



Mayor James "Jim" Darling
Mayor Pro Tem/Commissioner Veronica Whitacre
Commissioner Javier Villalobos
Commissioner Joaquin J. Zamora



Commissioner J. Omar Quintanilla
Commissioner Tania Ramirez
Commissioner Victor "Seby" Haddad
City Manager Roel "Roy" Rodriguez, P.E.

**NOTICE OF WORKSHOP TO BE HELD BY THE
MCALLEN BOARD OF COMMISSIONERS
MONDAY, MARCH 8, 2021 – 4:00 PM
MCALLEN CITY HALL
CITY COMMISSION CHAMBERS; 3RD FLOOR
1300 HOUSTON AVENUE
MCALLEN TEXAS, 78501**

AGENDA

<https://zoom.us/j/5087553077?pwd=TjduYjR4U2l3cWU1NjlsZzlsM2hJUT09>

Members of the public that wish to listen to the meeting can log in to the virtual Zoom meeting or dial (346) 248-7799 US (Houston) Meeting ID: 508 755 3077 Passcode: 878576.

Individuals that wish to participate in the meeting or comment on an agenda item should call (956) 681-1020 by 3:30 pm. Any individual dialing in acknowledges his or her phone number may be visible to the public.

"At any time during the course of this meeting, the City Commission may retire to Executive Session under Texas Government Code 551.071(2) to confer with its legal counsel on any subject matter on this agenda in which the duty of the attorney to the City Commission under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code. Further, at any time during the course of this meeting, the City Commission may retire to Executive Session to deliberate on any subject slated for discussion at this meeting, as may be permitted under one or more of the exceptions to the Open Meetings Act set forth in Title 5, Subtitle A, Chapter 551, Subchapter D of the Texas Government Code."

CALL TO ORDER

1. Present questions to staff relating to the March 8, 2021 Regular Meeting Agenda, to be discussed at such meeting.
2. Update on the South Pole Illuminated Drive.
3. Presentation on Quinta Mazatlan Conservation Program.
4. Presentation on Buxton Software Updates.
5. **EXECUTIVE SESSION, CHAPTER 551, TEXAS GOVERNMENT CODE, SECTION 551.071 (CONSULTATION WITH ATTORNEY), SECTION 551.072 (DELIBERATION REGARDING REAL PROPERTY), SECTION 551.074 (PERSONNEL MATTERS) AND SECTION 551.087 (ECONOMIC DEVELOPMENT)**

- A) Consultation with City Attorney regarding pending litigation - Cause No. D-1-GN-21-000489; City of McAllen v. The State of Texas; Hon. Ruth R. Hughes, Texas Secretary of State. (Section 551-071, T.G.C.)
- B) Consultation with City Attorney regarding legal issues related to Collective Bargaining. (Section 551.071, T.G.C.)
- C) Consultation with City Attorney regarding legal aspects of GA-34. (Section 551.071, T.G.C.)

ADJOURNMENT

IF ANY ACCOMMODATION FOR A DISABILITY IS REQUIRED (OR INTERPRETERS FOR THE DEAF), NOTIFY THE CITY SECRETARY'S DEPARTMENT AT 681-1020 FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING DATE. WITH REGARD TO ANY ITEM, THE BOARD OF COMMISSIONERS MAY TAKE VARIOUS ACTIONS INCLUDING BUT NOT LIMITED TO RESCHEDULING AN ITEM IN ITS ENTIRETY FOR A FUTURE DATE OR TIME.

C E R T I F I C A T I O N

I, the Undersigned Authority, do hereby certify that the attached agenda of the meeting of the McAllen Board of Commissioners is a true and correct copy and that I posted a true and correct copy of said notice on the bulletin board in the Municipal Building, a place convenient and readily accessible to the general public at all times, and said Notice was posted on March 5, 2021 at 2:00 PM and will remain so posted continuously for at least 72 hours preceding the scheduled time of said meeting in accordance with Chapter 551 of the Texas Government Code.

/s/
Perla Lara, TRMC/CMC, CPM
City Secretary



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

1.

DATE SUBMITTED

03/02/2021

MEETING DATE

3/8/2021

1. Agenda Item: Present questions to staff relating to the March 8, 2021 Regular Meeting Agenda, to be discussed at such meeting.
2. Party Making Request:
3. Nature of Request:
4. Routing:
Cindy Gonzalez
Perla Lara
Isaac Tawil
Created/Initiated - 3/2/2021
Approved - 3/2/2021
New - 1/1/1900
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

2.

DATE SUBMITTED

03/02/2021

MEETING DATE

3/8/2021

1. Agenda Item: Update on the South Pole Illuminated Drive.

2. Party Making Request:

3. Nature of Request:

4. Routing:

Yajaira Flores

Joe Vera

Isaac Tawil

Created/Initiated - 3/2/2021

New -

5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:

South Pole Illuminated Drive

City Commission Workshop February 22, 2020



Event Goals

*Do not cancel
Christmas*

*Bring people
together for a
meaningful live
experience*

*Continue to
enhance the
quality of life for all
who live in and
visit the city of
McAllen*

*Provide a safe
and much
needed family
experience*

*End the year on
a much brighter
note*



A Brighter Christmas

Event Dates

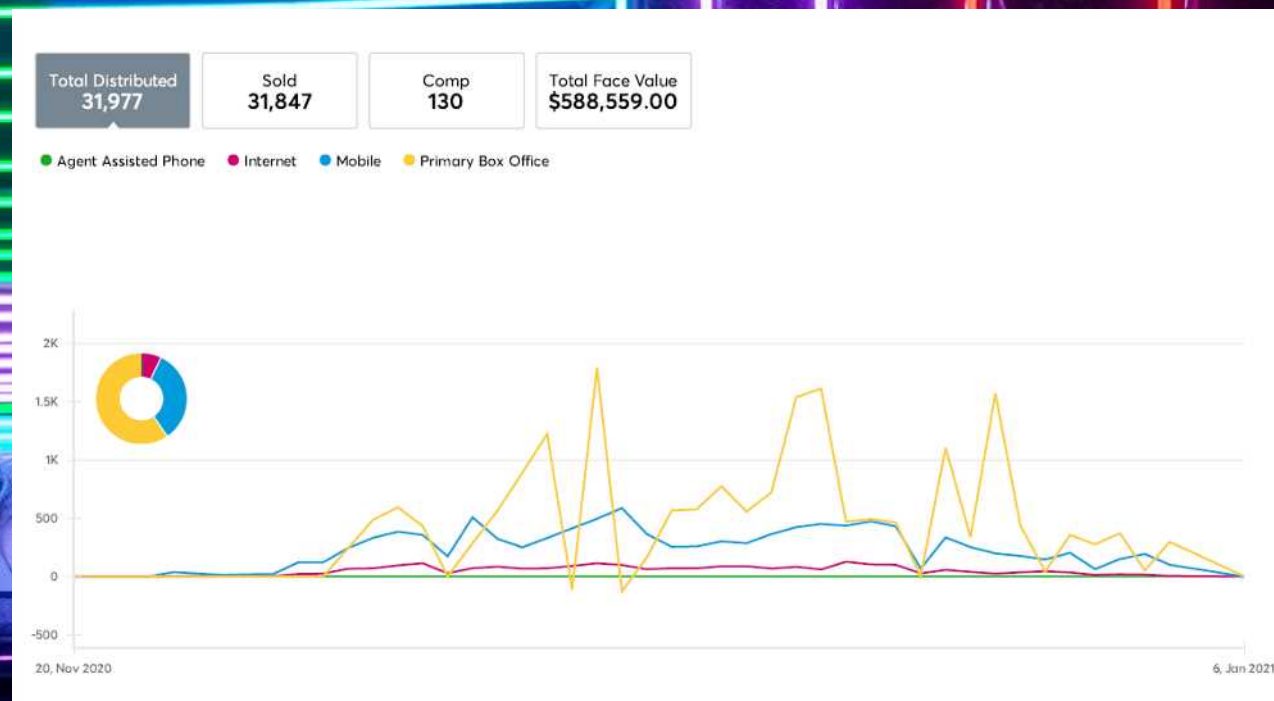
Dec 1st
through
Jan 3rd

33
Day Run



A Brighter Christmas

Sales by Channel



Channel Name	TOTAL			
	Total Distributed	Sold	Comp	Total Face Value
Total	31,977	31,847	130	\$588,559.00
Agent Assisted Phone	6	6	0	\$138.00
Internet	2,257	2,257	0	\$58,071.00
Mobile	10,664	10,664	0	\$247,666.00
Primary Box Office	19,050	18,920	130	\$282,684.00



A Brighter Christmas

Attendance

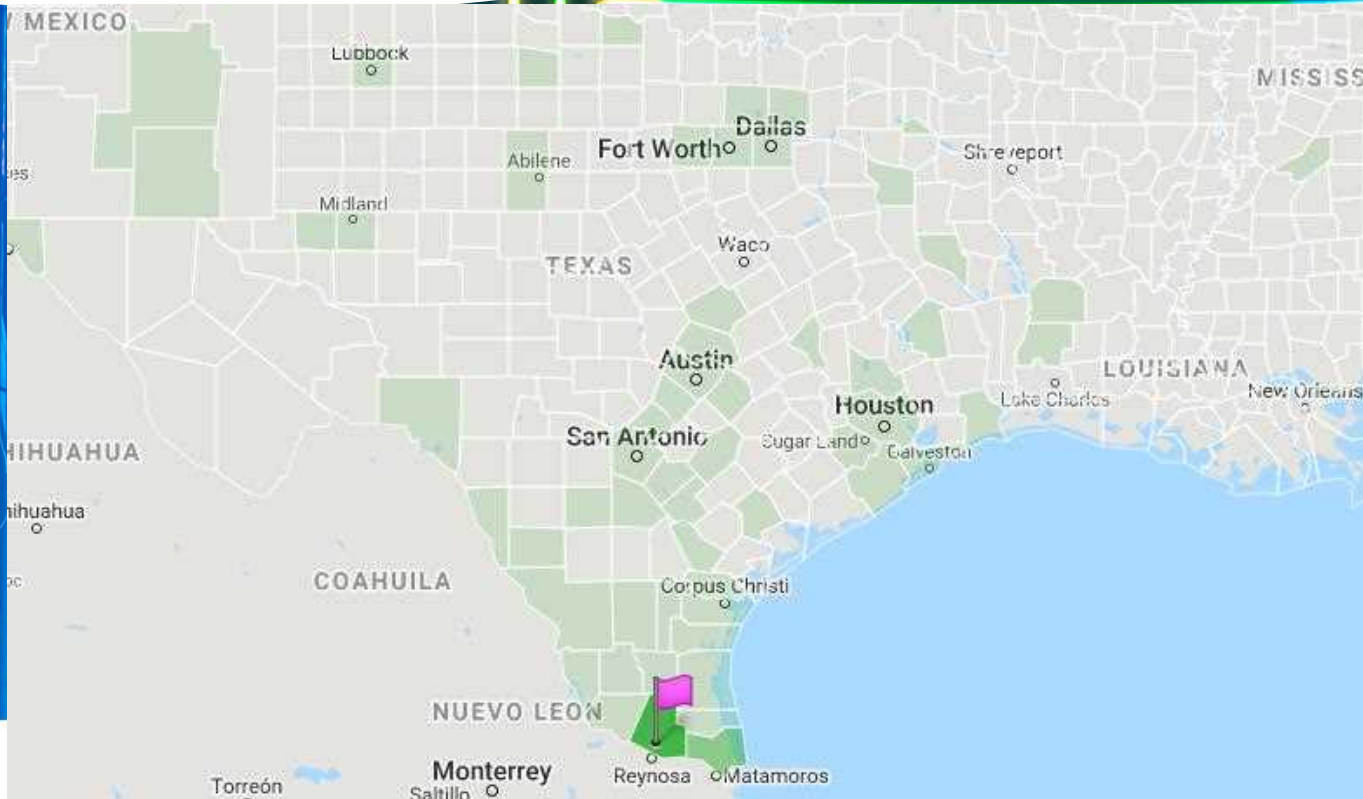
Total Vehicles
32,009

Total Attendees
176,049
(5.5 average per vehicle)



A Brighter Christmas

Attendance



McAllen

• 31,526

Rest of
Hidalgo
County

• 90,667

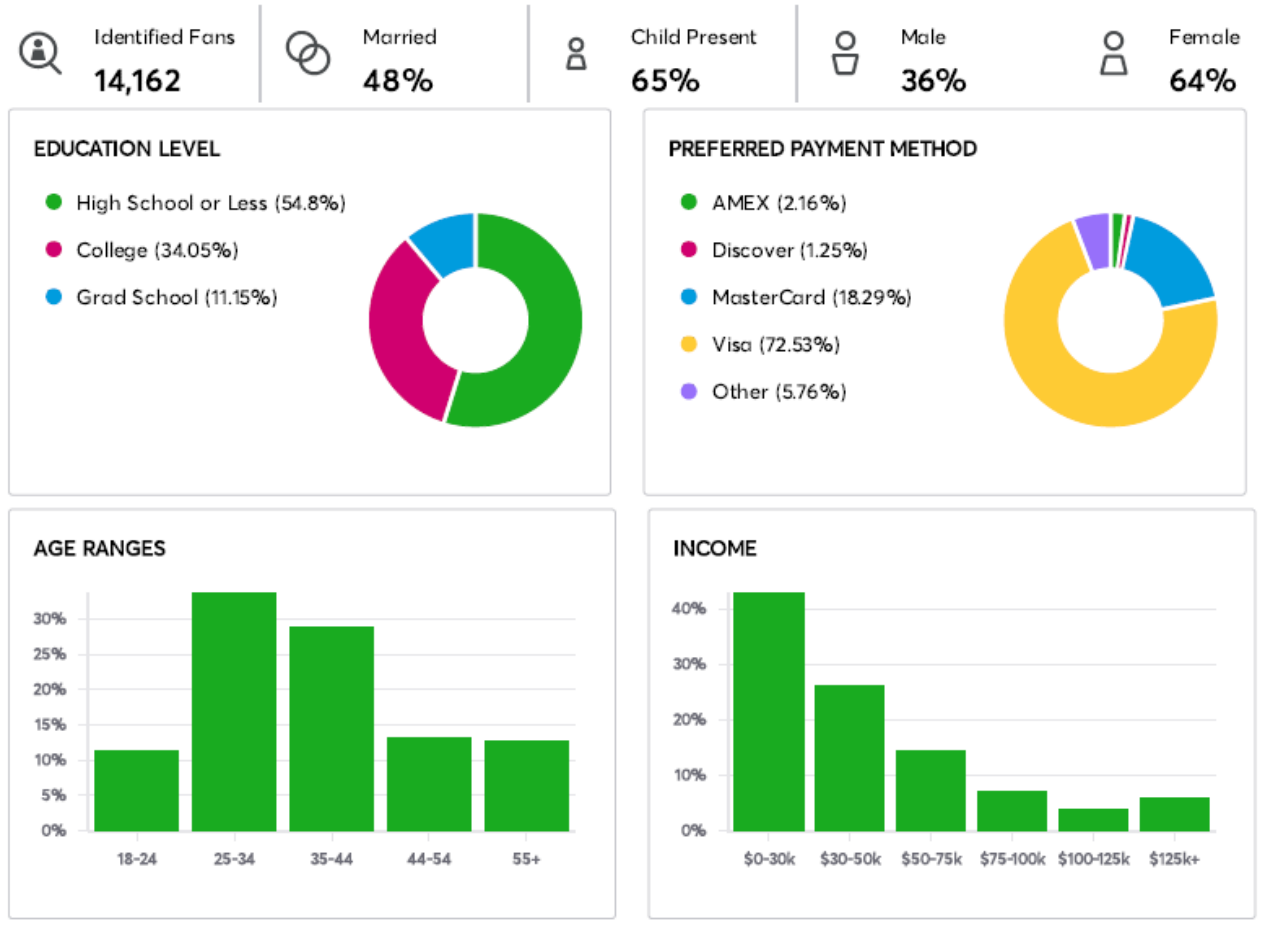
Traveled
50 miles
plus

• 57,051



A Brighter Christmas

Demographics



A Brighter Christmas

Promotion, Marketing and Media

Impressions:
38,704,135

Media value:
\$324,354



A Brighter Christmas



MCALLEN, TX
SOUTH POLE
Illuminated
DRIVE
presented by
JUNIOR'S
SUPERMARKET

Thank You McAllen

Economic Impact Analysis of South Pole Illuminated Drive 2020

Prepared for Yajaira Flores, Director,
City of McAllen Convention Center (MCC)

By

The University of Texas Rio Grande Valley
Division of Governmental & Community Relations
Data and Information Systems Center (DISC)
(956) 665-2301, (956) 665-7185

Michael Uhrbrock, Economic Research Director
Sai Mullapudi, Business Economic Research Associate IV

February 2021



Executive Summary

- The South Pole Illuminated Drive impacts the Hidalgo County economy through spending by the MCC for services to host the event. The South Pole Illuminated Drive generate spending with local businesses such as production, equipment rental, performers, promoters, and advertising businesses that provide services related to South Pole Illuminated Drive. A total of \$995,173 dollars in spending/sales were generated. See Table 1.

Table 1. South Pole Illuminated Drive and Related Businesses	
South Pole Illuminated Drive Expenses	\$729,810
Food & Beverage Sales	\$184,363
Media Spending	\$81,000
Total	\$995,173

Source: McAllen Convention Center and South Pole Illuminated Drive.

- Visitors spent an estimated \$562,249 for South Pole Illuminated Drive ticket sales, \$2.4 million for hotels and motels, \$5.9 million for transportation, \$4.4 million for food and eating out, \$3.6 million for shopping, and \$823,199 for miscellaneous goods and services related to South Pole Illuminated Drive events. Visitor spending totaled \$17.9 million. See Table 2.

Table 2. Visitor Spending	
South Pole Illuminated Drive Ticket Sales	\$562,249
Hotels and Motels	\$2,482,981
Transportation	\$5,900,930
Food	\$4,474,555
Shopping	\$3,687,655
Miscellaneous	\$823,199
Total	\$17,931,568

Source: South Pole Illuminated Drive, DISC estimates, Texas Destinations Report, travelstats.

- The \$18.9 million in total spending related to the South Pole Illuminated Drive creates 177 jobs, generates \$4.3 million in labor income, and adds \$7.8 million to the county's gross domestic product, for a total economic impact of \$15.9 million on the Hidalgo County economy. Total spending generates \$1.2 million in state and local tax and \$1.1 million in federal tax. See Table 3.

Table 3. Economic Impact–Total Spending					
	Jobs	Labor Income	Value Added	Output	Taxes
Operating Revenues	24	\$373,031	\$634,758	\$1,631,484	
Visitor Spending	153	\$4,025,927	\$7,252,566	\$14,365,803	
Total Impact	177	\$4,398,958	\$7,887,324	\$15,997,288	
State and Local Tax					\$1,270,378
Federal Tax					\$1,111,687

Source: UTRGV- DISC estimates, IMPLAN 2020 data.

Methodology

The Impact Analysis for Planning (IMPLAN) input-output economic modeling system was used to estimate the economic impact of the South Pole Illuminated Drive on the Hidalgo County economy. IMPLAN is a widely used, nationally renowned, economic modeling system, which consists of regional economic data and software. IMPLAN is an accounting system of economic transactions that take place among industries, businesses, and consumers in an economy. These transactions create an economic impact in terms of jobs, value added, and output for the Hidalgo County economy.

In the case of this economic impact analysis, when South Pole Illuminated Drive operators spends money in the form of purchases, salaries, logistics, etc., it is creating an economic impact; some of this money is re-spent one or more times in the local economy, creating additional economic impact, also called the multiplier effect.

Multipliers are related to three kinds of effects:

1. **Direct effects** are changes in the local economy caused by some economic change in the area. An example would be new construction or a new business moving into the area, which will cause a change in the overall level of economic activity in the area.
2. **Indirect effects** are the changes in inter industry purchases as they respond to the new demands of the directly affected industries. An example would be a business buying goods its sells to consumers from a wholesaler or manufacturer. This and the subsequent rounds of purchases are classified as indirect effects.
3. **Induced effects** reflect changes in inter industry spending resulting from household spending. This spending comes from household income generated from the direct and indirect effects.

Definitions

Employment—Employment supported in the study area related to the spending generated because of the events occurring with the new event. Employment impact is stated in job years.

Labor Income—All forms of employment income, including employee compensation (wages and benefits) and proprietor income.

Value Added—Is the sum of total income and indirect business taxes. Value added is the most used measure of the contribution to the regional economy, or gross domestic product, as it avoids double counting of intermediate sales and captures only the “value added” by the region to final products.

Output—Output represents the value of industry production. In IMPLAN these are annual production estimates for the year of the dataset and are in producer prices. For manufacturers this would-be sales plus/minus change in inventory. For service sectors production equals sales. For retail and wholesale trade, output equals gross margin and not gross sales.



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

3.

DATE SUBMITTED

03/02/2021

MEETING DATE

3/8/2021

1. Agenda Item: Presentation on Quinta Mazatlan Conservation Program.

2. Party Making Request:

3. Nature of Request:

4. Routing:

Cindy Gonzalez

Yajaira Flores

Joe Vera

Isaac Tawil

Created/Initiated - 3/2/2021

Approved - 3/2/2021

New - 1/1/1900

5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:

The Nature of McAllen



Bring Nature Home for People, Plants, and Wildlife



Ecotourism Marketing



CONTACT: Tami Cuyler-Hernandez
(956) 683-4449 | tcuyler@themeritor.com



SATURDAY, JANUARY 20, 2021



Our latest avian rarity

Quinta Mazatlán in McAllen issues alert after Rose-throated Becard spotting

BY FRANCISCO G. JIMENEZ
STAFF WRITER

The Rio Grande Valley was alerted to a rare bird this week. A Rose-throated Becard was spotted at Quinta Mazatlán on Thursday, prompting a rare bird alert at the birding center.

John Brink, an urban ecologist who has been working at Quinta Mazatlán since he started performing as a high school student in 2005, said that while the sighting of the rare bird has caused

excitement among birders, there is even more excitement over the fact that the center has had an above average number of rare birds spotted at the center in the last few months compared to recent years.

"We've had several other rare birds here, but the Rose-throated Becard has been around for the past couple of months now," Brink said.

These rare visitors, including two California-colored Gnatcatchers spotted in

See MORE NEWS | 1/20



A Rose-throated Becard, at top, is seen in Mexico in a photograph by John Brink. The rare bird made a visit to Quinta Mazatlán this week. At right is a Pacific slope Flycatcher, which was spotted locally in recent months.



RAPTORS AROUND US

Black of Day for US and Mexico's Great Horned Owl

It's a rare sight to see a Great Horned Owl in flight, but it's not a rare sight to see one perched on a branch. The owl is a common sight at Quinta Mazatlán, and it's a common sight in the Rio Grande Valley. The owl is a common sight in the Rio Grande Valley, and it's a common sight at Quinta Mazatlán.



In Celebration of Birds

By John Brink, Urban Ecologist at Quinta Mazatlán, City of McAllen



The falcon, aglow with the evening's golden light, banked sharply over the onion field. In response, the seemingly inactive rows suddenly propelled into motion as pipits burst into flight, alarm calls ringing out in warning. After just seconds of the birds whirling together, the falcon flew away, empty-tanked, wheeling to the west, and the field returned to its visual dormancy. This time, however, I knew that the pipits were there in the bunches of onions, perhaps trying for one last insect snack before going to roost.

This sort of observation, though fleeting and happenstance, serves as a reminder of the world of bird interactions that hides in plain sight: birds-to-birds, birds-to-plants, birds-to-insects, and so on. In an ecosystem, there are endless examples of these relationships that keep the system functioning, helping to cycle nutrients and energy over time for generations of organisms, including humans.

providers of ecosystem services are vultures, which help dispose of tons of animal carcasses and reduce the spread of disease to us and our domestic animals.

Even when birds aren't eating other animals they still help keep our ecosystem functioning and healthy. Frugivorous birds – those that eat fruits and berries – help spread and propagate plants. Some plants have much better germination rates after they have gone through a bird's digestive system! Those plants can then grow into the trees that shade us, the wetland species that help filter water and mitigate flooding, and the plants that provide energy for the entire food chain.

Birds provide more than just quantitative benefits, however.



Quinta Mazatlan World Birding Center

Jan 16 •

We had a great time appearing on YOLO TX! Thanks for visiting and sharing the beauty of South Texas nature.

... See More



AS PUBLISHED ON
TRIPADVISOR®

**QUINTA
MAZATLAN**

MCALLEN, TX

CUSTOMER REVIEWS

"Absolutely breathtaking!" "Very calm, relaxing venue for an afternoon visit." "Great place to pause and relax and slow the pace." "There are plenty of trails to walk and a lot of nature to see." "If you are looking for a place to walk and enjoy nature while you're in McAllen, the Quinta Mazatlan is the place!"



#1 HISTORIC SITES
#1 SIGHTS & LANDMARKS



Mayor's Monarch Pledge

The Mayor's Monarch Pledge (created by the National Wildlife Federation) has **two goals**:

1. Create habitat for the monarch butterfly in municipalities across the US
2. Educate people about how they can make a difference at home and in their community



McAllen's Timeline

9/22/16 McAllen Pledge & Proclamation

11/18/17 Laura Bush Luncheon Fundraiser
with Texan by Nature

Monarch Festivals: Average annual attendance
over 2,000 guests

3/18/17 1st Annual

3/17/18 2nd Annual

3/16/19 3rd Annual

March 2020 4th Annual (virtual festival)

March 2021 5th Annual - Monarch March
Trail (month-long theme)

McAllen Community Habitats

15 MISD Schools \$300 native plant grants

23 Home Gardens

7 Common Areas (businesses, churches, etc.)

Environmental Education

Curriculum: 3rd & 2nd grade (PSJA, MISD, DISD,
Harlingen CISD, and IDEA)

Workshops: Teachers and Residents



Next Steps

The Monarch Pledge has moved to being an Annual Commitment

- ▶ Recommit each year by March 31st

Three Options for Annual Commitment

- ▶ Top Level: Monarch Champion (Difficult) 24 or more actions
- ▶ Middle Level: Leadership Circle (Possible) 8 actions
- ▶ Lower Level: Signatory (Easy) 3 actions

McAllen would already achieve Signatory status based on our usual slate of events and programs.



Middle Level:

Possible to Achieve in 1 year

The 8 Leadership Circle actions possible through combination of current actions and grants.

National Wildlife Federation received three grants for monarch conservation:

1. Roadside Habitat: \$18,750 for seeds/seedlings
 - ▶ Partnership with TXDOT and a couple LRGV cities
 - ▶ **Need City of McAllen approval: Create wildflower meadows, needing a different mowing regime than currently in place**
2. Urban Native Landscapes: \$70,000 for seeds/seedlings
 - ▶ Partnership directly with a couple LRGV cities
 - ▶ Create wildflower & shrub meadows in open/vacant lots
 - ▶ **McAllen P&R approved: Provide in-kind fieldwork and equipment - need locations**
3. Monarch Mural: \$5,000 grant for artist
 - ▶ Partnership with HEB & City of McAllen
 - ▶ **McAllen Chamber of Commerce approved: Partner with MXLAN 2021 - muralist Irving Cano to paint monarch theme wall at Art Incubator**



Top Level: Difficult to Achieve

Requires 24 or more actions completed in 1 year, including Systems Changes:

- ▶ Modify weed or mowing ordinances to allow for native meadows
- ▶ Ordinance to increase percentage of native plants required in landscaping
- ▶ Change pesticide and herbicide use to not harm pollinators
- ▶ Adopt ordinances that support reducing light pollution
- ▶ Launch or expand an invasive species removal program to support re-establishment of native habitats
- ▶ Plus 19 other action items

Recommendation: If approved, begin working with city departments over a 3-year period, then apply and complete actions.



Challenges at Hand

McAllen Monarch pledge actions have been good! **Challenge:** How do we move to the next level with the following facts in mind?

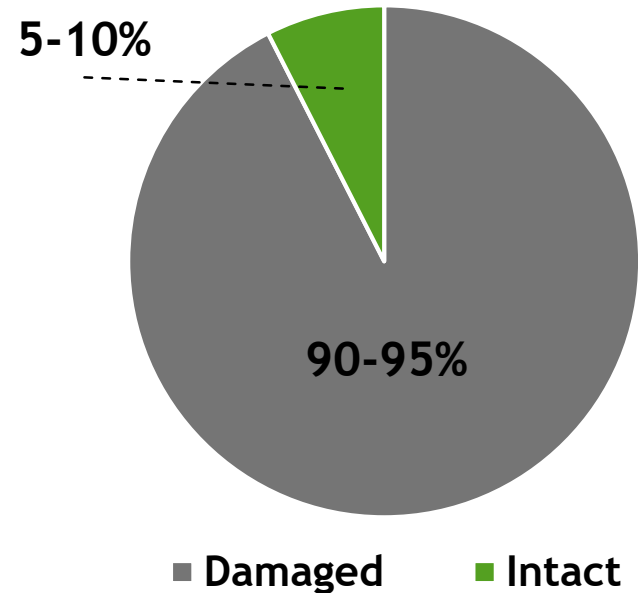
Habitat Loss

- ▶ 9 - 9.5 of every 10 acres of native habitat in the RGV has been damaged or destroyed per the US Fish & Wildlife Service

Quality of Life

- ▶ Green Space is important for the health and wellbeing of all!

Habitat Loss in the RGV



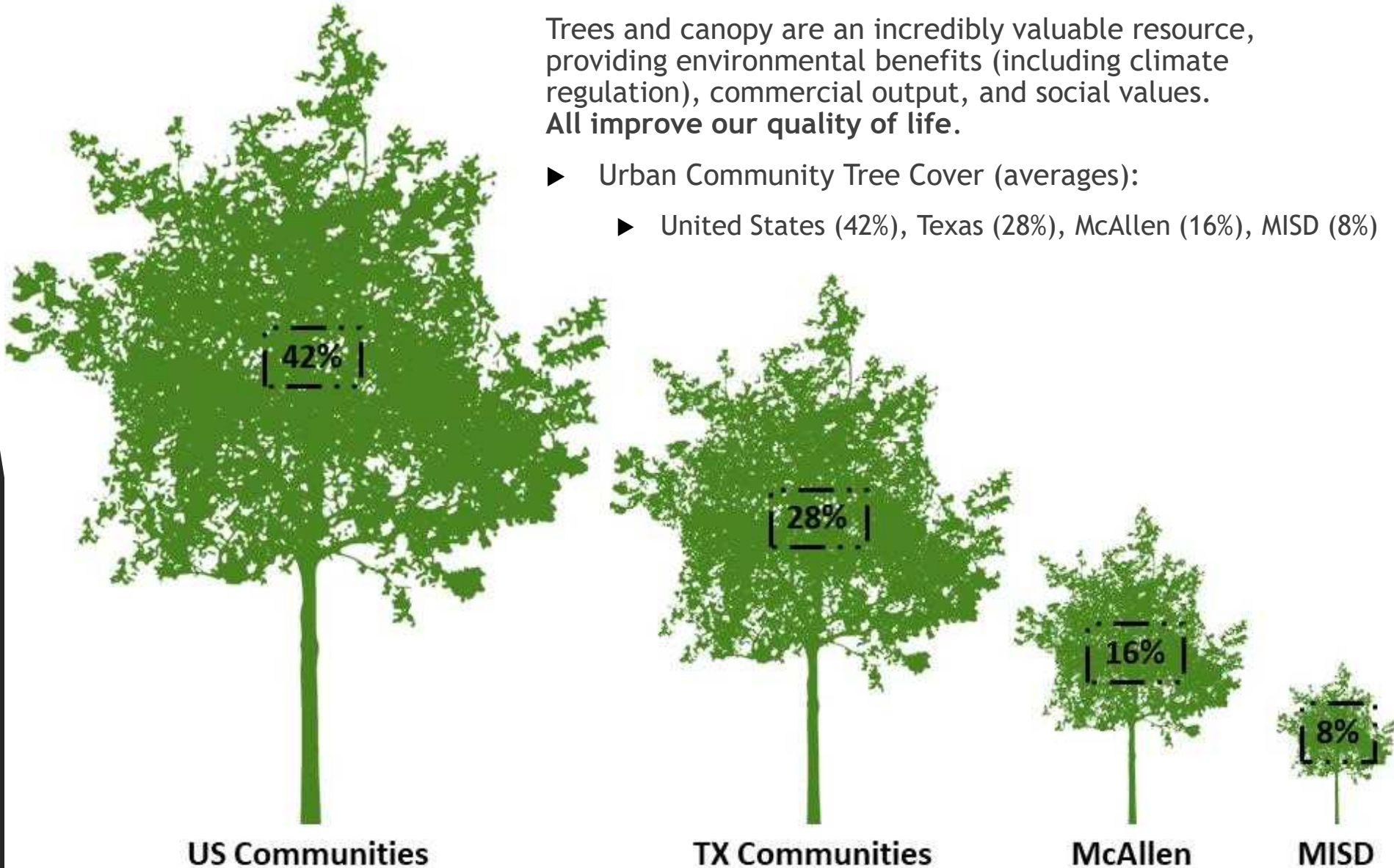
Organization	Acres Per 1,000 Residents
National Parks & Recreation Assoc.	20 acres (10 recreational & 10 natural)
Trust for Public Land	18 acres for medium-density cities
Austin-Grand Prairie-Waco	22+ acres
City of McAllen	8.6 (per Parks & Rec Master Plan)

Challenges at Hand

Tree Cover Comparisons: Where does our urban forest stand?

Trees and canopy are an incredibly valuable resource, providing environmental benefits (including climate regulation), commercial output, and social values. **All improve our quality of life.**

- ▶ Urban Community Tree Cover (averages):
 - ▶ United States (42%), Texas (28%), McAllen (16%), MISD (8%)



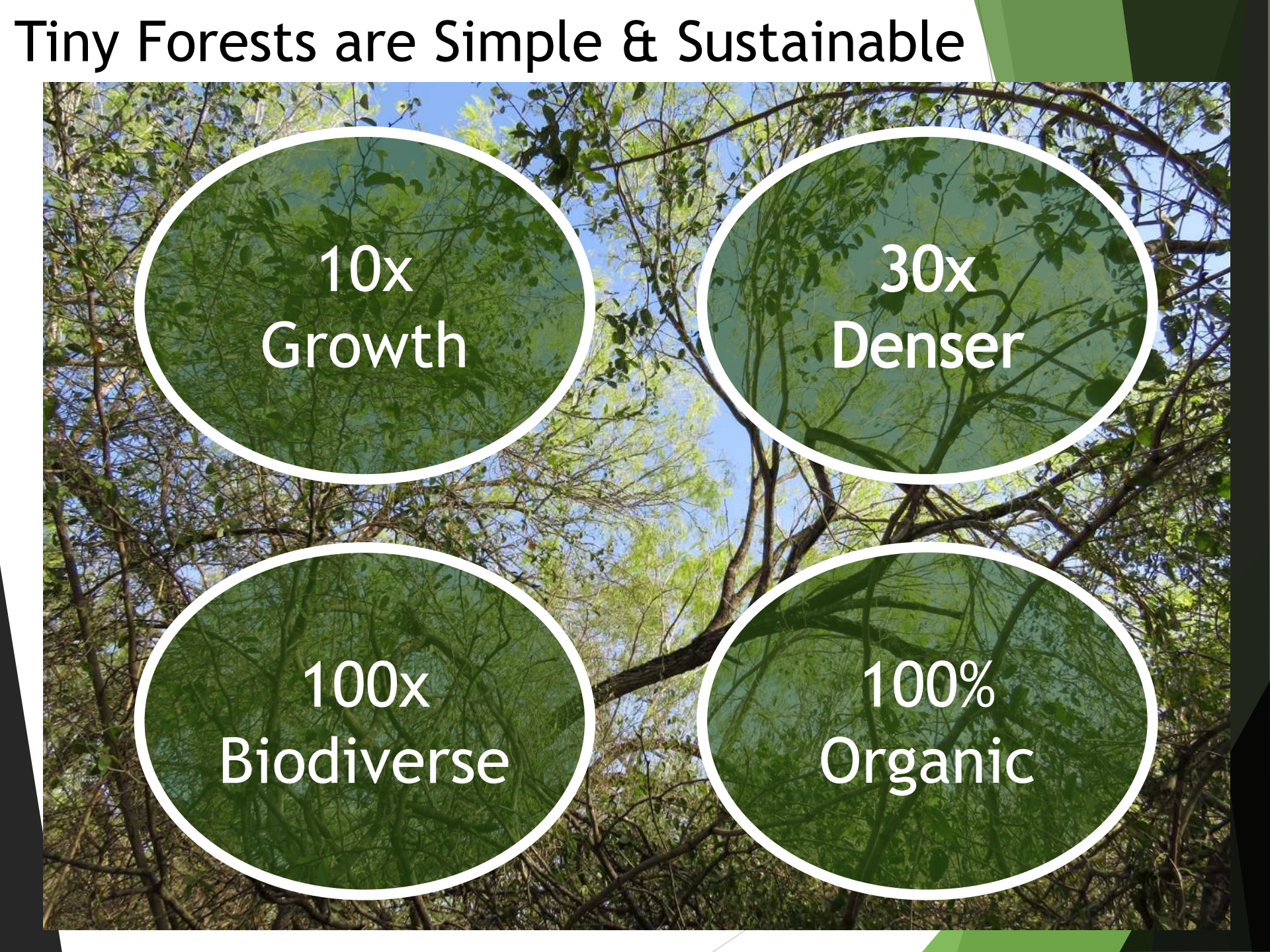
Lets Grow Tiny Forests in McAllen!

TED Talk - By Shubhendu Sharma

An engineer's vision to create mini-forest ecosystems in cities.



Tiny Forests are Simple & Sustainable



10x
Growth

30x
Denser

100x
Biodiverse

100%
Organic

Tiny Forests are Simple & Sustainable

Before



After



Connect Our Community

McAllen Tiny Forests will:

- ▶ Serve as a keystone for McAllen's Center for Urban Ecology (CUE) in partnership with UTRGV
- ▶ Provide educational opportunities for our students (partnerships with MISD, STC, UTRGV, and more)
- ▶ Connect our hike & bike trails and communities
- ▶ Beautify McAllen
- ▶ Shade McAllen
- ▶ Provide habitat for our valuable birds and other wildlife
- ▶ Increase ecotourism dramatically
- ▶ Improve McAllen's quality of life - attracting families and businesses



Lets Grow Tiny Forests in McAllen

Implementation is Key:

1. Create 5-year conservation plan
2. Designate 6 locations for Tiny Forests (one per city district)
3. Develop the budget for each location and its timeline
4. Identify partnerships
5. Design & grow/contract the native plants
6. Build the 6 Tiny Forests
7. Spread the word with a PR campaign
8. Enjoy the forests
9. Add 6 more Tiny Forests
10. Continue to enjoy the forests and their many benefits



6 Tiny Forests:
\$10k - \$40k



McALLEN
FORESTS FOR ALL





ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

4.

DATE SUBMITTED

MEETING DATE

3/8/2021

1. Agenda Item: Presentation on Buxton Software Updates.

2. Party Making Request: Rebecca Olaguibel

3. Nature of Request:

4. Routing:
Cindy Gonzalez

Created -

5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:



CITY OF
McALLEN

Office of Retail and Business Development



buxton®

Who is Buxton?

What do they do?

Why are they important?

How do they serve McAllen?

Buxton Software Updates

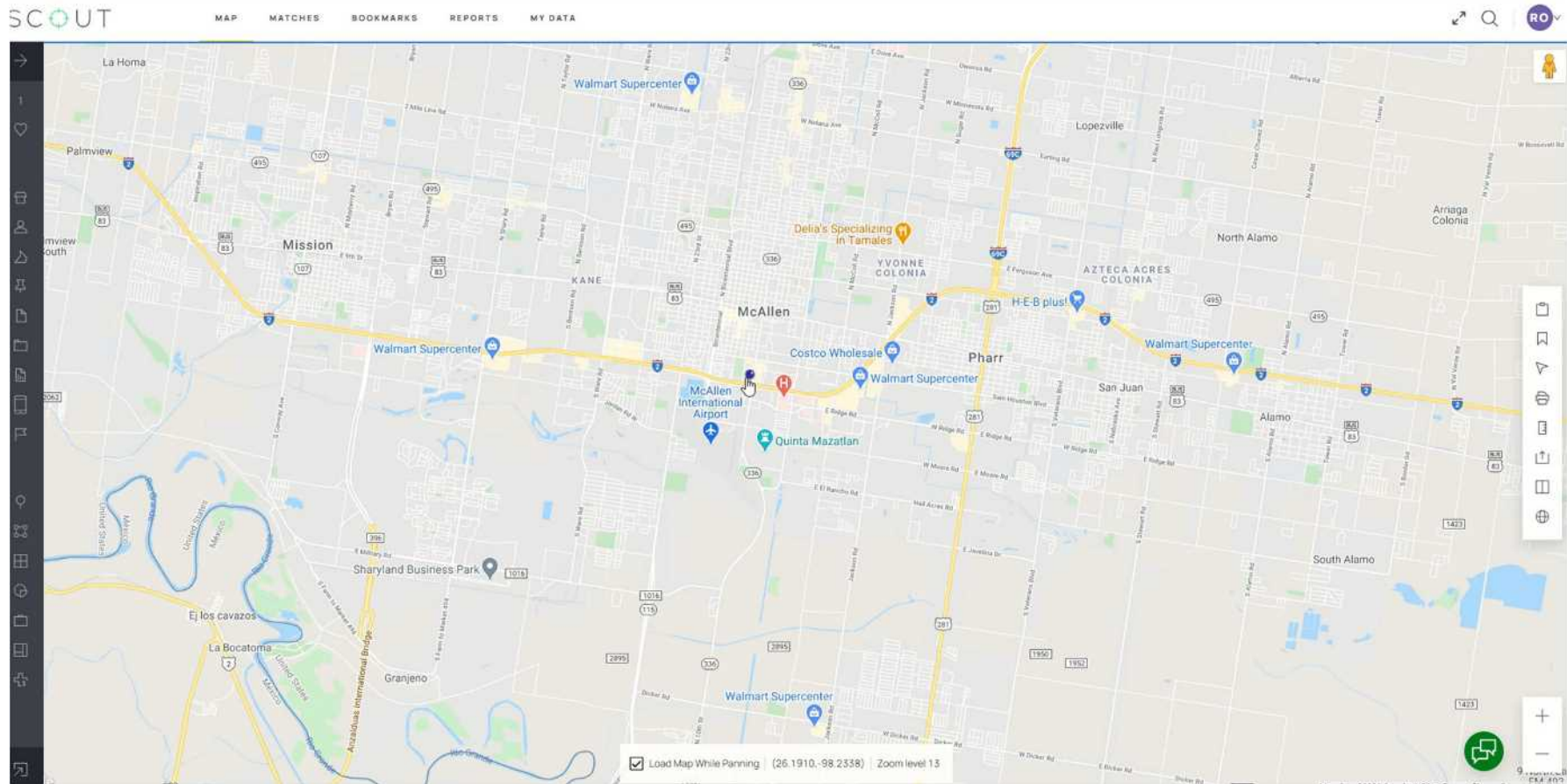
Easy to use

Branded

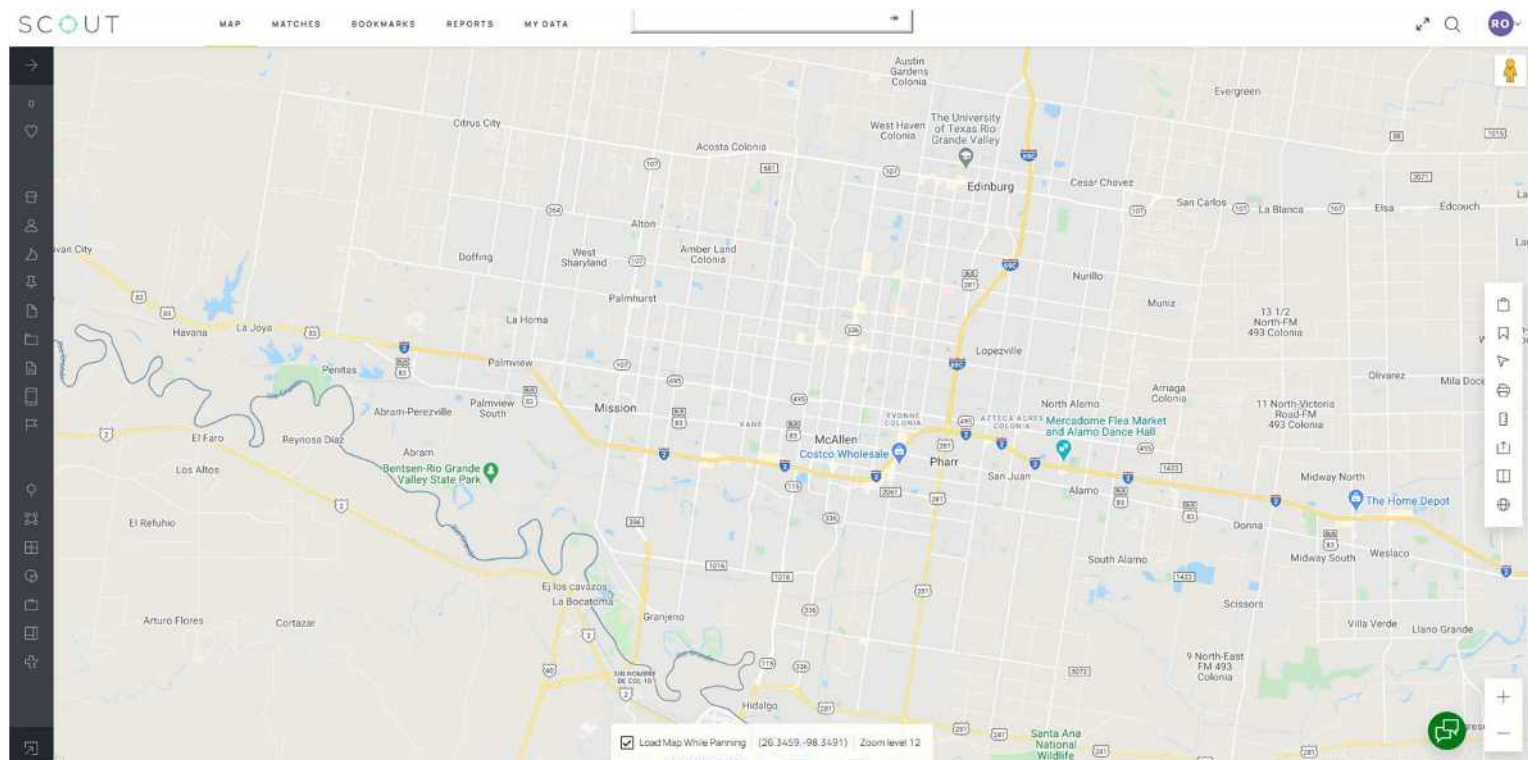
Developer friendly

Sourced

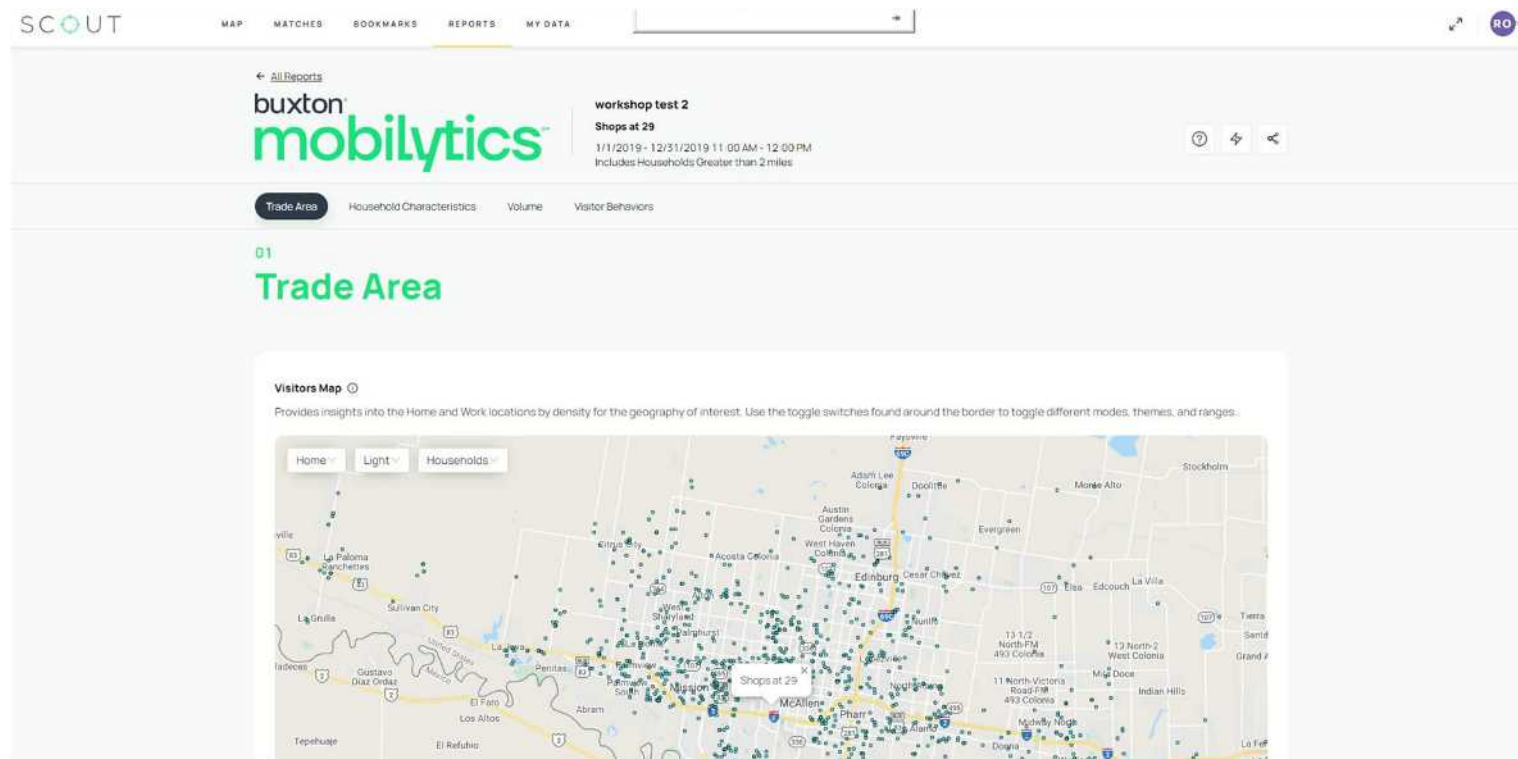
Buxton, Tour of Scout



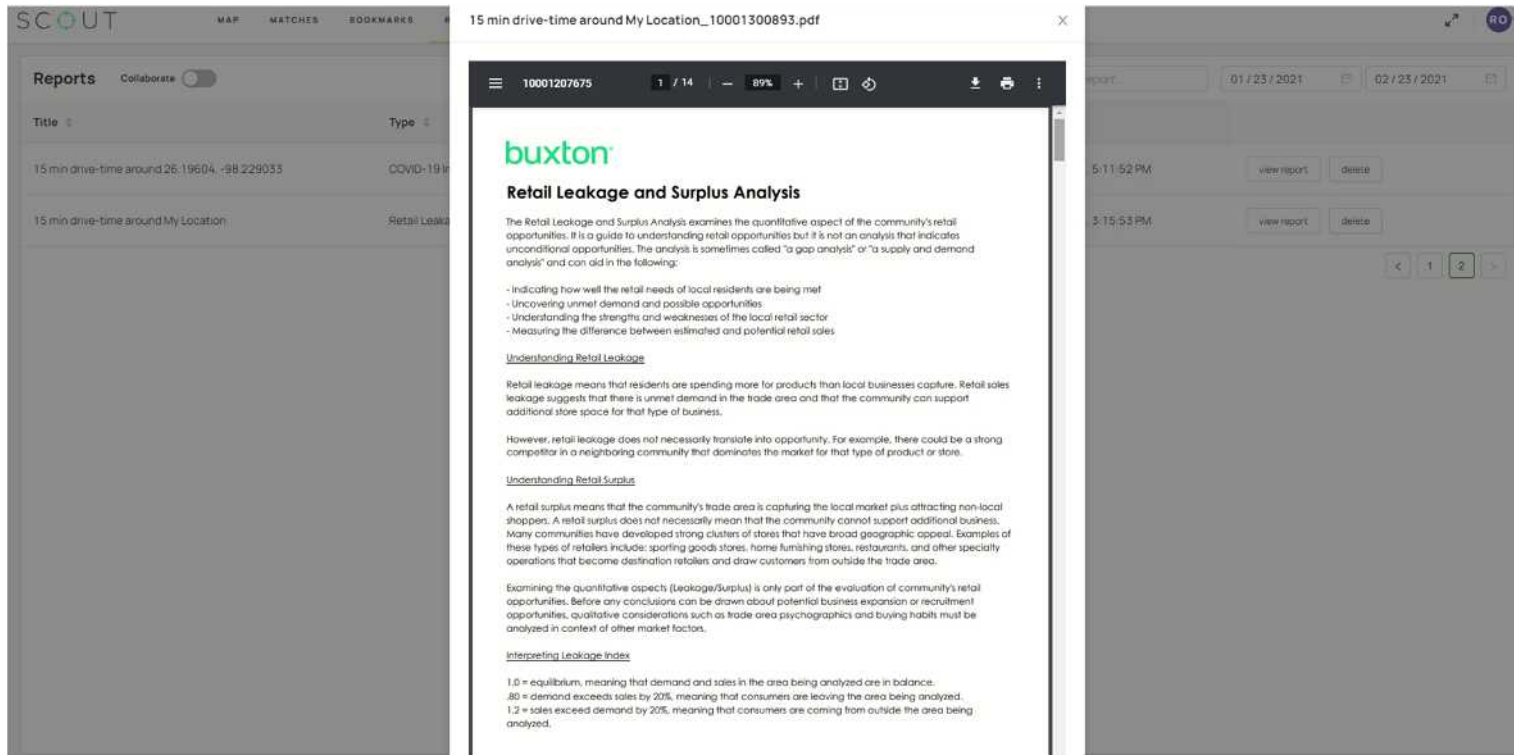
Buxton, Match List



Buxton Mobilytics



McAllen Gap Report



McAllen, Texas

Built for Business

Highest Retail Sales Tax Revenue in the MSA and Region

- State of Texas Comptroller's Office

#3 - Best Places to Live for Quality of Life in the U.S. in 2020-21

- US News, 2020

#17 - Safest Place to Live in the U.S. in 2020-21

- US News, 2020

#1 - Best Cities to Start a Home-Based Business

- JustBusiness.com, 2020

McAllen ranked among the top 20 cities in Texas for sales tax

- Texas State Comptroller

www.mcallenmeansbusiness.com



**CITY OF
McALLEN**
Office of Retail and Business Development

REBECCA M. OLAGUIBEL
Director of Retail and Business Development
rmolaguibel@mcallen.net (956) 681-1001



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

5.A.

DATE SUBMITTED

MEETING DATE

3/8/2021

1. Agenda Item: Consultation with City Attorney regarding pending litigation - Cause No. D-1-GN-21-000489; City of McAllen v. The State of Texas; Hon. Ruth R. Hughs, Texas Secretary of State. (Section 551-071, T.G.C.)
2. Party Making Request: Isaac Tawil
3. Nature of Request: Consultation with City Attorney regarding pending litigation - Cause No. D-1-GN-21-000489; City of McAllen v. The State of Texas; Hon. Ruth R. Hughs, Texas Secretary of State. (Section 551-071, T.G.C.)
4. Routing:
Leilani Estrada Colima Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

5.B.

DATE SUBMITTED

MEETING DATE

3/8/2021

1. Agenda Item: Consultation with City Attorney regarding legal issues related to Collective Bargaining. (Section 551.071, T.G.C.)
2. Party Making Request: Isaac Tawil
3. Nature of Request: Consultation with City Attorney regarding legal issues related to Collective Bargaining. (Section 551.071, T.G.C.)
4. Routing:
Leilani Estrada Colima Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

5.C.

DATE SUBMITTED

MEETING DATE

3/8/2021

1. Agenda Item: Consultation with City Attorney regarding legal aspects of GA-34. (Section 551.071, T.G.C.)
2. Party Making Request:
3. Applicant:
4. Nature of Request:
5. Fiscal Impact Summary:
6. Budgeted:

Bid Amount:	_____	Budgeted Amount:	_____
Under Budget:	_____	Over Budget:	_____
		Amount Remaining:	_____
7. Routing:
Leilani Estrada ColimaCreated -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney:
11. Manager's Recommendation: