



**ECONOMIC DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS**

**Location:**

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

**February 16, 2026  
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 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. AGENDA ITEMS**

- A. Consider and take action on approval of Minutes for the Regular Board meeting held on January 19, 2026.
- B. Consider and take action on ratifying the Executive Director's action related to Sponsorship for "Rio Grande Valley Economic Outlook 2026" by Rio Grande Valley Business Journal in the amount of \$2,500.

**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 The Meeting 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              | 4. Project Sprinkler     |
| 2. Workforce Resource Center | 5. Project 25            |
| 3. Project Komida            | 6. North Industrial Park |

B. Consultation with Attorney (§551.071 Consultation with Attorney; Closed Meeting)

1. Pending or contemplated litigation.
2. Contractual and legal matters related to EEDC operations and economic development agreements.

C. Personnel Matters (§551.074 Personnel Matters)

1. Discussion and possible action on filling of position for Administrative Specialist (§551.074 Personnel Matters and §551.071. Consultation with Attorney; Closed Meeting)

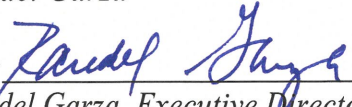
*The EEDC will convene in Open Session to take necessary action, if any, in accordance with Chapter 551, Open meetings, Subchapter E, Procedures Relating to Closed Meeting, §551.102, Requirement to Vote or Take Final Action in Open Meeting.*

## **7. 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 February 10, 2026 at 5:00pm.*

By: /s/ Raudel Garza

Signature:   
Name: Raudel Garza, Executive Director  
Edinburg Economic Development Corporation

## **ACCESSIBILITY STATEMENT**

The City Hall Building is wheelchair accessible. The entry ramp is located on the west side of the building. Accessible parking spaces are also available in the area. Sign interpretive services must be made 48 hours in advance of the meeting. For special accommodations, please call City Hall at (956) 388-8204 or TDD (956) 530-0169.



**Edinburg Economic Development Corporation**

Meeting Date: February 16, 2026

Consider and take action on approval of Minutes for the Regular Board meeting held on February 02, 2026.

**1. Agenda Item:**

Consider and take action on approval of Minutes for the Regular Board meeting held on February 02, 2026.

**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: February 2, 2026 Regular Board Meeting 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

**February 02, 2026**  
**REGULAR MEETING AGENDA**  
**5:30 PM**

**PRESENT:** Aaron Rivera, President  
Marc Moran, Secretary  
Sandra Alaniz, Treasurer  
Gerardo “Gerry” Lozano, Director/ Councilmember  
Veronica Gonzales, Director

**ABSENT:** Richard Gonzales, Vice President  
Homer Jasso, Director

**STAFF:** Raudel Garza, Executive Director  
Karina Lopez, Assistant Executive Director  
Jaqueline Guerra, Marketing & Research Manager  
Leticia Pantoja, Business Development Manager  
Carlos Robert Reyes, Business Development Manager  
Daniel Andres Garza, Business Development Manager  
Samantha Martinez, Business Operations Coordinator  
Aaron Rivera, EEDC Attorney  
Emmanuel Espinoza, EEDC Attorney

**1. CALL TO ORDER, ESTABLISH QUORUM**

President Aaron Rivera called the meeting to order at 5:30 pm.

**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 January 27, 2026 at 5:00 PM.

### **3. DISCLOSURE OF CONFLICT OF INTEREST**

EEDC Attorney, Aaron Rivera, 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.

**No conflict was stated.**

### **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.*

**No Public Comments.**

### **5. AGENDA ITEMS**

#### **A. Consider Approval of Minutes for the Regular Board Meeting held on January 19, 2026.**

**MOTION TO APPROVE MINUTES WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY COUNCILMEMBER GERARDO LOZANO. MOTION CARRIED UNANIMOUSLY.**

#### **B. Presentation of year-to-date Financial report ending on December 31, 2025.**

Executive Director Raudel Garza went over the financial report ending on December 31<sup>st</sup>. Total assets are \$46.5 million with \$11.9 million in unrestricted funds, and sales tax revenues show the EDC being flat on projections of sales tax.

**NO MOTION NEEDED.**

#### **C. Presentation of Quarterly Investment Report ending on December 31, 2025.**

Executive Director Raudel Garza presented the Investment report ending on December 31<sup>st</sup>. TexPool began the quarter with \$9.6 million and earned \$97,477.65, ending with a total balance of \$9.7 million and a conservative 3.97% yield.

**NO MOTION NEEDED.**

**D. Discuss and consider presentation of FY 2026 Marketing Campaign.**

Board President Aaron Rivera introduced the item.

**MOTION TO REMOVE FY 2026 MARKETING CAMPAIGN FROM THE TABLE WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY DIRECTOR VERONICA GONZALES. MOTION CARRIED UNANIMOUSLY.**

Marketing and Research Manager Jacqueline Guerra presented the FY 2026 Marketing Strategy, outlining an increased emphasis on digital and social media marketing while honoring existing print advertising contracts. QR codes will be added to print materials to measure performance and evaluate return on investment. The overall goal is to expand Edinburg EDC's visibility locally, nationally, and internationally through modern marketing platforms.

Ms. Guerra also reported on plans to enhance the EEDC website, strengthen SEO efforts, expand paid digital advertising targeting Mexico and North America, and improve social media and email marketing initiatives. The Board discussed additional advertising opportunities and expressed support for strengthening digital strategies. The 2026 events and conference calendar was included in the board packet for reference.

**NO MOTION NEEDED.**

**E. Consider and take action on an interlocal agreement between the City of Edinburg and the Edinburg Economic Development Corporation for the development and construction of new EEDC Office, Workforce Resource Center, and Golf Course Clubhouse at Ebony Hills Golf Course.**

Board President Aaron Rivera introduced the item.

**MOTION TO REMOVE THE INTERLOCAL AGREEMENT FROM THE TABLE WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY COUNCILMEMBER GERARDO LOZANO. MOTION CARRIED UNANIMOUSLY.**

Executive Director Ruadel Garza reviewed the interlocal agreement related to the Workforce Resource Center at Ebony Hills, explaining that the agreement outlines the respective roles of the EDC and the City. Under the agreement, the EDC will invest \$7.1 million in the project, and the City will allow construction of the facility on city-owned property. Legal counsel for both the EDC and the City reviewed the agreement and confirmed it is ready for Board consideration.

**MOTION TO APPROVE INTERLOCAL AGREEMENT WAS MADE BY**

**TREASURER SANDRA ALANIZ AND SECONDED BY COUNCILMEMBER GERARDO LOZANO. MOTION CARRIED UNANIMOUSLY.**

**F. Discuss and consider approval of a sponsorship for the “Fiesta Edinburg” by the Edinburg Chamber of Commerce.**

Executive Director for Edinburg Chamber of Commerce Ronnie Larralde presented the item. Mr. Larralde reported the 2026 festival will take place in March at the Bert Ogden Arena and will include live entertainment, food, and family activities. He also reviewed advertising and sponsorship efforts and stated the estimated cost of the event is approximately \$300,000.

Board members discussed the EEDC’s sponsorship and expressed a desire to strengthen the relationship with the Chamber into a more strategic partnership focused on measurable economic development outcomes, including business attraction and job creation. Mr. Larralde agreed to provide the Board with an economic impact report and additional details on event outcomes and partnerships. Staff recommended continuing sponsorship at the \$20,000 level, consistent with prior years.

**MOTION TO APPROVE FIESTA EDINBURG WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY COUNCILMEMBER GERARDO LOZANO. MOTION CARRIED UNANIMOUSLY.**

**G. Consider approval of agreement between Edinburg Economic Development Corporation and Geralach Builders for the Workforce Resource Center project and Ebony Hills Golf Course improvements.**

Board President Aaron Rivera introduced the item and deferred it for discussion in Executive Session.

Following discussion in Executive Session, Board President Aaron Rivera reintroduced Item 5G.

**MOTION TO APPROVE ITEM 5G WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY COUNCILMEMBER GERARDO LOZANO. MOTION CARRIED UNANIMOUSLY.**

**H. Discussion regarding data center development and clarification of the EDC Position**

Board President Aaron Rivera introduced the item and requested feedback regarding the EDC’s position on data centers.

Executive Director Raudel Garza clarified that there are no current discussions with data center companies, no staff members are subject to a non-disclosure agreement related to data centers, and the EDC is not pursuing data center projects at this time.



**NO MOTION NEEDED.**

**6. EXECUTIVE SESSION**

**MOTION TO ENTER EXECUTIVE SESSION WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.**

The board entered executive session at 6:03 p.m.

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. 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              | 6. Project Chair            |
| 2. Workforce Resource Center | 7. Project Yellow Brick 2.0 |
| 3. Project Komida            | 8. Project Faucet           |
| 4. Project Sprinkler         | 9. Project International    |
| 5. Project 25                | 10. Project Choo Choo       |

**7. 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.

**MOTION TO ENTER OPEN SESSION WAS MADE BY DIRECTOR VERONICA GONZALES AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.**



The EDC board reconvened in open session at 8:10 pm.

**MOTION TO APPROVE AGENDA ITEMS “6A2. WORKFORCE RESOURCE CENTER, 6A3. PROJECT KOMIDA, 6A6. PROJECT CHAIR, 6A7. PROJECT YELLOW BRICK 2.0 AND 6A8. PROJECT FAUCET” AS DISCUSSED IN EXECUTIVE SESSION WAS MADE BY TREASURER SANDRA ALANIZ AND SECONDED BY SECRETARY MARC MORAN. MOTION CARRIED UNANIMOUSLY.**

**8. ADJOURNMENT**

There being no further business to consider, the meeting adjourned at 8:20 p.m.

**MOTION TO ADJOURN MEETING WAS MADE BY COUNCILMEMBER GERARDO LOZANO AND SECONDED BY TREASURER SANDRA ALANIZ. MOTION CARRIED UNANIMOUSLY.**

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Minutes Transcribed by:

Samantha Martinez, Business Operations Coordinator, Edinburg Economic Development Corporation

The board of directors approved the meeting minutes on \_\_\_\_\_, 2026.

**EDINBURG ECONOMIC DEVELOPMENT CORPORATION:**

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Marc Moran, EEDC Board Secretary



## Edinburg Economic Development Corporation

Meeting Date: February 16, 2026

Consider and take action on ratifying the Executive Director's action related to Sponsorship for "Rio Grande Valley Economic Outlook 2026" by Rio Grande Valley Business Journal in the amount of \$2,500

**1. Agenda Item:**

Consider and take action on ratifying the Executive Director's action related to Sponsorship for "Rio Grande Valley Economic Outlook 2026" by Rio Grande Valley Business Journal in the amount of \$2,500.

**2. Description/Scope:**

The Rio Grande Valley Economic Outlook 2026, hosted by the Rio Grande Valley Business Journal, was held on February 13 from 11 AM to 1 PM at the Edinburg Conference Center at Renaissance. The event provided valuable insights into the region's economic trends and projections for the year ahead. The program featured a keynote address by Pia Orrenius, VP at the Federal Reserve Bank of Dallas.

**3. Estimated Timeline:**

**4. Budget:**

There is \$117,300.00 available in the EDC's Sponsorship account.

**5. Procurement/Selection Process:**

N/A

**6. Staff's Recommendation:**

Staff recommends approval following the Board's discretion.

**7. Justification:**

This event aligned with the mission to support economic growth and strengthen the local business environment.

**/s/ Raudel Garza, EEDC**  
**Executive Director**

**ATTACHMENTS:**

Attachment A: Rio Grande Valley Economic Outlook  
Sponsorship Request.



## EEDC Sponsorship Request Form

### Contact Information

1. Name: Ramiro Garza, Jr.
2. Title: CEO Founder, Rio Grande Valley Business Journal
3. Address: 1219 E. Canton, Suite 1 Edinburg, Texas 78539
1. Phone: (956) 793-2871
2. Email: [rgarza@rgvbusinessjournal.com](mailto:rgarza@rgvbusinessjournal.com)

### Organization Information

1. Name: Rio Grande Valley Business Journal
2. Address: 1219 E. Canton, Suite 1, Edinburg, TX 78539
3. Tax Identification Number: 39-2258393
4. Is this organization a nonprofit corporation with a certificate of formation on file with the Texas Secretary of State? **No**
5. Is this organization a 501(c)(3) registered with the Internal Revenue Service (IRS)? **No**
6. Does this organization have a 990 Form on file with the IRS? **No**

If yes,

- a. Please attach this organization's most recently filed 990 Form.

### Sponsorship or Donation Request

1. Amount Requested: \$2000
2. Date Needed: Feb. 10, 2026
3. Please describe the purpose of your funding request. What will the funding be used for?  
*To facilitate and economic outlook summit for 2026 for businesses in the Rio Grande Valley.*
4. Explain and provide supporting information regarding how the event, programming, or services being sponsored impacts economic development within the City of Edinburg. Examples include the number of attendees, whether attendees will be travelling to the City, impact on local businesses, etc. *270 Leaders of the business community will be present to talk about opportunities and challenges in the Valley economy. Edinburg as the host will benefit the community with increased exposure.*
5. If awarded, what measurable outcomes will be achieved as a result of your program? How will the community benefit? *Increased brand awareness and image of the city with*

*Valley business leaders. Networking opportunities, insights to EEDC executives from the keynote speaker from the Federal Reserve of Dallas.*

6. Please attach a budget for your program and indicate what share of the total program cost this request for city funding will cover. *No budget document to attach.*

### **Funding History**

1. Has this organization received sponsorships or donations in the past from the EEDC and/or the City of Edinburg?

If yes,

- a. Please list funding amounts awarded per year for the most recent five-year period.
  - b. Please describe what measurable outcomes were achieved as a result of your programs supported by city funds.
2. Has this organization received other funding from the EEDC and/or the City of Edinburg (e.g., grants, federal or state pass-through funding, etc.)

If yes,

- a. Please list funding sources and amounts awarded per year for the most recent five-year period.

### **Exclusions**

- Persons seeking financial support for their individual participation in a fundraising effort or event
- Persons requesting funds for their private use, regardless of the intent or need
- Requests that benefit single individuals
- Political causes or candidates
- Organizations that promote the sale or consumption of alcohol, tobacco products or federally illegal drugs
- Promotion of the use or sale of firearms, explosives or other weapons, or the depiction, suggestion, or glorification of violence or acts of a violent nature
- Organizations that promote gambling
- Sexually oriented businesses
- Organizations requesting inappropriate or unlawful expenditures, as determined by the City in its sole discretion

The EEDC has sole discretion to determine whether an event benefits residents of the City of Edinburg and should therefore be a recipient of sponsorship funding or support under this Policy. The EEDC reserves the right to decline any request for EEDC sponsorship if acceptance is deemed not to be in the best interest of the EEDC, or if acceptance would create a conflict of interest for the EEDC.