**STATE OF TEXAS**
**COUNTY OF HIDALGO**
**CITY OF MCALLEN**

The McAllen Board of Commissioners convened in a two-day Workshop/Retreat on **Thursday, June 8 – Friday 9, 2017,** at 9:00 am, at Quinta Mazatlan Discovery Center in McAllen, Texas with the following present:

Mayor Jim Darling, Mayor Pro Tem Aida Ramirez, Commissioner Richard Cortez, Commissioner Joaquin Zamora, Commissioner Omar Quintanilla and Commissioner Veronica Whitacre

Absent: Commissioner John Ingram

Staff: City Manager Roy Rodriguez, City Attorney Kevin Pagan, Assistant City Manager Jeff Johnston, Assistant City Manager Michelle Leftwich, Assistant City Manager Joe Vera, City Secretary Perla Lara

Others: Nedra Kinerk (Futuro McAllen), Davis Rankin (Futuro McAllen)

**CALL TO ORDER**

Mayor Darling called the meeting to order.

Mr. Rodriguez gave a brief introduction on the objectives of the retreat. He reviewed the agenda and the topics to be discussed during this two-day city commission retreat. He touched on the desired results of the retreat and asked for input as it related to what the City Commission needs. Mayor and City Commissioners introduced themselves and described their goals.

**1. REVIEW OF STRATEGIC BUSINESS PLAN.**

A presentation was given on the 2015 Citizen Survey Results. The following major categories of city services were reviewed:

- Flow of Traffic and congestion management
- The maintenance of city streets, buildings and facilities
- The storm water management system

The following goal statuses were discussed:

- Goal 1 - McAllen has an unsurpassed Quality of Life
- Goal 2 – Strengthen McAllen's Retail Dominance
- Goal 3 – Diversify Strengthen Local Economy
- Goal 4 - Set the Standard for a Safe & Prepared City
- Goal 5 – Strong Finances, Citizen Focus, Accountability
- Goal 6 – Strong Infrastructure
- Goal 7 – Improve Workforce Preparedness

At this time the City Commission broke for lunch. Thereafter, the Mayor and City Commission addressed Executive Session.

**2. EXECUTIVE SESSION, CHAPTER 551, TEXAS GOVERNMENT CODE, SECTION 551.071 (CONSULTATION WITH ATTORNEY)**

On behalf of the Presiding Officer, the City Attorney recommended recessing into Executive Session pursuant to Chapter 551, Texas Government Code, Section 551.071 (Consultation with Attorney) for Items A and B.

Mayor Pro Tem Aida Ramirez moved to accept the recommendation for the basis of the discussion in Executive Session under the sections cited by the City Attorney. Commissioner Richard Cortez seconded the motion. The motion carried unanimously by those present.

Mayor Darling recessed the meeting at 12:30 p.m. to go into Executive Session. Mayor Darling reconvened the meeting at 2:00 p.m. and announced that no action would be taken on Executive Session items.

**A) CONSULTATION WITH CITY ATTORNEY REGARDING LEGAL ASPECTS OF CONTRACTUAL OBLIGATIONS. (SECTION 51.071, T.G.C.)**

No action.

**B) CONSULTATION WITH CITY ATTORNEY REGARDING ECONOMIC DEVELOPMENT. (SECTION 51.071, T.G.C.)**

No action.

**RECESSED**

Mayor Darling recessed the meeting at 5:05 pm and announced that the workshop would reconvene on Friday, June 9, 2017 at 9:00 a.m.

**RECONVENED**

Mayor Darling reconvened the meeting at 9:00 a.m. on Friday, June 9, 2017. The following were present:

Mayor Jim Darling, Commissioner Richard Cortez, Commissioner Joaquin Zamora, Commissioner Omar Quintanilla and Commissioner Veronica Whitacre

Absent: Mayor Pro Tem Aida Ramirez, Commissioner John Ingram

Staff: City Manager Roy Rodriguez, City Attorney Kevin Pagan, Assistant City Manager Jeff Johnston, Assistant City Manager Michelle Leftwich, Assistant City Manager Joe Vera, City Secretary Perla Lara

Others: Nedra Kinerk (Futuro McAllen), Davis Rankin (Futuro McAllen)

**3. DISCUSSION ON DRAINAGE NEEDS.**

Staff gave a brief overview on drainage needs and reviewed the following:

- Summary of Project Costs
- Funding Mechanisms
- Project Updates
- Storm Water Utility Fee Potential Review
- Storm Water Utility Fee Adoption Schedule

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

**4. DISCUSSION ON TRAFFIC NEEDS.**

Staff gave a brief overview on traffic needs and reviewed the City's McAllen Traffic Management Center. The 5 year program was discussed as follows:

- Signals
- Hardware
- Hardware Replacement
- Fiber

Discussion ensued as to the next uniform election date and evaluate the need for same. Propositions were mentioned as follows:

- Drainage Improvements Proposition
- Traffic Improvements Proposition
- Fire Station #2 Proposition
- Parks and Recreation Office Proposition

A lengthy discussion ensued and staff answered questions posed by the Mayor and City Commission. After due consideration, it was the consensus of the commission to move forward with a bond election.

**5. DISCUSSION ON FIRE STATION NEEDS.**

Staff reported on the Fire Station needs and conditions. The condition of Station #7 was discussed. A brief discussion ensued and staff answered questions posed by the Mayor and City Commission.

**6. DISCUSSION ON SIDEWALKS NEEDS.**

Staff reported on the sidewalk needs and reviewed the following:

Existing Sidewalk Program

- Public Sidewalk Crews
- Sidewalk Cost
- Limitations
- Maintenance
- New Construction

Evaluate conditions of existing walks

- Develop Criteria
- Use interns and city staff to evaluate (3 months)
- Develop cost proposal for replacements

Evaluate gaps in current system

- Use interns and City Staff to verify gaps (1 month)
- Develop criteria to determine priority for constructions
- Consider funding sources (FTA, TxDot)
- Consider pedestrian traffic movements
- Bus Stops (1 mile radius)
- Schools (1/4 mile radius, ½ mile radius)
- Employment Center

Concerns were expressed as it related to the deteriorated sidewalks and CDBG Funds. It was noted that CDBG funds focused on drainage and streets. A discussion ensued and staff answered questions posed by the Mayor and City Commission.

After due consideration it was the consensus of the city commission move forward on the deteriorating sidewalks.

**7. DISCUSSION ON HOLIDAY PARADE.**

Staff reviewed the Parade Goals and Objectives as follows:

- To develop a destination signature event for McAllen
- To develop the largest illuminated Holiday & Helium balloon parade in Texas
- To offer the ultimate world class experience to citizens and visitors
- To televise the parade in local and regional networks
- Target audience: Families

Staff highlighted that the objectives of the Holiday Parade are to:

- Enhance the quality of life
- Boost Civic Pride
- Foster awareness of McAllen as a premier travel destination
- Increase overall economic impact
- In its 3rd year, the McAllen Holiday Parade attracted more than one quarter of a million spectators from South Texas and Northern Mexico

Staff noted that the McAllen Holiday Parade is an integral part of an ongoing effort to counter message the negative image of the City of McAllen and Rio Grande Valley caused by border violence and influx of immigrants.

Staff highlighted the accomplishments of the 2016 Parade Measurable Results as follows:

- More than ¼ Million Spectators
- 1.8 Million TV Viewers
- $124,000 Media Investment
- 1.5 Million Media Value
- $15.6 Million Economic Impact (UTRGV)
- $703,000 Sponsor Investment
- More than 3,500 Participants
- More than 800 Volunteers

Staff briefly reviewed the Revenues and Expenditures for City of McAllen 2016 Annual Parade. It was noted that the total revenues were $750,000.00. Concerns were expressed as it related to corporate sponsorships. A discussion was held as it related to the cost not being in excess of the sponsorships received. In addition, city commission directed staff to have signed contracts for said sponsorships for the various types of yearly commitments.

Social Media Platforms were highlighted as follows: 1) Twitter, 2) Instagram, 3) Facebook, 4) You Tube, 5) Website

It was mentioned that between PalmFest, Games of Texas, Marathon and Parade the city has received > $2 million dollars in Sponsorship Revenue.

**8. REVIEW OF ORDINANCE ON POTHOLES IN PARKING LOTS.**

Staff briefly discussed the ordinance on potholes in parking lots and touched on McAllen Code of Ordinances Sec. 138-400 – Pavement, Signage and Lighting Standards.

A brief discussion ensued and the following concerns were noted: 1) Noncompliance, 2) Lack of Maintenance, 3) Code Compliance, 4) Citations and Warnings and 5) Calls. Staff answered questions posed by the Mayor and City Commission.

**9. DISCUSSION ON OFFICE COMMUNICATIONS.**

Staff reviewed on the Office of Communications. The following recommendations were given to Staff:

- Continue with the McAllen Minutes
- Continue to Boast
- Continue using media sources
- Survey Citizens
- Presentation on Workshop from the Office of Communications

Discussion ensued. Staff answered questions posed by the Mayor and City Commission.

**10. DISCUSSION ON MCALLEN'S CORPORATE CULTURE, CORE VALUES AND HOW INCORPORATED.**

Staff briefly touched on the status of the goals and objectives as it relates to core values and culture. A brief review of the Mission Statement and Core Values was discussed as follows:

- Mission Statement: Dedicated to consistently providing high quality services and quality of life to all who live, work and visit the City of McAllen
- Integrity – Devoted to truth and honesty
- Accountability – Provide courteous, open and responsible public service
- Commitment – Dedicated to responsiveness and excellence

A brief history was given as it relates to the mission statement and noted that it had been developed over 10 years ago by City Staff. The core values were presented to City Departments and discussed in staff meetings and said mission statement and core values appear on all employee id tags.

Staff reviewed how the core values were taught and mentioned the following process:

New Employees

- New Employee Orientation
- City Tour of Various City Locations on Trolley
- Employee ID

Existing Employees

- Generally incorporated in HR Trainings
- Newsletter
- Employee ID

Future Plans

- Recurring training for existing employees
- Expanded opportunities for veterans employees to participate in NEO tours/Core Values Class
- Print core values or promotional items to new/existing employees
- Create appropriate signage for departments that list Mission Statement / Core Values

A brief discussion ensued and staff answered questions posed by the Mayor and City Commission. Comments were made by the Mayor and City Commission on areas of concern.

## 11. REPORT ON McALLEN 311 CENTER.

Staff briefly gave a report on the status of the goals and objectives on the Call Center. A presentation was given on the progress on the Call Center and was highlighted as follows:

- Increased staff from 1 supervisor & 3 call takers to 1 coordinator and 5 call takers
- Reduced abandoned calls overall
- Increased departments handled
- 100% mobile if needed
- Inbound Call Statistics
- Service Requests

The McAllen 311 Application was discussed as follows:

- Easy to use
- Keeps information readily available for residents and customers
- Helps get information out to residents
- Requests are routed directly to the department, no third party needed

Staff reviewed major goals for 2017-2018 as follows:

- Continue coordination with departments to maintain current information
- Activate 311 number
- Continue customer service trainings
- Continue Accela integration into 311 center
- Continue promoting 311 app and call centers usage
- Install new (used) furniture
- Continue NIMS (National Incident Management System) training for all 311 Center employees

Discussion ensued and comments were made by the Mayor and City Commission on areas of concern. Staff answered questions posed by the Mayor and City Commission.

## 12. ASSIGNING CITY COMMISSIONERS TO COMMITTEES.

Staff briefly reviewed the assignments of elected official to committees. Staff answered questions posed by Mayor and City Commission.

## ADJOURNMENT

There being no other business to come before the Commission, the meeting was adjourned at 4:55 p.m.

Jim Darling, Mayor

Attest:

Perla Lara, TRMC/CMC, CPM
City Secretary