



**ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS**

Location:

City of Edinburg, City Hall-Council Chambers
415 W. University Drive, Edinburg, Texas

**OCTOBER 25, 2022
REGULAR MEETING AGENDA
5:00 PM**

1. CALL TO ORDER, ESTABLISH A QUORUM

A. Pledge of Allegiance.

2. CERTIFICATION OF PUBLIC NOTICE

3. DISCLOSURE OF CONFLICT OF INTEREST

4. PUBLIC COMMENTS

A specific portion of the meeting shall be dedicated to allowing Public Comments which will be limited to three(3) minutes. Please note that this public comment period is not interactive. The Edinburg EDC Board may not respond to public comments.

If a resident desires to make a public comment in person, please complete the Public Comments Form which will be located outside of the City Council Chambers and submit the completed form to the Economic Development staff prior to the commencement of the Edinburg EDC Board meeting. We ask for everyone's cooperation in following this procedure.

All requests must be received beginning at 9am and end immediately before the start of the meeting. Your request should include your name, address, and telephone number. We ask for everyone's cooperation in following this procedure.

5. DIRECTOR'S REPORT

A. Economic Development Report

6. REGULAR AGENDA ITEMS

A. Consider approval of minutes for board meetings on September 28, 2022, September 30, 2022, October 4, 2022, and October 12, 2022.

B. Discuss and consider appointment of an Economic Development Corporation Board Member to serve on the Midtown District Development Board.

- C. Discuss and consider approval of the removal of an authorized signer for the Edinburg Economic Development Corporation accounts at Texas National Bank, TexSTAR, and any other financial institution.
- D. Discuss and consider approval of the small business loan program proposal submitted by LiftFund.
- E. Discuss and consider approval of the Texas Border Business proposal renewal for Fiscal Year 2023.
- F. Discuss and consider approval of a sponsorship for the RGV Partnership's Rio Grande Valley 23rd Legislative Tour.

7. EXECUTIVE SESSION

The EEDC will convene in Executive Session, in accordance with the Texas Open Meetings Act, Vernon's Texas Statutes and Codes Annotated, Government Code, Chapter 551, Subchapter D, Exceptions to Requirement that Meetings be Open. The EEDC May Elect To Go Into Executive Session On Any Item Whether Or Not Such Item Is Posted As An Executive Session Item At Any Time During The Meeting When Authorized By The Provisions Of The Open Meetings Act.

- A. Discussion and possible action regarding pending litigation (§551.071.Consultation with Attorney; Closed Meeting).
- B. Discussion and possible action regarding the purchase, exchange, lease, or value of real property regarding EEDC office space (§551.072 Deliberation Regarding Real Property; Closed Meeting).
- C. Deliberation regarding economic development negotiations (§551.087 Deliberation Regarding Economic Development Negotiations; §551.071 Consultation with Attorney; Closed Meeting).
- D. Consultation with City Attorney regarding Santana Textiles LLC (§551.071 Consultation with Attorney; Closed Meeting).

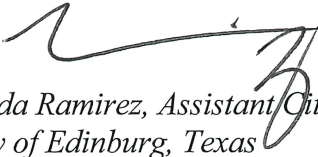
8. OPEN SESSION

The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 551, Open meetings, Subchapter E, Procedures Relating to Closed Meeting, §551.102, Requirement to Vote or Take Final Action in Open Meeting.

9. ADJOURNMENT

I hereby certify this Notice of an EEDC Meeting was posted in accordance with the Open Meetings Act, at the City Offices of the City of Edinburg, located at the 415 West University entrance outside bulletin board visible and accessible to the general public during and after regular working hours.

This notice was posted on October 21, 2022 at 4:10 PM.

By: 

*Nelda Ramirez, Assistant City Manager
City of Edinburg, Texas*

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Economic Development Report

1. Agenda Item:

Economic Development Report

2. Description/Scope:

Nelda Ramirez, Assistant City Manager will present an update to the board.

3. Estimated Timeline:

N/A

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

N/A

7. Justification:

N/A

ATTACHMENTS

Attachment A: Economic Development Report - September 2022

Approved:	_____
Not Approved:	_____
Tabled:	_____
No Action:	_____

EDINBURG ECONOMIC DEVELOPMENT CORPORATION

SALES TAX REVENUES (0.5%) - GAAP BASIS

MONTH	FY 18/19	FY 19/20	FY 20/21	FY 21/22	Difference	
					FY 21/22 - 20/21	
OCT.	501,759	539,764	548,456	620,368	71,913	↑ 13%
NOV.	443,392	517,839	566,005	705,608	139,603	↑ 25%
DEC.	620,687	673,924	754,719	816,042	61,323	↑ 8%
JAN.	443,892	475,560	553,863	601,307	47,444	↑ 9%
FEB.	528,458	453,935	501,873	622,505	120,632	↑ 24%
MAR.	589,833	574,164	727,183	824,904	97,721	↑ 13%
APR.	533,819	497,295	641,177	728,140	86,963	↑ 14%
MAY	512,049	550,235	633,072	683,168	50,096	↑ 8%
JUN.	560,920	591,024	717,109	813,695	96,586	↑ 13%
JUL.	549,402	538,033	611,295	715,773	104,478	↑ 17%
AUG.	517,757	530,880	704,765	688,206	(16,559)	→ -2%
SEP.	553,671	647,655	663,366			
TOTAL	6,355,639	6,590,308	7,622,882	7,819,715	860,199	↑ 14%

AVERAGE PER MONTH:

YTD \$ 527,452 \$ 540,241 \$ 632,683 \$ 710,883

YTD COMPARISON:

\$ 5,801,968 \$ 5,942,653 \$ 6,959,516 \$ 7,819,715

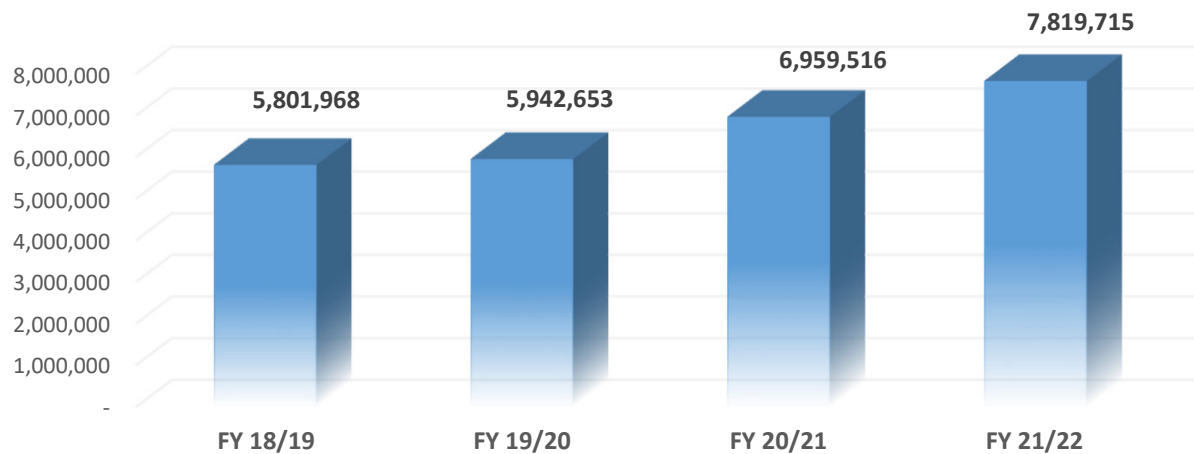
YTD COMPARISON: INCREASE/(DECREASE):

1,192,944 140,685 1,016,863 860,199

YTD COMPARISON: INCREASE/(DECREASE) % :

26% 2% 17% 12%

YEAR TO DATE COMPARISON





Economic Development Director's Report September 2022

Edinburg, Texas Unemployment Data

Unemployment Rate Comparison

City of Edinburg, Hidalgo County, and Texas
September 2021 through September 2022



Source: (Labor Market Report 2022)

- Edinburg's rate decreased by 0.7% when comparing September 2022 to September 2021.
- Hidalgo County's rate decreased by 1.0% when comparing September 2022 to September 2021.
- The Texas rate has decreased to 3.8% for September 2022.

Commercial and Multifamily Establishments/Additions

City of Edinburg Residential/Commercial Building Permits				
	2021		2022	
	Multifamily	Commercial	Multifamily	Commercial
Jan	3,418,027.00	850,000.00	1,661,753.00	1,300,000.00
Feb	1,112,167.00	637,772.00	902,667.00	1,165,370.00
March	29,300,284.0	1,104,500.00	1,203,750.00	907,700.00
April	5,615,276.00	1,025,123.00	1,232,104.00	8,073,450.00
May	337,868.00	1,500,000.00	1,705,264.00	9,168,353.18
June	629,460.00	28,000,000.00	1,517,500.00	2,512,000.00
July	3,727,360.00	202,000.00	\$1,950,000.00	\$1,848,100.00
August	6,294,400.00	6,600,303.00	\$1,745,585.00	\$7,287,543.00
September	2,062,520.00	4,540,000.00	\$5,089,100.00	\$2,070,000.00
October	3,727,139.00	780,000.00		
November	639,520.00	3,010,655.00		
December	1,163,575.00	586,360.00		

Commercial

September 2022: \$2,070,000.00

City of Edinburg - 700 S Veterans - \$2,000,000.00

Commercial Additions/Repairs Permit Value

September 2022: \$353,233.00

- O'Reilly Auto Parts - 1405 E University Drive - \$29,210.00
- Business Suites - 711 S Closner 1,2,3 - \$40,000
- Sugar's Novelty Shop LLC - 723 S Raul Longoria Road - \$80,000.00

Multifamily New/Addition/Remodel

July 2022: \$5,089,100.00

- Bel - Air Estates - \$2,741,600.00
- New Castle - \$1,940,000.00

Prospects

Staff continues to work closely with the 37 prospects that are considering relocating, expanding or starting business in the City of Edinburg.

Programs

Marketing

- Google Analytics – September 2022
 - 898 users visited the website
 - Top 5 most visited webpages were the Newsroom, About Us - Staff, Resources, Featured Properties, and Why Edinburg.
 - Top 10 city visitors: Edinburg, Dallas, Austin, McAllen, Ashburn, Houston, San Antonio, Columbus, Chicago, and Brownsville.
- Total Newsletter subscribers: 182

Events Attended

- Cross Country Mortgage Ribbon Cutting
 - October 13, 2022 at 2957 Regency Drive
- Brow Queen Beauty Ink Ribbon Cutting
 - October 13, 2022 at 1637 E Canton Road
- 85th Anniversary - De La Garza Meat Market
 - October 14, 2022 at 915 E Freddy Gonzalez Drive
- Amphitheater - Ribbon Cutting
 - October 21, 2022 at 212 W McIntyre Street
- Ugly Brisket Ribbon Cutting
 - October 21, 2022 at 2510 W Freddy Gonzalez

FYI - Upcoming Events

Edinburg Chamber of Commerce Ribbon Cuttings & Events

- Ribbon Cutting: Galaxy VR
 - October 27, 2022 at 4:00 PM
 - 2001 W Trenton Rd Suite 108. Edinburg, TX
- Ribbon Cutting: LP Dentistry
 - October 28, 2022 at 4:30 PM
 - 4451 S Jackson Rd STE B, Edinburg, TX
- 90th Annual Installation & Awards Banquet
 - November 16, 2022 at 6:30 PM - Edinburg Conference Center at Renaissance, 118 Paseo Del Prado Ave. Edinburg, TX

City of Edinburg Events

- Parks & Recreation Fall Festival and Trunk or Treat
 - October 27, 2022 at 6:00 PM
 - Edinburg Municipal Park - 714 S Raul Longoria Rd, Edinburg, TX
- Check Presentation to Fire Department by Congressman Vicente Gonzalez
 - November 2, 2022 at 10:00 AM
 - 212 W McIntyre St. Edinburg, TX
- Music Walk of Fame Induction Ceremony
 - November 3, 2022 at 6:00 PM
 - Region One Ballroom - 1900 W Schunior St, Edinburg, TX 78541
- Ribbon Cutting: Chapin Pond Walking Trail
 - November 4, 2022 at 10:00 AM

- Veterans Day Parade
 - November 5, 2022 at 10:00 AM

Other Events

- Hidalgo County and UTRGV “Handle with Care” Program Launch
 - October 27, 2022 at 8:30 AM
 - UTRGV CESS Building - 1407 E Freddy Gonzales Dr. Edinburg, TX
- Edinburg Housing Authority Parade
 - October 31, 2022 at 4:00 PM
 - 910 S Sugar Rd. Edinburg, TX
- American Legion Post #408: Pan De Campo Cook-Off
 - November 5, 2022 at 10:00 AM
 - 4605 S Business Hwy 281. Edinburg, TX

S.P.A.R.C. 4.0- Total Budgeted \$850,000

Economic Development and Development Services staff continue to process reimbursements for completed projects.

- Total applications received: 110 (January 28, 2022)
- Pre-approved applications: 85
- Pre-development meetings: 85
- Completed Projects: 33
- Businesses that withdrew application: 9

SALES TAX STATE COLLECTION RGV COMPARISON - OCTOBER 2022

Valley Rank	City	Net Payment This Period	Payment Prior Year	% Change	2022 Payments To Date	2021 Payments To Date	% Change
Rank Based on Current Month Activity							
1	McAllen	\$ 7,391,437	\$ 6,336,402	17%	\$ 75,834,170	\$ 66,715,978	14%
2	Brownsville	\$ 4,532,780	\$ 3,951,851	15%	\$ 46,376,551	\$ 40,735,005	14%
3	Edinburg	\$ 2,752,824	\$ 2,819,061	-2%	\$ 28,797,386	\$ 25,644,241	12%
4	Harlingen	\$ 2,563,970	\$ 2,311,955	11%	\$ 26,490,038	\$ 24,548,392	8%
5	Pharr	\$ 2,379,719	\$ 2,069,789	15%	\$ 23,850,044	\$ 21,639,007	10%
6	Mission	\$ 1,889,049	\$ 1,622,113	16%	\$ 20,493,882	\$ 17,361,266	18%
7	Weslaco	\$ 1,449,359	\$ 1,284,095	13%	\$ 15,196,961	\$ 13,868,128	10%
8	Mercedes	\$ 664,415	\$ 532,219	25%	\$ 6,772,623	\$ 5,464,818	24%
9	South Padre Island	\$ 513,627	\$ 482,858	6%	\$ 4,521,655	\$ 4,365,898	4%

Rank Based on Calendar Year 2022 To Date Activity							
1	McAllen	\$ 7,391,437	\$ 6,336,402	17%	\$ 75,834,170	\$ 66,715,978	14%
2	Brownsville	\$ 4,532,780	\$ 3,951,851	15%	\$ 46,376,551	\$ 40,735,005	14%
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6	Mission	\$ 1,889,049	\$ 1,622,113	16%	\$ 20,493,882	\$ 17,361,266	18%
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9	South Padre Island	\$ 513,627	\$ 482,858	6%	\$ 4,521,655	\$ 4,365,898	4%

RGV AVERAGES	\$ 1,129,112	\$ 980,321	15%	\$ 11,746,280	\$ 10,265,027	14%
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STATE TOTALS	\$ 665,700,950	\$ 595,700,717	12%	\$ 6,047,500,532	\$ 5,258,633,513	15%
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EEDC Portion (25%)	\$ 688,206.12
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Prepared by: Flor Segura, Assistant Director of Finance
Date: 10/19/2022

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Consider approval of minutes for board meetings on
September 28, 2022, September 30, 2022, October 4, 2022,
and October 12, 2022.

1. Agenda Item:

Consider approval of minutes for board meetings on September 28, 2022, September 30, 2022, October 4, 2022, and October 12, 2022.

2. Description/Scope:

Board meeting minutes are reviewed and approved on a monthly basis.

3. Estimated Timeline:

N/A

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Recommend approval of minutes for board meetings on September 28, 2022, September 30, 2022, October 4, 2022, and October 12, 2022.

7. Justification:

N/A

ATTACHMENTS

Attachment A: September 28, 2022 EEDC Minutes

Attachment B: September 30, 2022 EEDC Minutes

Attachment C: October 4, 2022 EEDC Minutes

Attachment D: October 12, 2022 EEDC Minutes

Approved: _____

Not Approved: _____

Tabled:

No Action:



MINUTES OF THE
EDINBURG ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS

LOCATION:

City of Edinburg, City-Hall Council Chambers
415 W. University Drive. Edinburg, Texas

SEPTEMBER 28, 2022
SPECIAL MEETING
5:00 PM

PRESENT: Veronica Gonzales, President
Roland Gomez, Vice President
Aaron “Ronny” Rivera, Treasurer
Daniel “Dan” Diaz, Councilmember
Sabrina Walker-Hernandez, Director
Eddie Garza, Director

ABSENT: Raul Resendez, Secretary

STAFF: Myra Ayala, City Manager
Nelda Ramirez, Interim Assistant City Manager
Leticia Pantoja, EDD Management Analyst
Carlos Garza, EDD Coordinator
Omar Ochoa, City Attorney

1. CALL TO ORDER, ESTABLISH QUORUM

President, Veronica Gonzales, called the meeting to order at 5:00 PM.

Interim Assistant City Manager, Nelda Ramirez, proceeded to roll call and established quorum. Secretary, Raul Resendez, was absent.

A. Pledge of Allegiance

2. CERTIFICATION OF PUBLIC NOTICE

Mrs. Nelda Ramirez confirmed the public notice was posted in accordance with the Texas Open Meetings Act, on September 23, 2022 at 3:30 PM.

3. DISCLOSURE OF CONFLICT OF INTEREST

City Attorney, Omar Ochoa, stated a conflict of interest exists if a board member or a member of that person's family has a qualifying financial interest in an agenda item. If there is a conflict of interest, the board director cannot participate in discussion or vote on the agenda item.

There were no conflicts of interest disclosed.

4. PUBLIC COMMENTS

A specific portion of the meeting shall be dedicated to allowing Public Comments which will be limited to three (3) minutes. Please note that this public comment period is not interactive. The Edinburg EDC Board may not respond to public comments. If a resident desires to make a public comment in person, please complete the Public Comments Form which will be located outside of the City Council Chambers and submit the completed form to the Economic Development staff prior to the commencement of the Edinburg EDC Board meeting. We ask for everyone's cooperation in following this procedure.

There were no public comments.

5. DIRECTOR'S REPORT

A. Economic Development Report

Mrs. Nelda Ramirez provided an update on the sales tax collections and stated the total received for the month of July was \$715,773, which is a 17% increase when compared to July of fiscal year 2020-2021.

The unemployment rate for Edinburg, TX was 5.8% for the month of August 2022, which has decreased by 0.7% when comparing to August 2021. Edinburg's unemployment rate is lower than the rate for Hidalgo County.

The commercial building permit value for August 2022 was \$1,302,305.00. The multifamily permit value for July 2022 was \$1,745,585.00.

Staff continues to work with 37 prospects that are considering relocating, expanding or starting a business in the City of Edinburg.

Staff began shared calendar of events for the Edinburg EDC Board Directors to include upcoming City, Edinburg Chamber of Commerce, and other events citywide.

Regarding the SPARC 4.0 program, it was stated October 1, 2022 is the deadline to submit documentation for reimbursement. At the time, there were 46 applicants pending to submit documentation.

Mrs. Ramirez stated the board approved several sale of properties in the North Industrial Park in the previous Edinburg EDC board meeting. Mrs. Ramirez provided statistics on the projects and mentioned there was a total of 36 acres sold, \$26.65 million in capital investment, 585 jobs, 387,000 SF will be built, and the total economic impact for all projects is over \$152M.

6. REGULAR AGENDA ITEMS

A. Consider approval of minutes for board meeting on August 30, 2022.

MOTION TO APPROVE MINUTES FOR BOARD MEETING ON AUGUST 30, 2022 WAS MADE BY TREASURER AARON RIVERA AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ. MOTION CARRIED UNANIMOUSLY.

B. Discuss and consider approval of the Edinburg Economic Development Corporation's Personnel Compensation Plan for Fiscal Year 2022-2023.

Mrs. Ramirez indicated the City of Edinburg's Human Resource department requested the Edinburg EDC provide a Personnel Compensation Plan and Organizational Chart for Fiscal Year 2022- 2023 in accordance with their policies. The organizational chart and personnel compensation plan may be amended throughout the fiscal year, if approved by the Edinburg EDC Board.

Mrs. Ramirez stated the compensation plan was created considering the Edinburg EDC's approved budget for salaries and mirroring the city's personnel compensation plan with similar titles.

Treasurer, Aaron Rivera, commended staff for doing a wonderful job in moving the work forward within the previous month, despite being short staffed. Mr. Rivera also thanked City Manager Myra Ayala for the support.

MOTION TO APPROVE THE EDINBURG ECONOMIC DEVELOPMENT CORPORATION'S PERSONNEL COMPENSATION PLAN FOR FISCAL YEAR 2022-2023 WAS MADE BY DIRECTOR EDDIE GARZA AND SECONDED BY TREASURER AARON RIVERA. MOTION CARRIED UNANIMOUSLY.

C. Discuss and consider approval of the funding proposal submitted by Valley Initiative for Development and Advancement (VIDA).

President Gonzales explained the agenda item was presented to the board a few months prior. The funding proposal is for \$50,000 and will provide higher education training and workforce development for 15 underserved Edinburg residents. VIDA will provide a match contribution of \$25,000.

Felida Villarreal, President & CEO for VIDA, explained the proposal would serve 15 Edinburg residents that must meet the eligibility criteria including: resident must be 18 years or older, must be eligible to work in the United States, and must meet income eligibility guidelines of at least 200% Federal Poverty guidelines.

President Gonzales inquired what is the amount spent per student. Ms. Villarreal stated it is approximately \$5,000 spent per student per year. Ms. Villarreal also explained that VIDA will provide a detailed report on a monthly basis including the financial report with a breakdown of how the funding is being allocated. The report will include student information such as the students progress, career path, and credentials.

MOTION TO APPROVE THE FUNDING PROPOSAL SUBMITTED BY VALLEY INITIATIVE FOR DEVELOPMENT AND ADVANCEMENT (VIDA) FOR A \$50,000 CONTRIBUTION FROM THE EDINBURG EDC AND \$25,000 MATCH CONTRIBUTION FROM VIDA WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY DIRECTOR EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

7. EXECUTIVE SESSION

The board entered executive session at 5:14 PM.

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY COUNCILMEMBER DAN DIAZ AND SECONDED BY VICE PRESIDENT ROLAND GOMEZ AT 5:14 PM. MOTION CARRIED UNANIMOUSLY.

The EEDC board will convene in executive session, in accordance with the Texas Open Meetings Act, Vernon's Texas Civil Statutes annotated, government code, chapter 551, subchapter D, exceptions to requirements that meetings be open, to deliberate under the following section:

- **SECTION 551.071, CONSULTATION WITH ATTORNEY**
- **SECTION 551.072, DELIBERATION REGARDING REAL PROPERTY**
- **SECTION 551.074, PERSONNEL MATTERS**

- **SECTION 551.087, DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS**

The EEDC board may elect to go into executive session on any item whether or not such item is posted as an executive session item at any time during the meeting when authorized by the provisions of the Texas Open Meetings Act. The board will deliberate the following item:

- A. Deliberation regarding economic development negotiations (§551.087 Deliberation Regarding Economic Development Negotiations; §551.071 Consultation with Attorney; Closed Meeting).

No action was taken on this item.

- B. Deliberate and consider approval of a Development Agreement with Bert Ogden Mazda (§551.087 Deliberation Regarding Economic Development Negotiations).

No action was taken on this item.

- C. Deliberate and consider approval of a Resolution and sale of Lot 7B, North Industrial Park Subdivision, Edinburg, Hidalgo County, Texas (§551.072 Deliberation Regarding Real Property).

- D. Deliberate and consider approval of a Resolution and sale of property located at 1710 S 28th Ave. Edinburg, Hidalgo County, Texas (§551.072 Deliberation Regarding Real Property).

- E. Deliberate and consider approval of addendum to the Interlocal Agreement between the Lower Rio Grande Valley Development Council, City of Edinburg, and Edinburg Economic Development Corporation for the joint development of the Edinburg Transit Terminal. (§551.072 Deliberation Regarding Real Property).

MOTION TO APPROVE EXECUTIVE SESSION ITEM 7E WAS MADE BY DIRECTOR EDDIE GARZA AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ. MOTION CARRIED UNANIMOUSLY.

- F. Discussion and possible action regarding employment matters (§551.071 Consultation with Attorney; Closed Meeting; and §551.074 Personnel Matters; Closed Meeting).

- G. Discussion and possible action regarding the purchase, exchange, lease, or value of real property regarding EEDC office space (§551.072 Deliberation Regarding Real Property; Closed Meeting).

MOTION FOR STAFF TO PROCEED AS DISCUSSED IN EXECUTIVE SESSION FOR ITEMS 7C, 7D, 7F, AND 7G WAS MADE BY COUNCILMEMBER DAN DIAZ AND SECONDED BY TREASURER AARON RIVERA. MOTION CARRIED UNANIMOUSLY.

8. OPEN SESSION

The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 511, Open meetings, Subchapter E, Procedures Relating to Closed Meeting §551.102, Requirement to Vote or Take Final Action in Open Meeting.

The EDC board reconvened for open session at 7:20 PM.

For record, Vice President Roland Gomez, left the meeting during executive session.

MOTION TO OPEN SESSION WAS MADE BY DIRECTOR EDDIE GARZA AND SECONDED BY COUNCILMEMBER DAN DIAZ AT 7:20 PM. MOTION CARRIED UNANIMOUSLY.

9. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 7:22 PM.

MOTION TO ADJOURN MEETING WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY DIRECTOR EDDIE GARZA AT 7:22 PM. MOTION CARRIED UNANIMOUSLY.

Leticia Pantoja
Minutes Transcribed by:
Leticia Pantoja, Management Analyst, City of Edinburg

The board of directors approved the meeting minutes on _____, 2022.

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

Raul Resendez, Edinburg EDC Secretary



MINUTES OF THE
EDINBURG ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS

LOCATION:

City of Edinburg, City-Hall Council Chambers
415 W. University Drive. Edinburg, Texas

SEPTEMBER 30, 2022
SPECIAL MEETING
12:00 PM

PRESENT: Veronica Gonzales, President
Aaron “Ronny” Rivera, Treasurer
Raul Resendez, Secretary
Daniel “Dan” Diaz, Councilmember
Sabrina Walker-Hernandez, Director
Eddie Garza, Director

ABSENT: Roland Gomez, Vice President

STAFF: Myra Ayala, City Manager
Nelda Ramirez, Assistant City Manager
Leticia Pantoja, EDD Management Analyst
Carlos Garza, EDD Coordinator
Omar Ochoa, City Attorney

1. CALL TO ORDER, ESTABLISH QUORUM

President, Veronica Gonzales, called the meeting to order at 12:02 PM.

Assistant City Manager, Nelda Ramirez, proceeded to roll call and established quorum.

Vice-President, Roland Gomez, was absent.

A. Pledge of Allegiance

2. CERTIFICATION OF PUBLIC NOTICE

Mrs. Nelda Ramirez confirmed the public notice was posted in accordance with the Texas Open Meetings Act, on September 27, 2022 at 11:15 AM.

3. DISCLOSURE OF CONFLICT OF INTEREST

City Attorney, Omar Ochoa, stated a conflict of interest exists if a board member or a member of that person's family has a qualifying financial interest in an agenda item. If there is a conflict of interest, the board director cannot participate in discussion or vote on the agenda item.

There were no conflicts of interest disclosed.

4. PUBLIC COMMENTS

A specific portion of the meeting shall be dedicated to allowing Public Comments, which will be limited to three (3) minutes. Please note that this public comment period is not interactive. The Edinburg EDC Board may not respond to public comments. If a resident desires to make a public comment in person, please complete the Public Comments Form which will be located outside of the City Council Chambers and submit the completed form to the Economic Development staff prior to the commencement of the Edinburg EDC Board meeting. We ask for everyone's cooperation in following this procedure.

There were no public comments.

5. EXECUTIVE SESSION

The board entered executive session at 12:04 PM.

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY DIRECTOR EDDIE GARZA AT 12:04 PM. MOTION CARRIED UNANIMOUSLY.

The EEDC board will convene in executive session, in accordance with the Texas Open Meetings Act, Vernon's Texas Civil Statutes annotated, government code, chapter 551, subchapter D, exceptions to requirements that meetings be open, to deliberate under the following section:

- **SECTION 551.071, CONSULTATION WITH ATTORNEY**
- **SECTION 551.074, PERSONNEL MATTERS**

The EEDC board may elect to go into executive session on any item whether or not such item is posted as an executive session item at any time during the meeting when authorized by the provisions of the Texas Open Meetings Act. The board will deliberate the following item:

- A. Discussion of duties, responsibilities, and remuneration, interview potential candidates, and possible action on employment of an Executive Director. (§552.074 Personnel Matters and §551.071 Consultation with Attorney; Closed Meeting.)

MOTION TO PROCEED AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY COUNCILMEMBER DAN DIAZ AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ.

6. OPEN SESSION

The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 511, Open meetings, Subchapter E, Procedures Relating to Closed Meeting §551.102, Requirement to Vote or Take Final Action in Open Meeting.

The EDC board reconvened for open session at 3:10 PM.

MOTION TO OPEN SESSION WAS MADE BY COUNCILMEMBER DAN DIAZ AND SECONDED BY DIRECTOR EDDIE GARZA AT 3:10 PM. MOTION CARRIED UNANIMOUSLY.

7. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 3:11 PM.

MOTION TO ADJOURN MEETING WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY DIRECTOR EDDIE GARZA AT 3:11 PM. MOTION CARRIED UNANIMOUSLY.

Leticia Pantoja

Minutes Transcribed by:

Leticia Pantoja, Management Analyst, City of Edinburg

The board of directors approved the meeting minutes on _____, 2022.

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

Raul Resendez, Edinburg EDC Secretary



MINUTES OF THE
EDINBURG ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS

LOCATION:

City of Edinburg, City-Hall Council Chambers
415 W. University Drive. Edinburg, Texas

OCTOBER 4, 2022
SPECIAL MEETING
12:00 PM

PRESENT: Veronica Gonzales, President
Roland Gomez, Vice President
Aaron “Ronny” Rivera, Treasurer
Raul Resendez, Secretary
Daniel “Dan” Diaz, Councilmember
Sabrina Walker-Hernandez, Director
Eddie Garza, Director

ABSENT: None

STAFF: Myra Ayala, City Manager
Nelda Ramirez, Assistant City Manager
Leticia Pantoja, Management Analyst
Carlos Garza, Executive Assistant to the City Manager
Omar Ochoa, City Attorney

1. CALL TO ORDER, ESTABLISH QUORUM

President, Veronica Gonzales, called the meeting to order at 12:03 PM.

Assistant City Manager, Nelda Ramirez, proceeded to roll call and established quorum.

For record, Secretary Raul Resendez, arrived to the meeting at 12:10 PM.

A. Pledge of Allegiance

2. CERTIFICATION OF PUBLIC NOTICE

Mrs. Nelda Ramirez confirmed the public notice was posted in accordance with the Texas Open Meetings Act, on September 30, 2022 at 4:10 PM.

3. DISCLOSURE OF CONFLICT OF INTEREST

City Attorney, Omar Ochoa, stated a conflict of interest exists if a board member or a member of that person's family has a qualifying financial interest in an agenda item. If there is a conflict of interest, the board director cannot participate in discussion or vote on the agenda item.

There were no conflicts of interest disclosed.

4. PUBLIC COMMENTS

A specific portion of the meeting shall be dedicated to allowing Public Comments which will be limited to three (3) minutes. Please note that this public comment period is not interactive. The Edinburg EDC Board may not respond to public comments. If a resident desires to make a public comment in person, please complete the Public Comments Form which will be located outside of the City Council Chambers and submit the completed form to the Economic Development staff prior to the commencement of the Edinburg EDC Board meeting. We ask for everyone's cooperation in following this procedure.

There were no public comments.

5. EXECUTIVE SESSION

The board entered executive session at 12:05 PM.

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY DIRECTOR EDDIE GARZA AT 12:05 PM. MOTION CARRIED UNANIMOUSLY.

The EEDC board will convene in executive session, in accordance with the Texas Open Meetings Act, Vernon's Texas Civil Statutes annotated, government code, chapter 551, subchapter D, exceptions to requirements that meetings be open, to deliberate under the following section:

- **SECTION 551.071, CONSULTATION WITH ATTORNEY**
- **SECTION 551.074, PERSONNEL MATTERS**

The EEDC board may elect to go into executive session on any item whether or not such item is posted as an executive session item at any time during the meeting when authorized by the provisions of the Texas Open Meetings Act. The board will deliberate the following item:

- A. Discussion of duties, responsibilities, and remuneration, interview potential candidates, and possible action on employment of an Executive Director. (§552.074 Personnel Matters and §551.071 Consultation with Attorney; Closed Meeting.)

MOTION TO PROCEED AND ALLOW STAFF TO NEGOTIATE AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY TREASURER AARON RIVERA. MOTION CARRIED UNANIMOUSLY.

6. OPEN SESSION

The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 511, Open meetings, Subchapter E, Procedures Relating to Closed Meeting §551.102, Requirement to Vote or Take Final Action in Open Meeting.

The EDC board reconvened for open session at 1:42 PM.

For record, Vice President Roland Gomez and Secretary Raul Resendez left the meeting during executive session.

MOTION TO OPEN SESSION WAS MADE BY COUNCILMEMBER DAN DIAZ AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ AT 1:42 PM. MOTION CARRIED UNANIMOUSLY.

7. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 1:43 PM.

MOTION TO ADJOURN MEETING WAS MADE BY DIRECTOR EDDIE GARZA AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ AT 1:43 PM. MOTION CARRIED UNANIMOUSLY.

Leticia Pantoja
Minutes Transcribed by:
Leticia Pantoja, Management Analyst, City of Edinburg

The board of directors approved the meeting minutes on _____, 2022.

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

Raul Resendez, Edinburg EDC Secretary



MINUTES OF THE
EDINBURG ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS

LOCATION:

City of Edinburg, City-Hall Council Chambers
415 W. University Drive. Edinburg, Texas

OCTOBER 12, 2022
SPECIAL MEETING
5:00 PM

PRESENT: Veronica Gonzales, President
Roland Gomez, Vice President
Aaron “Ronny” Rivera, Treasurer
Daniel “Dan” Diaz, Councilmember
Sabrina Walker-Hernandez, Director
Eddie Garza, Director

ABSENT: Raul Resendez, Secretary

STAFF: Myra Ayala, City Manager
Nelda Ramirez, Assistant City Manager
Leticia Pantoja, Management Analyst
Carlos Garza, Executive Assistant to the City Manager
Omar Ochoa, City Attorney

1. CALL TO ORDER, ESTABLISH QUORUM

President, Veronica Gonzales, called the meeting to order at 5:05 PM.

Assistant City Manager, Nelda Ramirez, proceeded to roll call and established quorum.

For record, Secretary Raul Resendez, was absent.

A. Pledge of Allegiance

2. CERTIFICATION OF PUBLIC NOTICE

Mrs. Nelda Ramirez confirmed the public notice was posted in accordance with the Texas Open Meetings Act, on October 7, 2022 at 2:10 PM.

3. DISCLOSURE OF CONFLICT OF INTEREST

City Attorney, Omar Ochoa, stated a conflict of interest exists if a board member or a member of that person's family has a qualifying financial interest in an agenda item. If there is a conflict of interest, the board director cannot participate in discussion or vote on the agenda item.

There were no conflicts of interest disclosed.

4. PUBLIC COMMENTS

A specific portion of the meeting shall be dedicated to allowing Public Comments which will be limited to three (3) minutes. Please note that this public comment period is not interactive. The Edinburg EDC Board may not respond to public comments. If a resident desires to make a public comment in person, please complete the Public Comments Form, which will be located outside of the City Council Chambers and submit the completed form to the Economic Development staff prior to the commencement of the Edinburg EDC Board meeting. We ask for everyone's cooperation in following this procedure.

There were no public comments.

5. EXECUTIVE SESSION

The board entered executive session at 5:11 PM.

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY COUNCILMEMBER DAN DIAZ AND SECONDED BY DIRECTOR SABRINA WALKER HERNANDEZ AT 5:11 PM. MOTION CARRIED UNANIMOUSLY.

The EEDC board will convene in executive session, in accordance with the Texas Open Meetings Act, Vernon's Texas Civil Statutes annotated, government code, chapter 551, subchapter D, exceptions to requirements that meetings be open, to deliberate under the following section:

- **SECTION 551.071, CONSULTATION WITH ATTORNEY**
- **SECTION 551.074, PERSONNEL MATTERS**

The EEDC board may elect to go into executive session on any item whether or not such item is posted as an executive session item at any time during the meeting when authorized by the provisions of the Texas Open Meetings Act. The board will deliberate the following item:

- A. Discussion of duties, responsibilities, and remuneration, interview potential candidates, and possible action on employment of an Executive Director. (§552.074 Personnel Matters and §551.071 Consultation with Attorney; Closed Meeting.)

MOTION TO APPOINT RAUDEL GARZA AS THE NEW EXECUTIVE DIRECTOR AND APPROVE THE EMPLOYMENT AGREEMENT AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY DIRECTOR SABRINA WALKER HERNANDEZ AND SECONDED BY DIRECTOR EDDIE GARZA. MOTION CARRIED UNANIMOUSLY.

6. OPEN SESSION

The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 511, Open meetings, Subchapter E, Procedures Relating to Closed Meeting §551.102, Requirement to Vote or Take Final Action in Open Meeting.

The EDC board reconvened for open session at 5:32 PM.

MOTION TO OPEN SESSION WAS MADE BY TREASURER AARON RIVERA AND SECONDED BY DIRECTOR EDDIE GARZA AT 5:32 PM. MOTION CARRIED UNANIMOUSLY.

President, Veronica Gonzales, thanked Mayor Pro-Tem Garcia and Councilmember De Leon for attending the meeting. President Gonzales stated the Edinburg EDC has been in a statewide search for a new Executive Director, and has found the candidate.

President Gonzales welcomed Raudel Garza as the new Executive Director for the Edinburg Economic Development Corporation, and invited Mr. Garza to the podium. Mr. Garza thanked the board for the opportunity and stated he brings years of Economic Development experience across various communities.

President Gonzales also thanked Assistant City Manager Nelda Ramirez and City Manager Myra Ayala for their continuous work with the Edinburg EDC.

The Edinburg EDC board, City Manager, Assistant City Manager, and the Councilmembers present all proceeded to individually congratulate and welcome Mr. Raudel Garza to the City of Edinburg.

7. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 5:45 PM.

**MOTION TO ADJOURN MEETING WAS MADE BY DIRECTOR
EDDIE GARZA AND SECONDED BY DIRECTOR SABRINA WALKER
HERNANDEZ AT 5:45 PM. MOTION CARRIED UNANIMOUSLY.**

Leticia Pantoja

Minutes Transcribed by:

Leticia Pantoja, Management Analyst, City of Edinburg

The board of directors approved the meeting minutes on _____, 2022.

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

Raul Resendez, Edinburg EDC Secretary

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Discuss and consider appointment of an Economic Development Corporation Board Member to serve on the Midtown District Development Board.

1. Agenda Item:

Discuss and consider appointment of an Economic Development Corporation Board Member to serve on the Midtown District Development Board.

2. Description/Scope:

At the November 30, 2021 EEDC board meeting, two EEDC board members were appointed to serve on the Midtown Board. There is one vacancy open for appointment.

3. Estimated Timeline:

N/A

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval based on the board's direction.

7. Justification:

ATTACHMENTS

Approved:	_____
Not Approved:	_____
Tabled:	_____
No Action:	_____

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Discuss and consider approval of the removal of an authorized signer for the Edinburg Economic Development Corporation accounts at Texas National Bank, TexSTAR, and any other financial institution.

1. Agenda Item:

Discuss and consider approval of the removal of an authorized signer for the Edinburg Economic Development Corporation accounts at Texas National Bank, TexSTAR, and any other financial institution.

2. Description/Scope:

The request is to remove former City of Edinburg Director of Finance as a signature authority from Edinburg EDC financial accounts with Texas National Bank, TexSTAR, and any other financial institutions.

3. Estimated Timeline:

N/A

4. Budget:

N/A

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval.

7. Justification:

ATTACHMENTS

Approved:	_____
Not Approved:	_____
Tabled:	_____

No Action:	
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Edinburg Economic Development Corporation
Meeting Date:October 25, 2022

Discuss and consider approval of the small business loan
program proposal submitted by LiftFund.

1. Agenda Item:

Discuss and consider approval of the small business loan program proposal submitted by
LiftFund.

2. Description/Scope:

Economic Development staff received a revised proposal from LiftFund for an Interest Buy Down Program (IBDP) for small businesses. LiftFund is a local nonprofit organization that provides small business loans to underserved business owners, especially minority and women entrepreneurs, throughout the Southeast USA.

The proposed Small Business Loan Program will allow the City of Edinburg support eligible small businesses and entrepreneurs within Edinburg City limits with funding to help sustain and grow their business.

- With a \$100,000 interest buy down program, LiftFund can disburse \$450,000 in capital to up to 9 small businesses with an average loan amount of \$50,000 with 2.5% interest.

The City of Edinburg has \$50,000 in funding available from the federal funding received from the American Rescue Plan Act of 2021 (ARPA) that will be used to support this small business loan program. The Edinburg EDC will match the funding with an additional \$50,000, totaling \$100,000 for the Small Business Loan Program.

LiftFund's grant administration staff will administer the loans accordingly to the program parameters set forth by the board of directors, and provide the following services:

- Program design
- Demographic and impact reporting
- Program promotion
- Website design
- Application design and collection
- Application review for eligibility verification
- Disbursement of funds
- Secure application and data storage
- Issuance of 1099s

3. Estimated Timeline:

This program may be ongoing and is set to begin in FY 2023.

4. Budget:

Small Business Program/Workforce Training FY 2023 Budget Available: \$200,000

*ARPA Funds Available: \$50,000

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval of the small business program with an interest buy down of 2.5%

7. Justification:

ATTACHMENTS

Attachment A: LiftFund Small Business Loan Program - Revised Proposal

Approved:	_____
Not Approved:	_____
Tabled:	_____
No Action:	_____



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City of Edinburg – Interest Buy Down Program Proposal

LiftFund has partnered with local governments and agencies in its footprint through an interest buy down (IBD) program. The availability of low-cost loans helps attract and grow businesses to an area, benefiting not only the small businesses, but the entire community. The IBD program allows an agency to support small businesses in tandem with LiftFund's small business lending without the liability associated with a loan.

The Interest Buy Down Program (IBDP) provides small business owners a reduced interest rate loan to solve two of the biggest challenges facing small businesses: capital and cash flow. The interest rate buy down enables LiftFund to offer loans to borrowers in Edinburg with reduced interest rates.

Reduced interest loans significantly lower a borrower's credit costs over the life of the loan and allows for increased savings to the borrower. This reduction in the cost of a loan also enables LiftFund to provide (1) loans to small business owners who would not otherwise qualify for business financing, and (2) an increased loan amount with better cash flow. The infusion of capital to these businesses increases their total economic activity and facilitates the creation of new jobs.

LiftFund's IBD Program History

LiftFund's current IBD programs in Corpus Christi (11 years), McAllen (8 years) and San Antonio (4 years) success can be seen in the amount of capital deployed, jobs created and retained. Since 2016, LiftFund was able to lower the interest rates for 1,600 small businesses with \$33,000,000 in capital through our Interest Buy Down programs. These entrepreneurs were 86% minority, 40% women, 9% veteran and 63% low- to moderate-income individuals. Through this fund, these small businesses were able to create and retain 9,800 jobs. The economic impact in these communities was more than \$495 million.

LiftFund has been serving small businesses in Edinburg since 1998. To date, we have provided more than 296 loans in the amount of \$4.62 million. These clients were 63% LMI, 98% minority and 32% women. This has allowed businesses to create 207 new jobs and retain 569 more and realize an economic impact of approximately \$64.7 million in the Edinburg community. By creating an interest buy down program, the City of Edinburg will allow more small businesses the affordable access to capital they need, especially during a time of unprecedented challenges created by the COVID-19 pandemic.

McAllen-Edinburg-Mission's economy was flourishing until the onset of COVID-19. The pandemic impacted some of the area's major economic drivers, such as healthcare and cross-border



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trading. However, Edinburg continues to rise above and beyond for its residents and business owners by excelling in residential, commercial, and economic growth in the city. The local economy has not only recovered its pre-pandemic employment levels, but according to the US Bureau of Labor Statistics, it is also among the leading Texas metropolitan areas for job growth with a 5.8% increase from December 2020 to December 2021. Based on the latest figures released from the 2020 Census, it is no surprise Edinburg is ranked as the 12th fastest growing city in the nation with a population of 100,000 or more residents.

Despite this momentum, the city's small businesses have coped with enormous strain over the past two years, including limits on cross-border commerce and some of the highest covid case rates in the nation at the height of the pandemic. This resulted in the number of small businesses open in Hidalgo County decreasing by a record high 31.1% in April 2020 (Opportunity Insights Tracker) and total small business revenue decreasing by 48.2% in the same timeframe. With more than 9,000+ minority-owned businesses in the Edinburg region, a population that is disproportionately more likely to be denied access to capital and affordable financing, it is critically important that they continue to be uplifted in a post-pandemic climate.

An interest buy down program can be a valuable resource as the city looks to the future health of its economy and growth post-COVID-19.

How it works:

A small business loan is approved based on LiftFund's credit criteria. If the business is in the City of Edinburg, LiftFund will reduce the rate it would qualify for based on an agreed upon interest rate reduction from a 10% approved loan.*

With an interest buy down option, the City may:

- Reduce the rate by a designated amount for each business loan. The example below reduces the 10% loan down to 2.5%.

With a \$100,000 interest buy down program, LiftFund can disburse \$450,000 in capital to up to 9 small businesses with an average loan amount of \$50,000 with 2.5% interest.



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Below are two examples of interest buy down programs.

Table 1 - \$450,000 in capital disbursed to 9 small businesses with a \$100,000 IBD program

LiftFund Interest Buy Down EXAMPLE: \$50,000 loan			
		Approved Rate	2.5% Buy Down
Loan Amount	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
Term	60	60	60
	Interest Rate	10%	2.50%
	Payment Amount	\$ 1,062.00	\$ 887.00
	Monthly Buy Down		\$ 175.00
	Total Buy Down & Savings		10,500
	Interest Buy Down Grant		\$ 94,500.00
	Number of Loans		9
	Loan Capital Disbursed		\$ 450,000.00

** Rate adjustment due to forecasted global interest rate increase effective November 1, 2022.*



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Historical Data:

- Since 1998
 - LiftFund has received 1058 loan applications requesting over \$24MM in capital. (This speaks to the demonstrated need.)
 - LiftFund has funded **298 loans**.
 - LiftFund has deployed **\$4,662,000** in capital.
- In 2018
 - LiftFund received 30 loan applications requesting over \$1.8 MM in capital. (This speaks to the demonstrated need.)
 - LiftFund funded **11 loans**.
 - LiftFund deployed **\$336,783** in capital.
- In 2019
 - LiftFund received 23 loan applications requesting over \$1.7 MM in capital. (This speaks to the demonstrated need.)
 - LiftFund funded **8 loans**.
 - LiftFund deployed **\$247,726** in capital.
- In 2020 (**Pandemic created unique challenges, different federal grant and loan opportunities)
 - LiftFund received 25 loan applications requesting over \$2.3 MM in capital. (This speaks to the demonstrated need.)
 - LiftFund funded **4 loans**.
 - LiftFund has deployed **\$66,447** in capital.
- In 2021 (**Residual effects of Pandemic created unique challenges, different federal grant and loan opportunities)
 - LiftFund received 25 loan applications requesting over \$732,800 in capital. (This speaks to the demonstrated need.)
 - LiftFund funded **5 loans**.
 - LiftFund has deployed **\$101,210** in capital.

Recommendation:

Based on the historical data above to include both the demonstrated need and the actual amount of loans funded year over year, it is our recommendation to conduct an Interest Buy Down program with the following terms:

- **\$100k Interest Buy Down**
- **2.5 % Interest Loans**
- **Loan size Up to \$50,000**
- **Minimum number of loans funded 12**

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Discuss and consider approval of the Texas Border Business proposal renewal for Fiscal Year 2023.

1. Agenda Item:

Discuss and consider approval of the Texas Border Business proposal renewal for Fiscal Year 2023.

2. Description/Scope:

The proposal is for a total amount of \$12,00 per year (\$6,000 from the City of Edinburg and \$6,000 from the Edinburg EDC). The proposal is for a 1/2-page advertising Ad and the publication of all City of Edinburg and Edinburg EDC press releases. The City and Edinburg EDC have been advertising with Texas Border Business since 2019.

3. Estimated Timeline:

The term of the proposal is 10 months.

4. Budget:

Annual Fee (2022-2023): \$6,000 for the Edinburg EDC's contribution.

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval based on the board's direction.

7. Justification:

ATTACHMENTS

Attachment A: Texas Border Business Advertising Agreement

Approved: _____

Not Approved: _____

Tabled: _____

No Action: _____

**BUENA AVENTURA LLC DBA
TEXAS BORDER BUSINESS**

614 S. 12th St. • McAllen, TX 78501
Office: 956/ 928-1255 • Sales: 956/ 451-4585

ADVERTISING AGREEMENT



Client: **City of Edinburg & Edinburg EDC**

Agency:

Address: **415 W. University Dr.**

City/St/Zip: **Edinburg, TX 78539**

Office: **(956) 388-2804**

Cell:

E-Mail:

Contact: **Myra Ayala**

Billing E-Mail: **lpantoja@cityofedinburg.com**

Ad Size: **1/2 Page**

Insertions (1/month): **1 x per month**

Insertion Rate: **\$1,000 per Ad**

Grand Total:

NOTES:

The rate for a 1/2-page Ad is \$1,140 and is discounted to \$1,000 per Ad due to 10-12 month agreement.

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2022												
2023												
2024												

Additional Instructions:

Client will provide the print-ready Display Ad or Texas Border Business can design it at no additional charge.

Each month, the Client may submit a different Display Ad by the Submission Deadline.

This agreement includes the publication of all City of Edinburg and Edinburg EDC press releases.

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 - Publisher assumes responsibility for errors originating with the publication, limited only to the first advertisement that is in error only.

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%, (annual percentage rate of 18%) per month on the unpaid balance.

CREDIT - All advertising accounts must establish credit with **TBB**. 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.

CANCELLATIONS - Once this agreement is signed, no cancellations are accepted. If client wishes to cancel, this will result in client's responsibility for full payment of reserved space for the entire agreement amount.

AUTOMATIC RENEWAL - This agreement will automatically renew for another term at the end of each term and at the current rate. Either party may cancel this agreement upon written notice. This agreement is binding when fully executed and there are no other agreements, verbal or otherwise, not contained herein.

Client Signature

Date

Myra Ayala

Print Name

City Manager

Title

Authorized Signature

(956) 451-4585

Cell

September 22, 2022

Date

robertog@tbbmega.com

Email

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Discuss and consider approval of a sponsorship for the RGV Partnership's Rio Grande Valley 23rd Legislative Tour.

1. Agenda Item:

Discuss and consider approval of a sponsorship for the RGV Partnership's Rio Grande Valley 23rd Legislative Tour.

2. Description/Scope:

The RGV Partnership is requesting sponsorship for the Rio Grande Valley 23rd Legislative Tour to be held on January 26-29, 2023, in Cameron and Willacy County. Since 1975, the RGV Partnership has hosted the 4-day legislative tour to highlight the unique challenges and opportunities in our region.

The 4-day tour of the RGV will focus on various sectors, such as: education, infrastructure, transportation, health care, agriculture, international relations, and business and commerce.

There are 181 legislative districts in Texas, with 150 House Members and 31 Senate Members. The RGV Partnership has been successful in bringing legislators to the Valley for over 44 years.

3. Estimated Timeline:

January 26-29, 2023

4. Budget:

FY 2023 Sponsorships & Donations Budget Available: \$87,500.

5. Procurement/Selection Process:

N/A

6. Staff's Recommendation:

Staff recommends approval based on the board's direction on a sponsorship amount.

7. Justification:

ATTACHMENTS

Attachment A: Attachment A: RGV Partnership Sponsorship Flyer

Approved:	_____
Not Approved:	_____
Tabled:	_____
No Action:	_____



WWW.RGVPARTNERSHIP.COM

PHONE: 956-968-3141

FAX: 956-968-0210

Executive Committee

Arlene Garza
Chair
Gulf Aviation

Patrick McDonnell
Chair Elect
Valley Telephone Cooperative

Larry Gonzalez
Immediate Past Chair
Plains Capital Bank

Deborah Cordova
Secretary
Walsh McGurk Cordova Nixon, P.C.

Brent Baldree
Treasurer
Texas Regional Bank

Lee Reed
International Bank of Commerce

Anabell Cardona
Valley Grande Institute

Billy Canales
Rio Motor Company

J.D. Salinas
AT&T

Naomi Perales
Texas Gas Service

Board of Directors

Amanda Saldana, Pathfinder Public Affairs
Andrew Cannon, RGV MPO
Andrew Wilson, South Texas Health Systems
Atanacio Hinojosa, Magic Valley Electric Corp.
Carter Biel, Foremost Paving
Cledia Hernandez, Texas State Technical College
Cori Pena, Brownsville Community Improvement Corp.
Daniel Garces, S&B Infrastructure
Daniel Lucio, AEP
David Irizarry, HCA Healthcare
Dr. Ramiro Caballero, Pharr EDC
Dr. Rodney H. Rodriguez, South Texas College
Francisco Davila, Lone Star National Bank
Javier De Leon, Harlingen Chamber of Commerce
Jose Munoz, Guzman & Munoz Engineering & Surveying
Juan M. Loya, PNC Bank
Kent Shepard, Relation Insurance Services, INC.
Kevin Campbell, S.R. Campbell Properties
Krys Weyand, Santa Cruz Properties
Maru De La Paz, Valley Baptist Medical Center
Marie Garcia, SAMES Engineering, INC.
Matthew Jones, Jones, Galligan, Key & Lozano, L.L.P.
Matt Wolthoff, Driscoll Children's Hospital
Michael Williamson, Texas National Bank
Michelle Lea Zamora, Third Coast Bank
Miles Bullion, Half Associates, Inc.
Ralph Cowen, Port of Brownsville
Ramiro Garza, NTB Development
Raudel Garza, Harlingen EDC
Rene Alcalá, Killam Development
Rene Capistran, Noble Texas Builders, LLC
Robert Rosell, Chase Bank
Roberto Haddad, Doctors Hospital at Renaissance
Rodrigo Gomez, Coca-Cola Company
Ron Garza, UTRGV
Ruben Bosquez, Frost Bank
Ruben Cardenas, State Farm
Ruben O'Bell, Charter Communications
Sarah Hammond, Atlas Electric, Air Conditioning
Sergio Contreras, Atlas, Hall & Rodriguez, LLP
Thomas Dawson, Vantage Bank

Dear Potential Sponsor,

The 2023 legislative session is just a few months away, and the Rio Grande Valley Partnership is hard at work planning an opportunity for the business community and local stakeholders to engage in a direct conversation with the Texas Legislature.

Since 1975, the RGV Partnership has hosted the 4-day legislative tour to highlight the unique challenges and opportunities of our region. We invite and host our State Legislators while we provide educational information from across the Rio Grande Valley.

The 4-day tour of the RGV will focus on various sectors, such as: education, infrastructure, transportation, health care, agriculture, international relations, and business and commerce.

On behalf of our Board of Directors and its membership, we sincerely appreciate your commitment and hope that you will be a part of this impactful 44-year tradition in the form of a sponsorship.

There are 181 legislative districts in Texas, with 150 House Members and 31 Senate Members. The RGV Partnership has been successful in bringing legislators to the Valley for over 44 years and the only way our non-profit organization is able to do this is with your help and support to the Valley.

For this reason, we are seeking your financial support to ensure a successful Legislative Tour to be held on January 26-29, 2023.

Details regarding these opportunities are enclosed. Your investment in this biennial event is critical to its success and is greatly appreciated.

If you have any questions, please feel free to call me at 956-400-6256.

Sincerely,

Daniel Silva
President/CEO



RIO GRANDE VALLEY 23RD LEGISLATIVE TOUR

JANUARY 26-29, 2023

PLATINUM SPONSOR \$20,000

- Entity site visit during the legislative tour and presentation opportunity
- Opportunity to introduce featured speakers at two separate events
- Three-minute video presentation on legislative tour buses
- Two representatives to travel with legislators during the 4-day tour
- Two round trip flight tickets (RGVP to coordinate)
- Two hotel rooms (same location as legislators)
- Eight VIP passes to access all events
- Opportunity to contribute entity promotional items for participants
- Opportunity for staff to assist in volunteer activities
- Logo incorporated into all invitations, flyers, print buys
- Logo incorporated into all social media buys
- Entity recognized during all radio and television spots
- One full-page color ad in event program
- Prominent display of logo at all designated site visits
- Official listing on the Partnership website and a hyper-link to designated website
- Multiple e-blasts and newsletter credits

GOLD SPONSOR \$15,000

- Entity site visit during the legislative tour and presentation opportunity
- Three-minute video presentation on legislative tour buses
- Two representatives to travel with legislators during the 4-day tour
- One round trip flight ticket (RGVP to coordinate)
- One hotel room (same location as legislators)
- Five VIP passes to access all events
- Opportunity to contribute entity promotional items for participants
- Opportunity for staff to assist in volunteer activities
- Logo incorporated into all invitations, flyers, print buys
- Logo incorporated into all social media buys
- Entity recognized during all radio and television spots
- One full-page color ad in event program
- Prominent display of logo at all designated site visits
- Official listing on the Partnership website and a hyper-link to designated website
- Multiple e-blasts and newsletter credits



RIO GRANDE VALLEY 23RD LEGISLATIVE TOUR

JANUARY 26-29, 2023

SILVER SPONSOR \$10,000

- Entity site visit during the legislative tour and presentation opportunity
- Three-minute video presentation on legislative tour buses
- One representative to travel with legislators during the 4-day tour
- One hotel room (same location as legislators)
- Four VIP passes to access all events
- Opportunity to contribute entity promotional items for participants
- Opportunity for staff to assist in volunteer activities
- Logo incorporated into all invitations, flyers, print buys
- Logo incorporated into all social media buys
- Entity recognized during all radio and television spots
- One full-page color ad in event program
- Prominent display of logo at all designated site visits
- Official listing on the Partnership website and a hyper-link to designated website
- Multiple e-blasts and newsletter credits

BRONZE SPONSOR \$5,000

- Two-minute video presentation on legislative tour buses
- One representative to travel with legislators during the 4-day tour
- One hotel room (same location as legislators)
- Two VIP pass to access all events
- Opportunity to contribute entity promotional items for participants
- Opportunity for staff to assist in volunteer activities
- Logo incorporated into all invitations, flyers, print buys
- Logo incorporated into all social media buys
- Entity recognized during all radio and television spots
- One half-page color ad in event program
- Prominent display of logo at all designated site visits
- Official listing on the Partnership website and a hyper-link to designated website
- Multiple e-blasts and newsletter credits



RIO GRANDE VALLEY 23RD LEGISLATIVE TOUR

JANUARY 26-29, 2023

COPPER SPONSOR \$2,500

- One VIP pass to access all events
- Opportunity to contribute entity promotional items for participant
- Opportunity for staff to assist in volunteer activities
- Logo incorporated into all invitations, flyers, print buys
- Logo incorporated into all social media buys
- Entity recognized during all radio and television spots
- One half-page color ad in event program
- Placement of logo at all designated site visits
- Official listing on the Partnership website
- Multiple e-blasts and newsletter credits

PARTNERSHIP SPONSOR \$1,500

- One VIP pass to access all events
- Opportunity to contribute entity promotional items for participants
- Opportunity for staff to assist in volunteer activities
- Logo incorporated into all invitations, flyers, print buys and event program
- Logo incorporated into all social media buys
- Entity recognized during all radio and television spots
- Placement of logo at all designated site visits
- Official listing on the Partnership website
- Multiple e-blasts and newsletter credits

CONTRIBUTOR SPONSOR \$500

- Opportunity to contribute entity promotional items for participants
- Opportunity for staff to assist in volunteer activities
- Logo incorporated into all invitations, flyers, print buys and event program
- Logo incorporated into all social media buys
- Placement of logo at all designated site visits
- Multiple e-blasts and newsletter credits



SPONSORSHIP COMMITMENT FORM

Contact Name _____

Company _____

Address _____ City _____

State _____ Zip Code _____ Phone Number _____

Fax Number _____ Email _____

SPONSOR LEVEL

☐ PLATINUM SPONSOR \$20,000

☐ GOLD SPONSOR \$15,000

☐ SILVER SPONSOR \$10,000

☐ BRONZE SPONSOR \$5,000

☐ COPPER SPONSOR \$2,500

☐ PARTNERSHIP SPONSOR \$1,500

☐ CONTRIBUTOR SPONSOR \$500

PAYMENT METHOD

(Kindly submit payment by January 6, 2023, to ensure proper recognition)

☐ **Check Enclosed:** Made payable & mailed to: Rio Grande Valley Partnership P.O. Box 1499, Weslaco, TX 78599

☐ **Credit Card Payment (VISA, MC & AMEX):**

CC#: _____ Expiration date: _____

Security Code: _____ Billing ZIP: _____

Authorized Signature: _____

Acceptable Digital File Submission for Company Logo: JPEG/ PNG/ Adobe PDF - High Resolution (300 dpi)



Save the Date

**LEGISLATIVE TOUR OF THE
RIO GRANDE VALLEY**

January 26th - 29th, 2023



The 2023 Legislative Tour will take place
in Cameron and Willacy County on
January 26th - 29th, 2023.

Hotel and Home-Base will be at South Padre Island.

For more information contact Daniel Silva President/CEO of RGV Partnership
956-400-6256 or daniel@rgvpartnership.com

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Discussion and possible action regarding pending litigation
(§551.071.Consultation with Attorney; Closed Meeting).

1. Agenda Item:

Discussion and possible action regarding pending litigation (§551.071.Consultation with Attorney; Closed Meeting).

2. Description/Scope:

Closed Meeting

3. Estimated Timeline:

Closed Meeting

4. Budget:

Closed Meeting

5. Procurement/Selection Process:

Closed Meeting

6. Staff's Recommendation:

Closed Meeting

7. Justification:

Closed Meeting

ATTACHMENTS

Approved:	_____
Not Approved:	_____
Tabled:	_____
No Action:	_____

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Discussion and possible action regarding the purchase, exchange, lease, or value of real property regarding EEDC office space (§551.072 Deliberation Regarding Real Property; Closed Meeting).

1. Agenda Item:

Discussion and possible action regarding the purchase, exchange, lease, or value of real property regarding EEDC office space (§551.072 Deliberation Regarding Real Property; Closed Meeting).

2. Description/Scope:

Closed Meeting

3. Estimated Timeline:

Closed Meeting

4. Budget:

Closed Meeting

5. Procurement/Selection Process:

Closed Meeting

6. Staff's Recommendation:

Closed Meeting

7. Justification:

Closed Meeting

ATTACHMENTS

Approved:	_____
Not Approved:	_____
Tabled:	_____
No Action:	_____

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Deliberation regarding economic development negotiations
 (§551.087 Deliberation Regarding Economic Development
 Negotiations; §551.071 Consultation with Attorney; Closed
 Meeting).

1. Agenda Item:

Deliberation regarding economic development negotiations (§551.087 Deliberation Regarding Economic Development Negotiations; §551.071 Consultation with Attorney; Closed Meeting).

2. Description/Scope:

Closed Meeting

3. Estimated Timeline:

Closed Meeting

4. Budget:

Closed Meeting

5. Procurement/Selection Process:

Closed Meeting

6. Staff's Recommendation:

Closed Meeting

7. Justification:

Closed Meeting

ATTACHMENTS

Approved:	_____
Not Approved:	_____
Tabled:	_____
No Action:	_____

Edinburg Economic Development Corporation

Meeting Date: October 25, 2022

Consultation with City Attorney regarding Santana Textiles
LLC (§551.071 Consultation with Attorney; Closed Meeting).

1. Agenda Item:

Consultation with City Attorney regarding Santana Textiles LLC (§551.071 Consultation with Attorney; Closed Meeting).

2. Description/Scope:

Closed Meeting

3. Estimated Timeline:

Closed Meeting

4. Budget:

Closed Meeting

5. Procurement/Selection Process:

Closed Meeting

6. Staff's Recommendation:

Closed Meeting

7. Justification:

Closed Meeting

ATTACHMENTS

Approved:	_____
Not Approved:	_____
Tabled:	_____
No Action:	_____