STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF MCALLEN

The McAllen Board of Commissioners convened in a Workshop on **Monday, April 10, 2017** at 4:00 pm, at McAllen City Hall Third Floor (3rd) Commission Chambers, with the following present:

Mayor Jim Darling, Mayor Pro Tem Aida Ramirez, Mayor Pro Tem Hilda Escochea Salinas, Commissioner Richard Cortez, Commissioner Trey Pebley and Commissioner Veronica Whitacre

Absent: Commissioner John Ingram

Staff: City Manager Roy Rodriguez, City Attorney Kevin Pagan, Assistant City Manager Michelle Leftwich, Assistant City Manager Jeff Johnston, Assistant City Manager Joe Vera, City Secretary Perla Lara, Planning Director Juli Rankin, Deputy City Attorney Gary Henrichson, Director of Parks and Recreation Department Mike Hernandez, Convention Center Director Omar Rodriguez

CALL TO ORDER

Mayor Darling called the meeting to order.

1. PRESENT QUESTIONS TO STAFF RELATING TO THE APRIL 10, 2017 REGULAR MEETING AGENDA, TO BE DISCUSSED AT SUCH MEETING.

Questions were asked on items 3F and 6B of the regular meeting agenda.

2. HOLIDAY PARADE UPDATE.

Staff gave an overview of the McAllen Holiday Parade in terms of goals, objectives and economic analysis of the event. Staff reviewed the following key points:

- Largest illuminated holiday and helium balloon parade in Texas
- Attracted more than one quarter of a million spectators in its 3rd year
- Celebrity appearances by: Major Athletes, Television Stars and the Fightin' Texas Aggie Band
- Billboards & Bus Wraps
- Corporate Sponsorships
- Attendance Estimates
- Economic Impact

Staff noted that in just three years, the McAllen Holiday Parade has become the most highly anticipated event for the residents of McAllen, deep South Texas and Northern Mexico.

A lengthy discussion ensued. Questions were posed by the Mayor and City Commission and answered by staff.

In addition Mr. Michael Uhrbrock and Mr. Sai Mullapudi with UTPA Data Center, gave a brief presentation on the Survey and Economic Impact results of the McAllen Holiday Parade. Questions were posed by the Mayor and City Commission.

Mayor Darling and the City Commission thanked the team for their presentation.

3. DOWNTOWN SERVICES UPDATE.

Staff gave a brief presentation on the Downtown Services Update noting that as of September 30, 2016 the department has recorded the outstanding citations to the general ledger as recommended by the Audit Department. The following was highlighted:

- Downtown Services plans to commence writing off uncollectable citations at the end of FY 2016-2017 as per the City of McAllen write-off policy
- Collection efforts are currently underway to include: Sending notices in-house
- Proposes to contract with a third party to send out notices
- Proposes to amend the parking ordinance to allow for booting for repeat offenders
- Implantation of Technology for operational efficiency and customer convenience 1) installation of Electronic Meters (update) 2) Implementation of a new Parking Enforcement and Collections System

In addition staff briefly discussed parking survey.

A lengthy discussion ensued and questions were posed by the Mayor and City Commission and answered by staff.

Mayor Pro Tem Aida Ramirez entered the meeting at this time.

4. AMIGOS ALWAYS CAMPAIGN UPDATE.

Staff announced that said item was listed on the Regular City Commission Agenda.

5. EXECUTIVE SESSION, CHAPTER 551, TEXAS GOVERNMENT CODE, SECTION 551.071 (CONSULTATION WITH ATTORNEY), SECTION 551.072 (DELIBERATION REGARDING REAL PROPERTY) AND SECTION 551.087 (ECONOMIC DEVELOPMENT).

- **A) CONSULTATION WITH CITY ATTORNEY REGARDING LEGAL ISSUES RELATED TO CASE NO. 14-CVS-82; CITY OF MCALLEN VS. WAYNE H. DAVIS, EZ-TIXX. (SECTION 551.071, T.G.C.)**
- **B) CONSIDERATION OF ECONOMIC DEVELOPMENT MATTERS. (SECTION 551.087, T.G.C.)**
- **C) DISCUSSION AND POSSIBLE LEASE, SALE OR PURCHASE OF REAL PROPERTY; TRACT 1. (SECTION 551.072, T.G.C.)**

ADJOURNMENT

There being no other business to come before the Commission, the meeting was adjourned at 5:00 p.m.

Jim Darling, Mayor

Attest:

Perla Lara, TRMC/CMC, CPM
City Secretary