EDINBURG
Economic Development Corporation

ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS

Location:
City of Edinburg, Council Chambers
415 W. University Drive, Edinburg, Texas

April 7th, 2025
REGULAR MEETING AGENDA
5:30 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 limitedto 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. AGENDA ITEMS

A. Consider approval of Minutes for the Special Board meeting held on March 25, 2025.
B. Consider approval of Sponsorship for "Lucky Maverick Casino Night" by AltaCair.
C. Consider approval of Sponsorship for "Dinner & Auction Scholarship Gala" by IDEA Public Schools.
D. Discussion and possible action on attending ICSC Las Vegas May 18-20, 2025.

6. 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 TheMeeting When Authorized By The Provisions Of The Open Meetings Act.

A. Deliberation regarding economic development projects and possible action related to projects (§551.087 Deliberation Regarding Economic Development Negotiations; §551.071 Consultation with Attorney; §551.072 Deliberation Regarding Real Property; Closed Meeting).

1. Office Space
2. Project Expedition
3. Food Truck Park
4. Project 100
5. Project Cave

7. OPEN SESSION

The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter551, Open meetings, Subchapter E, Procedures Relating to Closed Meeting, §551.102, Requirement to Vote or Take Final Action in Open Meeting

8. 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 April 4, 2025 at 5:00 pm.

By: /s/ Raudel Garza

Signature: Raudel Garza

Name: Raudel Garza, Executive Director Edinburg Economic Development Corporation

Edinburg Economic Development Corporation
Meeting Date: April 7, 2025
Consider approval of Minutes for the
Special Board meeting held on March 25, 2025.

1. **Agenda Item:**

   Consider approval of Minutes for the Special Board Meeting held on March 25,2025.

2. **Description/Scope:**

   Board meeting minutes are reviewed by Executive Director, Raudel Garza, and approved by the EEDC Board on a monthly basis.

3. **Estimated Timeline:**

   N/A

4. **Budget:**

   N/A

5. **Procurement/Selection Process:**

   N/A

6. **Staff's Recommendation:**

   Staff recommends approval.

7. **Justification:**

   N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:
Attachment A: March 25, 2025 Regular Board Minutes

MINUTES OF THE
EDINBURG ECONOMIC DEVELOPMENT
CORPORATION BOARD OF DIRECTORS

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

March 25, 2025
SPECIAL MEETING AGENDA
5:30 PM

PRESENT: **Aaron Rivera, President**
Raul Resendez, Vice President
Marc Moran, Secretary
Richard Gonzales, Treasurer
David Salazar, Council Member
Veronica Gonzales, Director
Sandra Alaniz, Director

STAFF: **Raudel Garza, Executive Director**
Deyanira Rivera, Administrative Assistant
Samantha Martinez, Business Operations Coordinator
Jaqueline Guerra, Marketing & Research Manager
Leticia Pantoja, Project Manager
Carlos Garza, Project Manager
Omar Ochoa, EEDC Attorney

1. CALL TO ORDER, ESTABLISH QUORUM

President, Aaron Rivera, called the meeting to order at 5:34pm.

A. Pledge of Allegiance

Raudel Garza, Edinburg EDC Executive Director, proceeded with roll call and established quorum.

2. CERTIFICATION OF PUBLIC NOTICE

Mr. Garza confirmed the public notice was posted in accordance with the Texas Open Meetings Act, on March 22, 2025 at 10:00 AM.

3. DISCLOSURE OF CONFLICT OF INTEREST

EEDC Executive Director, Raudel Garza, 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.

A conflict of interest was declared by board members.

President, Aaron Rivera, will be removing himself from all discussions pertaining to item 7A1.

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. **SPECIAL AGENDA ITEMS**

A. Consider Approval of Minutes for the Special Board Meeting held on March 25, 2025.

MOTION TO APPROVE MINUTES WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.

B. Consider approval of Professional Services Agreement for Strategic Media.

Executive Director Raudel Garza provided a brief update on the status of the EEDC's Professional Services Agreement for strategic media. He confirmed that Jeffrey Salcedo has approved the service agreement, with the new payment not to exceed $85,000. A discussion followed regarding the execution of the contract and specific revisions requested from the Strategic Media side.

MOTION TO APPROVE PROFESSIONAL SERVICE FOR STRATEGIC MEDIA AGREEMENT WAS MADE BY TREASURER RICHARD GONZALES AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.

C. Consider approval of amendment to the FY25 Organizational Chart and FY25 Budget.

Executive Director Raudel Garza presented the proposed updates to the organizational chart, which include three new positions: Assistant Executive

Director, Project Manager, and Administrative Specialist. Regarding the budget, no amendments were needed at this time, as funds from positions budgeted included unfilled, and projections show new positions can be paid for within the current budget.

MOTION TO APPROVE FY25 ORGANIZATIONAL CHART AND THE COMPENSATION PLAN WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.

D. Discuss and consider amendments to the Bylaws.

Executive Director Raudel Garza presented the current bylaws, which state that the EDC is required to hold one meeting per month. The proposed amendment under discussion would allow for two meetings per month. A discussion followed between Councilmember David Salazar and the rest of the EDC board, with Councilmember Salazar advocating for the change to support the city's growth. President Aaron Rivera then asked the EEDC's active attorney about the next steps for considering a motion.

MOTION TO APPROVE AMENDMENT OF BYLAWS WAS MADE BY COUNCIL MEMBER DAVID SALAZAR AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.

E. Consider approval of presentation of EEDC Audit report for Fiscal year 2023-2024.

Managing CPA of Casco & Associates, Alfred Vera, and Audit Supervisor Roel Cantu were present to discuss the EEDC Audit report for Fiscal year 2023-2024. Roel Cantu, Audit Supervisor, presented the financial statements, confirming a clean and favorable audit opinion. The internal controls report found no significant deficiencies or material weaknesses. The statement of revenues and expenditures reports \$8.2M in operating expenditures, an estimated daily cost of \$30,200, and 389 days of operational reserves based on the unassigned fund balance.

MOTION TO APPROVE EEDC AUDIT REPORT FOR FISCAL YEAR 2023-2024 WAS MADE BY SECRETARY MARC MORAN AND SECONDED BY DIRECTOR SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.

6. STAFF REPORT

1. **Commercial Development Report**
2. **Industrial Development Report**
3. **Marketing Report**
4. **Executive Director Report**

Leticia Pantoja, Project Manager, provided a brief update on the FLIP program, highlighting the current updates for FLIP 2.0. These include the number of applications received, efforts to walk to local businesses and distribute flyers, and the influx of calls received. Mrs. Pantoja also gave an update on FLIP 1.0, detailing the remaining pending businesses and their current stages.

Carlos Garza, Project Manager, provided an update on current and upcoming projects. In the Industrial Park, several projects are in various stages, with two properties reaching compliance in May. A pre-bid meeting for the Transit Center project was held with 20 construction companies, with bids due by April 1st. Collaboration with South Texas College is also in progress to develop a workforce training project.

Jacqueline Guerra, Marketing & Research Manager, reviewed the Marketing calendar, focusing on events scheduled to begin in April. Notably, the EDC has international billboard signs in Mexico, one on the Monterrey to Reynosa highway and another at the Anzalduas International Bridge. A picture of the billboard is included in the newsletter. The EDC started a monthly newsletter in January. Upcoming conferences include Team Texas in Atlanta in April and ICSC in Las Vegas. The EDC will have its own booth in Las Vegas, a 10x20 space, as the RGV partnership will not be attending this year. Preparations are underway to set up the booth with furniture similar to the setup in Dallas.

7. EXECUTIVE SESSION

The board entered executive session at 6:26 p.m.

MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY COUNCIL MEMBER DAVID SALAZAR AND SECONDED BY TREASURER RICHARD GONZALES. MOTION CARRIED UNANIMOUSLY.

The EEDC board convened 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 551.087, 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. Consultation with Attorney (§551.071 Consultation with Attorney; Closed Meeting.)

1. Discussion and possible action regarding a Legal Service Agreement with

Powell Law Group LLP and R&E Legal Group, PLLC..(§551.074 Personnel Matters and §551.071. Consultation with Attorney; Closed Meeting)

B. Deliberation and possible action regarding economic development negotiations (§551.087 Deliberation Regarding Economic Development Negotiations; §551.072. Deliberation Regarding Real Property; §551.071 Consultation with Attorney; Closed Meeting.)

1. West Campus
2. Project Choo Choo
3. Office Space
4. Project Cave
5. Project 100
6. New Park

8. OPEN SESSION

The EEDC convened in Open Session to take necessary action, 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 in open session at 7:28 pm.

MOTION TO ENTER OPEN SESSION WAS MADE BY COUNCIL MEMBER DAVID SALAZAR AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.

For the record, President Aaron Rivera will not be voting on item 7A1 due to a conflict of interest. Also, Director Veronica Gonzales stepped out of Executive Session during discussion of items 7B1&7B2 to avoid any potential conflict.

MOTION TO PROCEED AS DISCUSSED IN EXECUTIVE SESSION TO APPROVE AGREEMENT WITH POWELL LAW GROUP LLP AND R&E LEGAL GROUP AS COUNCIL FOR EEDC ATTORNEY WAS MADE BY TREASURER RICHARD GONZALES AND SECONDED BY COUNCIL MEMBER DAVID SALAZAR. MOTION CARRIED UNANIMOUSLY.

NO OTHER ACTION WAS TAKEN IN EXECUTIVE SESSION.

9. ADJOURNMENT

There being no further business to consider, the meeting adjourned at 7:30 p.m.

MOTION TO ADJOURN MEETING WAS MADE BY COUNCIL MEMBER DAVID SALAZAR AND SECONDED BY TREASURER RICHARD GONZALES. MOTION CARRIED UNANIMOUSLY.

Minutes Transcribed by:
Samantha Martinez, Business Operations Coordinator, Edinburg Economic Development Corporation

The board of directors approved the meeting minutes on ________________________, 2025.

EDINBURG ECONOMIC DEVELOPMENT CORPORATION:

____
Marc Moran, EEDC Board Secretary

Edinburg Economic Development Corporation
Meeting Date: April 07,2025

Consider approval of a Sponsorship for "Lucky Maverick Casino Night" by AltaCair.

1. **Agenda Item:**
   Consider approval of a Sponsorship for "Lucky Maverick Casino Night" by AltaCair.

2. **Description/Scope:**
   EEDC Executive Director Raudel Garza will present Sponsorship requests that require action by the EEDC Board.

5. **Estimated Timeline:**
   Upon invoice request.

6. **Budget:**
   There is $86,675.00 available in the EDC's Sponsorship account.

7. **Procurement/Selection Process:**
   N/A

8. **Staff's Recommendation:**
   Staff recommends $3,000.00.

9. **Justification:**
   N/A

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: Lucky Maverick Casino Sponsor Packet

Attachment B: IDEA25, Silver Milestones Golden Future

BETTIN' ON ALTACAIR BETTIN' ON ALTACAIR

AF 25

Lucky Maverick

BETTIN' ON ALTACAIR

20 AF 25

SPONSOR PACKET

May 2, 2025

For more information or event opportunities, visit **betonaltacair.com** or email us at rashmi@altacairfoundation.org

YOUR INVITED

AltaCair Foundation
Rashmi@altacairfoundation.org
(904) 859-9162

Lucky MAVERICK
BETTIN' ON ALTACAIR

Dear Esteemed Partner,

We're thrilled to invite you to our 2nd annual Casino Night —"Lucky Maverick: Betting on AltaCair"—on Friday, May 2, 2025, from 6–10:30 PM at the Brookhaven Event Center in Pharr, TX.

Thanks to last year's tremendous community support, we're set to make an even bigger impact. This year, your sponsorship will drive critical initiatives in the Rio Grande Valley's most impacted communities, with a special focus on both LaSara and San Carlos, TX.

Recent data reveals that over 35% of RGV households struggle with basic needs, and nearly 40% of households in LaSara and San Carlos face significant service gaps. Your partnership can truly help change these figures.

Please see the enclosed sponsorship packet for exclusive opportunities to make a lasting difference.

Warm regards,

Rashmi Chandran

Dr Rashmi Chandran, DPT, MBA, FACHE, PGHHM, PGDMLS
CEO & President, AltaCair Foundation

AltaCair
FOUNDATION

AltaCair
FOUNDATION

About Us
At AltaCair, we believe wellness is a right—not a luxury. We work to ensure every person in the Rio Grande Valley thrives physically, mentally, and emotionally.

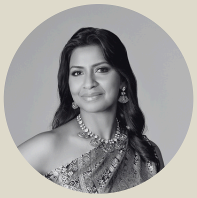
Who We Serve
We focus on the underserved and marginalized in the RGV—individuals and families who face barriers to quality healthcare and wellness. Our mission is to bridge these gaps and deliver the support they need.

Why Your Support Matters
Your funding directly fuels our pilot programs, which help us to:
• Innovate: Develop fresh, effective strategies for better health outcomes.
• Expand Outreach: Reach more people across the RGV.
• Build Sustainable Solutions: Create long-term wellness programs that can grow with the community.
• Engage Locally: Tailor our services to meet unique community needs.

Our Commitment to the Rio Grande Valley
The RGV is a vibrant region with immense potential. By supporting AltaCair, you empower individuals, strengthen families, and build a healthier, more resilient community. Your support is an investment in a future where wellness is accessible to everyone.

Join us in our mission to create a thriving Rio Grande Valley where everyone has the opportunity to live a healthy, fulfilling life. Your support is not just a donation; it is an investment in the future of our community.

BOARD MEMBERS



PRESIDENT
DR. RASHMI CHANDRAN

BOARD CHAIR
DR. EDWIN F. ESTEVEZ

VICE CHAIR
ERIC WEAVER

BOARD SECRETARY
MARITZA GONZALEZ

FINANCE CHAIR
MARC MORAN

TREASURER
TODD MANN

BOARD MEMBER
VERONICA GONZALES

BOARD MEMBER
MORGAN LAMANTIA

BOARD MEMBER
DR. JENNIFER MENDOZA

BOARD ADVISORS

BOARD ADVISOR
MANNY VELA

BOARD ADVISOR
SABRINA WALKER HERNANDEZ

BOARD ADVISOR
BARRY PATEL

BOARD ADVISOR
CESAR MERLA

BOARD ADVISOR
DR. DIMPLE DESAI

DIRECTOR OF MARKETING

DIRECTOR OF MARKETING & OUTREACH
Samanta L McKeither

Sponsorship Levels

☐ **Golden Spur Sponsor**

$5,000

- Named sponsor of (2) casino game tables.
- Logo on event banners, website & casino table signage.
- 10 VIP tickets with drink & gaming vouchers.
- Social media highlights & acknowledgment on stage with Plaque.

☐ **Western Ace Sponsor**

$3,000

- Logo featured on select event materials & website
- Named sponsor of a game table.
- 8 VIP tickets with drink & gaming vouchers
- Social media mentions & recognition at the event

☐ **Lucky Horseshoe Sponsor**

$1,500

- Six (6) Tickets
- Company recognition on event site, social media and marketing items.

Saloon Pass (For Individuals) **$100** Quantity ______

Contact Information

Name:______________________________

Business/Organization: ___________________________

Address: _____________________________________

Phone: ______________________________________

Email: _______________________________________

Payment Method: ◯ Check # _______ ◯ Cash App $RashmiChandran

Payable to: AltaCair Foundation

Send Check to: 4925 S. Jackson
Edinburg, TX. 78539' (Suite 5)

INDIVIDUAL TICKETS

DIGITAL SPONSOR FORM

AltaCair FOUNDATION

Edinburg Economic Development Corporation

Meeting Date: April 07,2025

Consider approval of a Sponsorship for "Dinner & Auction Scholarship Gala" by IDEA Public Schools.

1. **Agenda Item:**
   Consider approval of a Sponsorship for "Dinner & Auction Scholarship Gala" by IDEA Public Schools.
2. **Description/Scope:**
   EEDC Executive Director Raudel Garza will present Sponsorship requests that require action by the EEDC Board.

5. **Estimated Timeline:**
   Upon invoice request.

6. **Budget:**
   There is $86,675.00 available in the EDC's Sponsorship account.

7. **Procurement/Selection Process:**
   N/A

8. **Staff's Recommendation:**
   Staff recommends $2,500.00 .

9. **Justification:**
   N/A

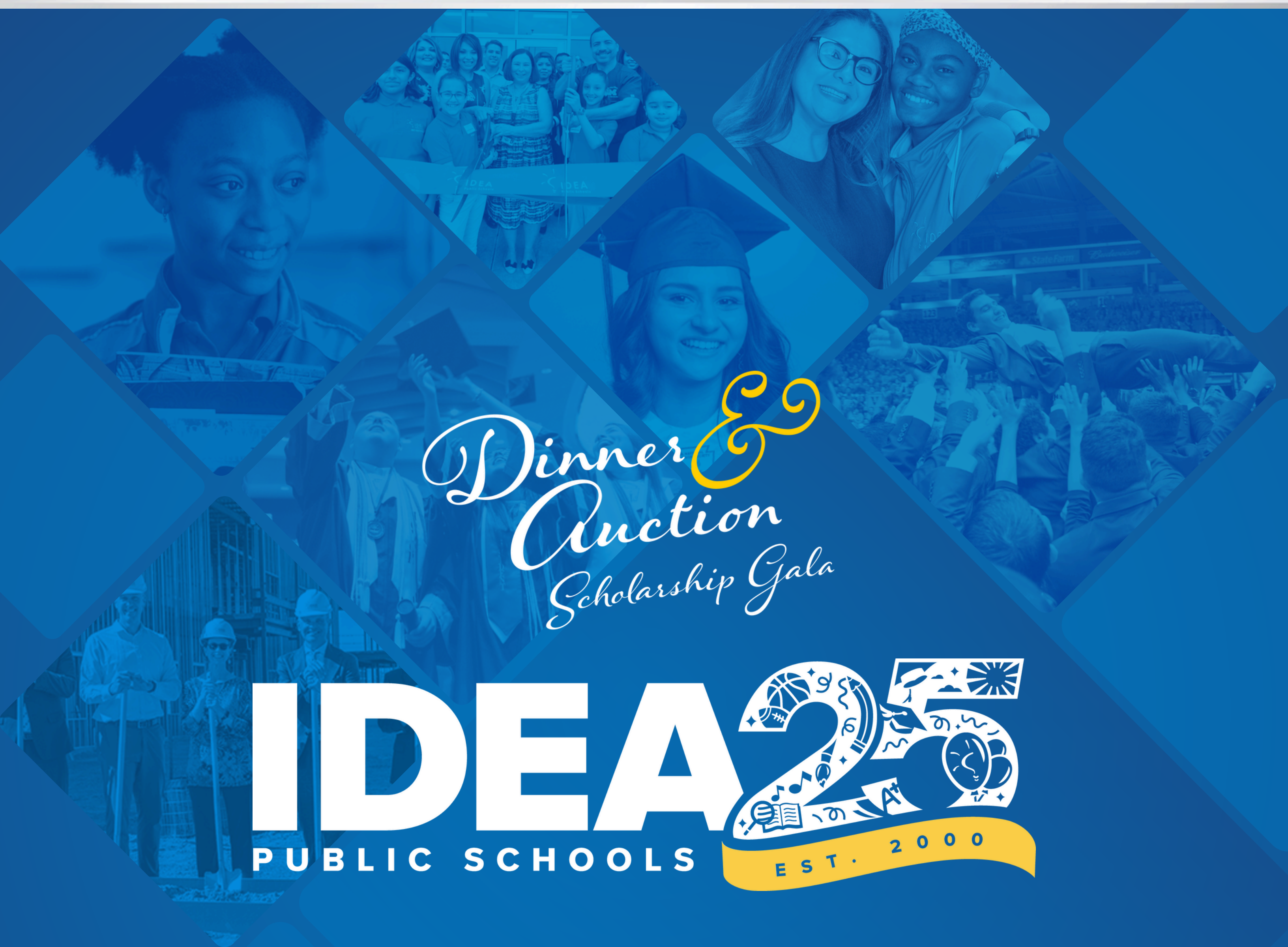
/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: IDEA25, Silver Milestones Golden Future

SILVER MILESTONES, GOLDEN FUTURE

Celebrating 25 Years of Impact



Dinner & Auction Scholarship Gala

IDEA 25 PUBLIC SCHOOLS EST. 2000

Sponsorship Packet

Thursday, May 22, 2025 | 6:30 PM

Mission Event Center | Mission, TX

ideapublicschools.org

For more information, please contact Rose Marques, Regional Director of Philanthropy – Rio Grande Valley, at **rose.marques@ideapublicschools.org**.

Sponsorship Levels

	Silver Presenting Sponsor	Legacy Sponsor	Excellence Sponsor	Champion Sponsor	Mission Sponsor	Joy Sponsor
Your Investment	**$50,000**	**$25,000**	**$15,000**	**$10,000**	**$5,000**	**$2,500**
Your impact funds scholarships to bridge the financial gap for IDEA Class of 2025 seniors.	*Supports (20) Seniors*	*Supports (14) Seniors*	*Supports (10) Seniors*	*Supports (4) Seniors*	*Supports (2) Seniors*	*Supports (1) Senior*
Dinner & Auction Sponsorship Gala Seating (All Levels Include Valet Parking)	Preferred seating for 12 (with IDEA Senior Leadership)	Preferred seating for 12 (with IDEA Senior Leadership)	Preferred seating for 8	Preferred seating for 8	Seating for 8	Seating for 8
Logo/Name recognition at the event – printed program & online auction software	Includes Full Page Ad	Includes Optional 1/4 Ad	Includes Optional 1/8 Ad	✓	✓	✓
Name & Logo on Welcome Signage	Includes 10x8 Step & Repeat Banner	✓	✓	✓	✓	
Digital Communication mentions through IDEA's social platforms	✔	✔	✓	✓		
Verbal Recognition during Program	✔	✓	✓			
Entrance to VIP Lounge	With Logo Recognition	With Logo Recognition	✓			
Exclusive Event package for each guest	(2) Complimentary bottles of champagne & custom video tribute	(1) Complimentary bottle of champagne & custom video tribute				
Sponsor named Scholarship for IDEA Student Class of 2024 Senior	✔					
Prominent Logo on all collateral ★	"Event brought to you by..."	"With support from..."				
Logo on cocktail napkins & bar signage ★	✔					

Tickets are non-transferable and may not be given to IDEA Public Schools staff. Should you be unable to use your tickets, they can be returned to the Advancement Team to be reassigned at their discretion.

Individual Tickets for Sale: $300
Seating for (1) guest & Valet Parking

✔ *Exclusive Benefits* ★ *Underwriting Benefits*

For more information, please contact Rose Marques, Director of Philanthropy – Rio Grande Valley, at rose.marques@ideapublicschools.org.

Sponsorship Form

SELECT A LEVEL:

- ☐ Silver Presenting Sponsor
- ☐ Legacy Sponsor
- ☐ Excellence Sponsor
- ☐ Champion Sponsor
- ☐ Mission Sponsor
- ☐ Joy Sponsor

☐ **I cannot attend – Please accept this contribution of $ ____________ for IDEA Public Schools.**

Total Gift Amount ______________________________

Company / Organization ______________________________

Address ______________________________

Primary Contact Name ______________________________

Primary Contact Email ______________________________

Phone ______________________________

Payment Information

☐ **Invoice Me** ☐ **Paying by Check** ☐ **Paying by Credit Card**

If paying by check, please mail your check with this completed form to:

IDEA Public Schools
ATTN: Advancement Department
2115 W. Pike Blvd.
Weslaco, Texas 78596

Email my invoice and/or receipts to: ______________________________

______________________________ **Credit Card Number**

______________________________ **Expiration Date**

__________ **CVV**

______________________________ **Name on Credit Card**

______________________________ **Billing ZIP Code**

I made this gift as a: ☐ **Personal contribution** ☐ **On behalf of my business**

For more information, please contact Rose Marques, Director of Philanthropy – Rio Grande Valley, at rose.marques@ideapublicschools.org. Tickets are non-transferable and may not be given to IDEA Public Schools staff. Should you be unable to use your tickets, they can be returned to the Advancement Team to be reassigned at their discretion.

Edinburg Economic Development Corporation

Meeting Date: April 7, 2025

Discussion and possible action on attending the ICSC Convention in Las Vegas on May 18-20, 2025.

1. **Agenda Item:**
   Discussion and possible action on attending ICSC Convention on May 18-20, 2025.
2. **Description/Scope:**
   The largest gathering of retailers, developers, brokers, and other interested in growing their retail stores/ locations. ICSC is a great conference to showcase and bring back opportunities for Edinburg. Registration Fee is $1,050.00 per ICSC member.

   Estimated Timeline
   May 18-20, 2025
3. **Budget:**
   Funding has been allocated to our Conference & Marketing line items.
4. **Procurement/Selection Process:**
   N/A
5. **Staff's Recommendation:**
   With our engagement of Retail Strategies as an extension of our staff in retail recruitment and our participation in the RGV partnership booth, EEDC can maintain efficiency and lower costs by reducing the number of staff needed at the show. No more than three staff members will attend. The number of board members attending will be determined by the board.
6. **Justification:**
   To help provide opportunities for increased investment, job creation, and improved quality of life.

/s/ Raudel Garza, EEDC
Executive Director

ATTACHMENTS:

Attachment A: 2024 ICSC Las Vegas Summary Expenses

2024 ICSC LAS VEGAS
"One Region, One Voice"
EXPENSE BREAKDOWN

VENDOR	DESCRIPTION	DEBITS
RGV PARTNERSHIP	"ONE REGION, ONE VOICE" BOOTH	$ 10,000.00
ICSC LAS VEGAS	REGISTRATIONS	$ 9,575.00
RGV PARTNERSHIP	RECEPTION SPONSORSHIP	$ 1,000.00
TRAVEL	FLIGHTS	$ 4,230.42
HOTEL	LODGING	$ 6,841.91
TRANSPORTATION	UBER/TAXI	$ 1,021.97
MEALS	MEALS	$ 1,356.25
EDC PROMOTIONAL ITEMS	POKER CHIPS/BINDERS	$ 1,024.40
	TOTAL	**$ 35,049.95**

2024 Attendees:

1. Veronica Gonzales
2. Aaron Rivera
3. Richard Gonzales
4. Eddie Garza
5. Sabrina Walker Hernandez
6. Dan Diaz
7. Raudel Garza
8. Leticia Pantoja
9. Carlos Garza