	
June '25	50.7	4.3	5.7	
July '25	56.0	5.2	5.9	
August '25	58.8	2.8	5.9	
September '25	67.5*	8.7	5.4	
October '25	73.7	6.2	5.9	
November '25	81.3	7.7	5.7	
December '25	83.9	2.6	5.9	
January '26	84.8	0.9	5.9	
February '26	85.7	0.9	5.3	
March '26	87.7	1.9	5.9	
April '26	88.7	1.0	5.7	
May '26	90.4	1.7	5.9	
June '26	90.7	0.3	5.7	
July '26	91.6	0.9	5.9	
August '26	TBD		5.9	



International Bridge Expansion

CSJ: 0921-02-479

CONSTRUCTION



09-02-2026 – the contractor continued installing the rail-mounted sign assemblies along the SSTR.





09-02-2026 – the contractor continued applying the approved coating to the bridge drain system underneath Units 28 and 29.



Engineer: Javier Hinojosa Engineering

Contractor: NM Contracting LLC

CM: City of Pharr

Location: 10200 S. Juniper St.

Status:

- Bid opening was on Thur., May 30, 2024, and a total of six (6) bids were received.
- City Commission awarded the project to NM Contracting on Monday, May 5, 2025
- Pre-Construction Meeting was held on Thursday, July 03, 2025.
- Contract time started Wednesday, July 16, 2025.

Start Contract Time: July 16, 2025

Contract Time: 275 standard workweek days

Time to Date (09/30/26): ~284 (103.3%)

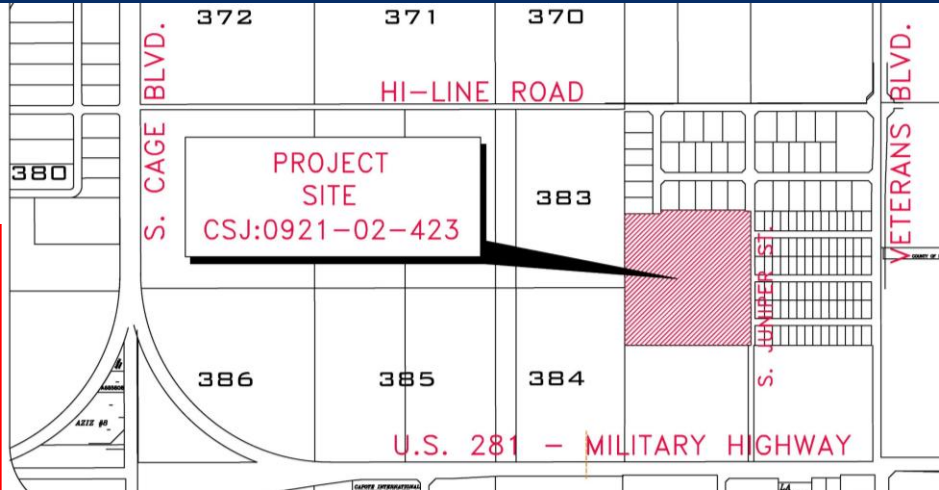
End Contract Time: August 19, 2026 (latest schedule Dec. 24, 2026)

Contract Amount: \$11,888,058.76

Change Orders: \$0

Total Paid to Date (1-9): \$3,482,039.44 (03/31/2026, 29.3%)

Latest Reimbursement Requests: \$379,382.32 (#6-7 submitted 08/19/2026) (Total Reimbursement Request To Date: \$2,255,679.58)



Commercial Vehicle Parking Area

CSJ: 0921-02-423



CONSTRUCTION



09-09-2026 – the contractor started form work for a 75-foot by 730-foot strip at offset 286-feet to prepare for 3 separate concrete pours.



DEPARTMENT MISSION STATEMENT

“To enhance health, safety and welfare in the City of Pharr by providing economical, responsive and effective professional engineering and GIS services for the planning, construction, and preservation of public infrastructure and improvement of quality of life.”



Pharr
Engineering



END



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 2.D.

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, 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:

ROUTING:

Cleo Salinas

Created/Initiated - 09/08/2026



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.A.

DATE SUBMITTED: September 11, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Approval of Minutes for August 19, 2026 - 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:

ROUTING:

Cleo Salinas

Created/Initiated - 09/11/2026

**MINUTES
TOLL BRIDGE BOARD
REGULAR MEETING
WEDNESDAY, AUGUST 19, 2026
118 S. CAGE BLVD. 2ND FLOOR**

The Toll Bridge Board met in a regular meeting on Wednesday, August 19, 2026, and following is the record of attendance.

MEMBERS PRESENT: Edgar Delgadillo, Chairman
Tony Martinez, Vice-Chairman
Adalberto Campero, Secretary
Roberto Garza, Member

MEMBERS ABSENT: Lazaro Beas, Member

**EX-OFFICIO MEMBERS
PRESENT:** None

**EX-OFFICIO MEMBERS
ABSENT:** Mayor Ambrosio Hernandez
Mayor Pro-Tem Michael Pacheco

STAFF PRESENT: Luis Bazan, Bridge Director
Javier Martinez, Asst. Bridge Director
Vanessa Guzman, Marketing Coordinator
Cleo Salinas, Office Manager
Freddy Flores, Bus. Expansion & Special Projects Manager
Oscar Duenas, Intl. Business Development Manager
Yuri Gonzalez, Director of Intl. Commercial Dev.

OTHERS PRESENT: Cynthia Garza, Deputy City Manager
Hilda Pedraza, Assistant City Manager
Maria Rangel, Capital Improvement Project Engineer
Jamison Merrick, Finance Director
Michael Rodríguez, Asst. Police Chief
Michael Leo, Director of Enterprise Operations – Finance
Victoria Brewster, Director of External Relations
Ezequiel Ordonez, Bridge México Liaison
Eddie Gutierrez, Financial Consultant
Andy Vega, CBP
Mike Myers, Fundacion RAMMAC

ITEM 1. CALL TO ORDER

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

Chairman Edgar Delgadillo called the meeting to order at 12:00 p.m. Roll call established a quorum.

Member Adalberto Campero moved to excuse absent members. Member Roberto Garza 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 AUGUST 2026

Luis Bazan, Bridge Director introduced the item.

Luis Bazan, Bridge Director, went over the total crossings and revenues report for the month of July 2026. He reported total crossings for the month of July were 114,420, which was an increase of 12,671 vehicles or 12.45% compared to last year. Mr. Bazan further reported total car crossings for the month of July were 57,516, which was an increase of 14,414 cars or 33.44%. He also reported that northbound car crossings for the month of July 2026 were 47,874, which was a decrease of (-64) cars or -0.13% and went over car crossing comparisons from other bridges for the month of July 2026.

Luis Bazan, Bridge Director, reported on the total truck crossings for the month of July 2026. He stated crossings were 56,904, which was a decrease of (-1,743) trucks or -2.97% and went over truck crossings comparisons from other bridges for the month of July 2026.

Luis Bazan, Bridge Director, also reported northbound crossings for the month of July 2026 were 56,722, which was a decrease of (-2,314) trucks or -3.92%, and stated the agriculture for the month of July 2026 had 18,465, which represents 33% of all imports from Mexico to the U.S. He further reported that the combination of northbound and southbound truck crossings for the month of July 2026 was 113,626, which was a decrease of (-4,057) or -3.45%.

Luis Bazan, Bridge Director, went over the crossing comparisons by axle for the month of July 2026. He stated cars were 57,516, 2X trucks were 3,807, 3X trucks were 4,519, 4X trucks were 797, 5X trucks were 41,383, 6X trucks were 160, mobile homes

were 1, and wide loads were 156. He stated special crossings were 6,081 and the total combination for the month of July was 114,420.

Lastly, Luis Bazan, Bridge Director, reported on total revenues collected for the month of July 2026. He reported the total revenues collected for the month were \$2,438,354, which showed an increase of \$651,758 or 36.48% in revenues.

B) FINANCE REPORT FOR JULY 2026

Luis Bazan, Bridge Director introduced the item.

Luis Bazan, Bridge Director, called upon Eddie Gutierrez, Bridge Financial Consultant, for the July 2026 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

Luis Bazan, Bridge Director introduced the item.

Luis Bazan, Bridge Director, stated Maria Rangel, Capital Improvement Project Engineer was present and questions on projects could be entertained at this time.

Maria Rangel, Capital Improvement Project Engineer, reported on the DAP FY16 project. She stated that the project was at 55% of the contract payout amount, and that on Monday, August 17, 2026, the City Commission approved Change Order No. 3 in the amount of \$169,000. She added that Change Order No. 3 would be adding an additional 35 calendar days to the project schedule and would move the project completion date from October to November 2026. She further reported that some dates were not included in the project schedule and that the project completion period is now expected to extend through January 2027. She reported the windows had been installed at the Ag Lab, and that the contractor has been working on completing the concrete pouring in the area where the structure had to be demolished to perform the required repairs. She further reported that the dry dock has been covered with the roof and that significant progress has been made on the project. She then presented a photo of the construction site and explained the project's status.

Maria Rangel, Capital Improvement Project Engineer, reported on the 2nd Span Project. She stated the project was at 91% of the contract payout amount and had used up 756 calendar days on the project. She added that the project completion date was scheduled for the end of January 2026, but due to some project delays, the contract time has been extended through the end of September 2026. She further added that the work currently being performed includes electrical and fiber-optic work for the overhead sign bridge, as well as roadway and drainage work. She also reported that steel pipes

were being installed underneath the bridge as part of the drainage work. She then presented a photo of the construction site and explained the project's status.

Lastly, Maria Rangel, Capital Improvement Project Engineer, reported on the Commercial Vehicle Parking Area Project. She stated that the project was at 30% of the contract pay out and about 95% of the time allowed, with a proposed completion date of August 19, 2026. She reported that the project completion date needs to be updated to December 2026 and then presented a photo of the construction site and explained the project's status.

Discussion ensued on the engineer's report.

D) DIRECTOR'S REPORT

Luis Bazan, Bridge Director introduced the item.

Luis Bazan, Bridge Director, reported on the 3rd Annual Truck Expo. He reported that the event was completely sold out, with approximately 66 expo booths, compared to 54 booths the previous year. He also reported that the event generated approximately 44,000 thousand in revenue. He further added that through the collaborative efforts with the Greater Chamber of Commerce, he was pleased to report that the Pharr Chamber of Commerce gained 24 new members because of the Truck Expo. He invited everyone to attend the Truck Expo event, scheduled for August 28th from 11:00 a.m. to 5 p.m. at the Bert Ogden Arena, with free admission. He also added that a BridgeConnect educational session with the Department of Public Safety, DPS will take place from 9:00 to 11 a.m. He stated that the session will focus on Hazmat requirements, overweight regulations, and points of inspection, with the goal of continuing to educate truck drivers and promoting compliance with safety and transportation regulations. He then stated the event will feature a Truck Showcase, including truck parts and accessories, insurance companies and other industry-related vendors. He also reported that four schools offering Commercial Driver's License (CDL) training will participate in the event. He further explained that, given the current shortage of truck drivers, the event will provide an excellent opportunity for individuals interested in obtaining their CDL and exploring employment opportunities within the trucking industry. He concluded by acknowledging the Bridge Team for their efforts and participation in the Houston and Laredo Expos in support of business retention. He expressed his appreciation for their support in establishing valuable connections and bringing several sponsors and vendors to participate in the Truck Expo. He then called upon Vanessa Guzman, Bridge Marketing Coordinator, to provide additional information about the event. She reported that a Tesla Semi Trucks will be showcased as an exhibitor at the Expo. She further added that in addition to the Tesla Semi Trucks they will have some Cybertrucks, and Tesla's mechanic team will also be present, which represents a new addition to this year's event. She finally stated that Tesla has expressed its intent to participate in next year's Truck Expo as well.

ITEM 3. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JULY 15, 2026 – REGULAR CALLED MEETING

Edgar Delgadillo, Bridge Board Chairman introduced the item.

Vice Chairman Tony Martinez **moved** to approve. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

B) DISCUSSION AND ACTION, IF ANY, ON RENEWAL OF TEXAS INTERNATIONAL PRODUCE ASSOCIATION (TIPA) ANNUAL MEMBERSHIP DUES IN THE AMOUNT OF \$2,000.

Edgar Delgadillo, Bridge Board Chairman introduced the item.

Vice Chairman Tony Martinez **moved** to approve. Secretary Campero seconded the motion and when put to a vote, it carried unanimously.

C) DISCUSSION AND ACTION, IF ANY, ON INDEX REYNOSA/FUNDACION RAMMAC CHARITY GOLF FUNDRAISER SPONSORSHIP IN THE AMOUNT OF \$10,000.

Edgar Delgadillo, Bridge Board Chairman introduced the item.

Luis Bazan, Bridge Director called upon Mike Myers, INDEX to give a brief explanation of the golf tournament.

Vice-Chairman Tony Martinez **moved** to approve. Secretary Adalberto Campero seconded the motion and when put to a vote, it carried unanimously.

D) DISCUSSION AND ACTION, IF ANY, ON INDEX 51ST NATIONAL CONVENTION SPONSORSHIP IN THE AMOUNT OF \$23,400.

Edgar Delgadillo, Bridge Board Chairman introduced the item.

Vice-Chairman Tony Martinez **moved** to approve. Secretary Adalberto Campero seconded the motion and when put to a vote, it carried unanimously.

ITEM 4. CLOSED SESSION: IN ACCORDANCE WITH CHAPTER 551 OF THE TEXAS GOV'T. CODE, THE BOARD HEREBY GIVES NOTICE THAT IT MAY MEET IN A CLOSED (NON-PUBLIC) EXECUTIVE SESSION TO DISCUSS THE ITEMS LISTED ON THE PUBLIC PORTION OF THE MEETING AGENDA IN ACCORDANCE WITH THE FOLLOWING BELOW

None

ITEM 5. RECONVENE

None

ITEM 6. ADJOURNMENT

There being no other business to come before the board, Vice-Chairman Tony Martinez moved to adjourn. Chairman Delgadillo seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 12:41 p.m.

BRIDGE BOARD:

EDGAR DELGADILLO, CHAIRMAN

ATTEST:

ADALBERTO CAMPERO, SECRETARY

**STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF PHARR**

ON THE 19th DAY OF AUGUST 2026, the Toll Bridge Board 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 their being present a quorum, I, **CLEO SALINAS, OFFICE MANAGER**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

ATTEST:

CLEO SALINAS
OFFICE MANAGER

APPROVED: _____



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.B.

DATE SUBMITTED: September 10, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with The Advance News Journal in the amount of \$930 per month for 12 months.

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:

Cleo Salinas

Created/Initiated - 09/10/2026

Advance Publishing LLC

217 West Park Avenue, Pharr, Texas, 78577

Sept. 8, 2026

Pharr/Reynosa International Bridge

Director Luis Bazan

Marketing Proposal Fiscal Year 2027

Dear Mr. Bazan,

Good morning. The Advance News Journal would like to propose a marketing budget for Fiscal Year 2027, much like we did last year and the year prior.

What I would like to propose is that the Pharr International Bridge publish one full-page ad a month in The Advance News Journal, highlighting either the bridge's growth or development, and its growing partnership with Mexican-based businesses and the trucking industry on both sides of the border. This would begin during the month of September 2026 and extend through the month of August 2027, which would mark the end of the new, upcoming fiscal year. If you miss a month, we can double up the following month, if that helps facilitate a certain event.

That sort of budget would equal \$930 x 12 months (September 2026 thru August 2027), or \$11,160 total for the new fiscal year.

Last year's budget amount was the same as this year's proposed price. Few prices have stayed the same during these inflationary times, but ours will remain the same for the new fiscal year.

Please let me know if we can be of assistance, or if you have any questions. Thank you.

Sincerely,

Gregg Wendorf/Advance News Journal

Advance Publishing LLC



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.C.

DATE SUBMITTED: September 10, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with the Rio Grande Guardian in the amount of \$10,000 for 12 months.

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:

Cleo Salinas

Created/Initiated - 09/10/2026

Rio Grande

GUARDIAN

International News Service

PO Box 5057, McAllen, Texas 78502 – (956) 605-9380

Advertising Proposal for Pharr Bridge Board

Attn: **Luis Bazan and Vanessa Guzman**
Pharr Bridge Board
Luis.bazan@pharr-tx.gov and vanessa.guzman@pharr-tx.gov

Date: September 3, 2026

Terms: 1 year (October 2026- September 30, 2027)

Package: Promoting Pharr International Bridge on all RGG digital platforms

THREE Banner Ads running on home and inside pages of RGG website, 24/7 on heavy rotation: (Billboard: 970 wide x 250 deep; Side Bar: 300 wide x 250 deep; Leaderboard: 728 wide x 90 deep;)

Videos produced by client to run on home page as requested by client

Podcasts/Video conversations as requested by client

Guest columns penned by client to be published as requested by client

Press releases to run in Border Business section as requested by client

Investment: \$10,000 (includes a \$2,000 discount for an upfront payment)

Terms: Payment made upfront.

Thank You for considering the Rio Grande Guardian for your marketing needs.

Steve Taylor, Editor & Publisher

Tel: (956) 605-9380; Email: staylor@riograndeguardian.com



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.D.

DATE SUBMITTED: September 10, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with the Valley Business Report in the amount of \$11,600 for 12 months.

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:

Cleo Salinas

Created/Initiated - 09/10/2026



City of Pharr 2027 Multimedia Advertising Proposal

Advertiser: City of Pharr
Telephone: 956 402 4660
City: Pharr

Date: September 8, 2026
Mailing Address: 9900 S. Cage Blvd.
State: Texas Zip: 78577

October '26 - September '27 Schedule

Four (4) Back Cover Full Page Color Ads And Four (4) ROP Full Page Color Ads In VBR Print & Online Publications. Plus Digital 4x4 On Site And Social Media During Months of Placement. Total Investment: \$11,600

By September 17, Please Note On This Insertion Order Months For Back Cover Placement And ROP Placement. Invoices Will Be Emailed By 20th Of Preceding Month Of Placement. Payment Is Due By 15th Of Placement Month.

Thank You Very Much!

X _____
City of Pharr Authorization

Valley Business Report Authorization



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.E.

DATE SUBMITTED: September 10, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Texas Border Business in the amount of \$2,250 per month for 12 months.

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:

Cleo Salinas

Created/Initiated - 09/10/2026

**BUENA AVENTURA LLC DBA
TEXAS BORDER BUSINESS**
614 S. 12th St. • McAllen, TX 78501-4964
Office: 956/ 928-1255 • Sales: 956/ 451-4585

ADVERTISING AGREEMENT



Client: **Pharr International Bridge FY 2026-2027** Agency: _____
Address: **118 S. Cage Blvd/P.O. Box 1729** City/State/Zip: **Pharr, TX 78577**
Office: **(956) 402-4000** Cell: **(956) 702-5300** E-Mail: **vanessa.guzman@pharr-tx.gov**
Billing Contact: **Luis Bazan** Billing E-Mail: **vanessa.guzman@pharr-tx.gov**
Ad Size: **1-Full-Pg-Print** No. of Insertions: **12 x (1Ad /Month)** Rate per Insertion: **\$2,375 less \$125 = Grand Total: \$27,000.00**

NOTES:

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2026										X	X	X
2027	X	X	X	X	X	X	X	X	X			
2028												

Additional Instructions:

Texas Border Business agrees to publish 12-Full Color Print Advertisements for the Pharr International Bridge (client) during the period of 12 consecutive months for the Fiscal Year 2026-2027 beginning October 2026 through September 2027.

Texas Border Business will publish all press releases we receive from the Client and cover as many events for the Pharr International Bridge as possible throughout the Fiscal Year 2026-2027.

POLICY– This Agreement for advertising in its publication **Texas Border Business (TBB)** is strictly between **Buena Aventura LLC**, 614 S. 12th St., McAllen, TX 78501, and the **Client** and its **Agency of Record** and is non-transferable. No person/party other than named above may run Ads in part or whole under this agreement. All rates are non-commissionable. Publisher has the right at any time to edit or reduce Ad copy or refuse, reject, and cancel any advertisement.

POSTPONEMENT– Postponement of one Ad or the entire agreement is permitted only if advertising agreement is paid in full. No exceptions. The request for a Postponement must be made by Client in writing and signed by an authorized officer of the company.

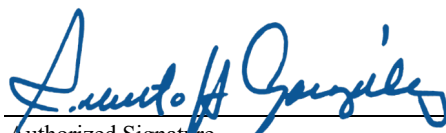
ERRORS– TBB assumes responsibility for errors originating with the publication, limited only to the first advertisement that is in error.

PAYMENTS– Client is required to pay the first Ad at the signing of the advertising agreement. If credit is extended, Client will be billed for each subsequent publication, with payment due and payable within 10 days thereafter. Client hereby agrees to pay to TBB a finance charge of 1.5% per month on the unpaid balance, which is an annual percentage rate of 18%.

CREDIT– All advertising accounts must establish credit with MDN. Credit forms are available through your sales representative. If this agreement is canceled for nonpayment, all advertising costs will be re-billed at full-price rates with all collection costs added and due to the account.

RENEWAL– This agreement will not automatically renew at the end of the term. This agreement can be renewed at the current rates. This agreement is binding when fully executed; there are no other agreements, verbal or otherwise, not contained herein.

Authorized Signature _____ Date _____
Luis Bazan Director- Pharr International Bridge
Print Name _____ Title _____


Authorized Signature _____ Cell **956-451-4585**
August 11, 2026 robertog@tbbmega.com
Date _____ Email _____

bg



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.F.

DATE SUBMITTED: September 10, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on Advertising with Inbound Logistics in the amount of \$3,708.33 per month for 12 months.

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:

Cleo Salinas

Created/Initiated - 09/10/2026

**Vanessa Guzman – Marketing
Pharr Texas, International Bridge**

Sep / 07 / 2026

Inbound Logistics Advertising's Options: **Program / Oct 2026 – September 2027**

10 Web ADS + 3 Dialog Newsletter ADS.

6 Inbound Logistics Full Page ADS. (27 October-November 27) (2027 Planner January – March – July – September)

Pharr 2026-2027: **Web**

October Top Box 300x250 – Home Page

November Top Banner 600x60 – Home Page

December Top Banner 600x60 – Home Page + ROS

January	Top Box 300x250 – Home Page
April	Leaderboard – 728x90 – Home Page
July	Box 3 – 300x250 – Home Page + ROS
September	Leaderboard – 728x90 – Home Page + ROS

Dialog (size 600x150)

January 13- Banner – Position 2

February 17- Top Banner

March 10 – Banner – Position 3

May 26 – Banner – Position 3

June 16 – Bottom Banner

August - Banner – Position 3

Social Media (Linkedn postings + 2 Twitter Postings + Podcast)

TOTAL \$44,500,00. US DLLS



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.G.

DATE SUBMITTED: September 10, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on proposal from XOANA Entertainment Company for road/traffic and promotional commercial route signs in Reynosa in the amount of \$2,750 per month for 3 years.

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:

Cleo Salinas

Created/Initiated - 09/10/2026

An aerial photograph of the Pharr International Bridge border crossing. In the foreground, a white semi-truck is stopped at a customs checkpoint. Behind it, several other vehicles, including pickup trucks, are visible. The bridge structure is a long, low building with multiple lanes. In the background, there are palm trees and a larger building with a sign that partially reads "HOTEL". The entire image is overlaid with a semi-transparent dark grey filter.

Estrategia Publicitaria Puente Internacional Pharr

Consolidando al Puente Pharr como cruce comercial fronterizo de preferencia.

Presentado por: Xoana Entertainment

Fase 1 - Consolidación en Reynosa

Objetivo:

Fortalecer la presencia del Puente Internacional Pharr en los principales accesos a Reynosa, orientando el flujo de transporte y consolidándolo como opción preferente de cruce.

MAPA DE UBICACIONES / ACCESOS CUBIERTOS



Fase 1 - Publicidad incluida:

CANTIDAD	TIPO DE ANUNCIO	UBICACION	MEDIDA	MUESTRA DE ANUNCIO
3	Informativo - Señalización	Libramiento Monterrey - Reynosa Libramiento San Fernando - Reynosa	9.84 ft x 15 ft	
1	Informativo - Señalización	Libramiento Rio Bravo - Reynosa	5.41 ft x 10 ft	
10	Señalización	Libramiento Sur II	1.83 ft x 7.84 ft	
VALOR AGREGADO - SIN COSTO ADICIONAL				
6	Anuncios adicionales Señalización y Logo	Libramiento Monterrey Av. principal Porfirio Diaz	2.46 ft x 6.23 ft	
PAQUETE FASE 1		TOTAL DE ANUNCIOS 14 Anuncios principales + 6 Adicionales	INVERSIÓN MENSUAL USD \$ 2,750	VIGENCIA DE CONTRATO 3 AÑOS



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #: 3.H.

DATE SUBMITTED: September 10, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, Administrative
Assistant

DEPARTMENT: Bridge

DIRECTOR:

Agenda Item: Discussion and action, if any, on proposal from XOANA Entertainment Company for Billboards Campaign in the amount of \$3,765 per month for 12 months.

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:

Cleo Salinas

Created/Initiated - 09/10/2026

An aerial photograph of the Pharr International Bridge border crossing. In the foreground, a white semi-truck is stopped at a customs checkpoint. Behind it, several other vehicles, including pickup trucks, are visible. The bridge structure is a long, low building with multiple lanes. In the background, there are palm trees and a larger building with a sign that partially reads "HOTEL". The entire image is overlaid with a semi-transparent dark grey filter.

Estrategia Publicitaria Puente Internacional Pharr

Consolidando al Puente Pharr como cruce comercial fronterizo de preferencia.

Presentado por: Xoana Entertainment

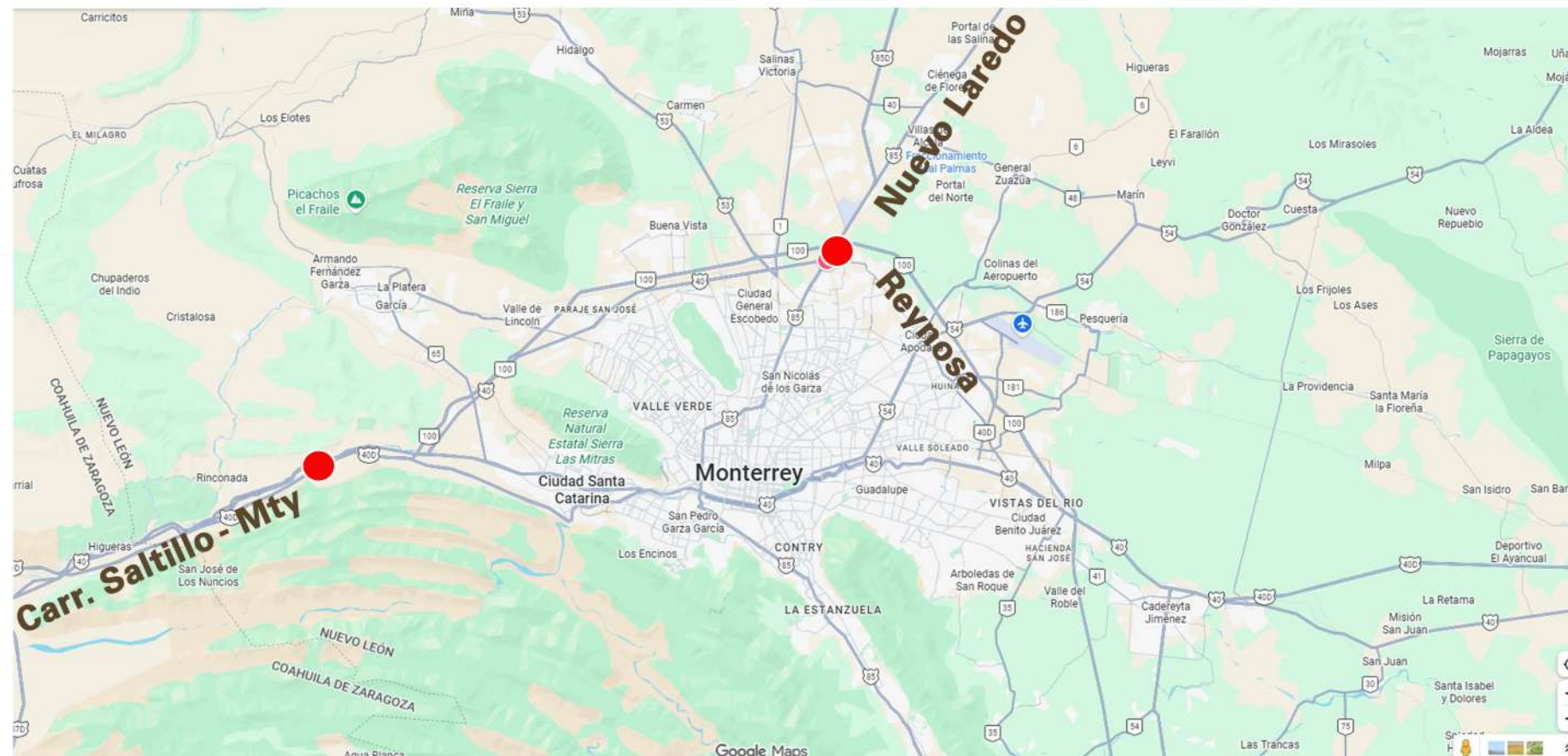
Fase 2 - EXPANSIÓN REGIONAL Y ESTRATEGIA DE RUTA

2A - CORREDORES DEL NORESTE (Publicidad Externa)

Objetivo:

Posicionarnos en espacios publicitarios estratégicamente seleccionados dentro de los corredores industriales del Noroeste y Centro de México, para competir directamente con el cruce de Nuevo Laredo e influir en la elección de ruta.

MAPA DE UBICACIONES



Fase 2A - Publicidad incluida:

ESPECTACULAR 1
UBICADO EN APODACA N.L.



**Entronque estratégico donde se define ruta:
Nuevo Laredo o Reynosa.**

ESPECTACULAR 2
UBICADO EN CARRETERA SALTILLO- MTY



**Influencia anticipada en la elección de cruce
fronterizo**

PAQUETE FASE 2A	TOTAL DE ESPECTACULARES	INVERSIÓN MENSUAL	VIGENCIA DE CONTRATO
	2	USD \$ 3,765	1 AÑO



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, 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:

ROUTING:

Cleo Salinas

Created/Initiated - 09/08/2026



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, 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:

ROUTING:

Cleo Salinas

Created/Initiated - 09/08/2026



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, 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:

ROUTING:

Cleo Salinas

Created/Initiated - 09/08/2026



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, 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:

ROUTING:

Cleo Salinas

Created/Initiated - 09/08/2026



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, 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:

ROUTING:

Cleo Salinas

Created/Initiated - 09/08/2026



AGENDA MEMORANDUM



BOARD: PHARR INTERNATIONAL TOLL
BRIDGE BOARD

AGENDA ITEM #:

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 16, 2026

FROM: Cleo Salinas, 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:

ROUTING:

Cleo Salinas

Created/Initiated - 09/08/2026