



Mayor Javier Villalobos  
Mayor Pro Tem/Commissioner Joaquin Zamora  
Commissioner Tony Aguirre, Jr.  
Commissioner J. Omar Quintanilla

Commissioner Rodolfo "Rudy" Castillo  
Commissioner Victor "Seby" Haddad  
Commissioner Pepe Cabeza de Vaca  
City Manager Roel "Roy" Rodriguez, P.E.

**NOTICE OF WORKSHOP TO BE HELD BY THE  
MCALLEN BOARD OF COMMISSIONERS  
MONDAY, FEBRUARY 27, 2023 – 4:00 PM  
MCALLEN CITY HALL  
CITY COMMISSION CHAMBERS; 3RD FLOOR  
1300 HOUSTON AVENUE  
MCALLEN TEXAS, 78501**

**AGENDA**

**<https://us02web.zoom.us/j/88263271103?pwd=UEgvVjNVTKtKbGRqOXRYWmJWQkN0Zz09>**

**Members of the public that wish to listen to the meeting can log in to the virtual Zoom meeting or dial 1 (346) 248-7799 US (Houston) Meeting ID: 882 6327 1103 Passcode: 811117.**

**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 February 27, 2023 Regular Meeting Agenda, to be discussed at such meeting.
2. Animal Shelter Update.
3. Holiday Parade and South Pole of Texas Update.
4. State of the System Book by RGVMP.
5. Metro McAllen Short Range Plan (SRP) Update.
6. **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 Collective Bargaining with the McAllen Professional Law Enforcement Association. (Section 551.071, TGC)

- B)** Consultation with City Attorney regarding legal issues with and possible litigation related to air service agreement. (Section 551.071, TGC)
- C)** Consideration of Economic Development Matters. (Section 551.087, T.G.C.)
- D)** Discussion and possible lease, sale or purchase of Real Property, Tract 1 and 2. (Section 551.072, 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.**

## **CERTIFICATION**

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 February 24, 2023 at 3:30 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



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#### **ITEM SUMMARY**

BOARD: City Commission

AGENDA ITEM

1.

DATE SUBMITTED

MEETING DATE

2/27/2023

1. Agenda Item: Present questions to staff relating to the February 27, 2023 Regular Meeting Agenda, to be discussed at such meeting.
2. Party Making Request:
3. Nature of Request:
4. Routing:  
Jose Trujillo
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

Created -



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#### **ITEM SUMMARY**

BOARD: City Commission

AGENDA ITEM  
DATE SUBMITTED  
MEETING DATE

2.  
02/21/2023  
2/27/2023

1. Agenda Item: Animal Shelter Update.

2. Party Making Request:

3. Nature of Request:

4. Routing:

Eduardo Mendoza  
Eduardo Mendoza  
Michelle Rivera  
Isaac Tawil

Created/Initiated - 2/21/2023  
Approved - 2/21/2023  
Approved - 2/21/2023  
Final Approval - 2/22/2023

5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:





**ENGINEERING DEPARTMENT**  
**MEMORANDUM**

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**To:** Roel "Roy" Rodriguez, P.E., City Manager

**From:** Eduardo Mendoza, P.E., P.T.O.E., City Engineer

**Date:** February 20, 2023

**Subject:** Review of Animal Shelter Facility Feasibility Report (Project No. 03-22-S39-204)

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**GOAL**

Review of the Report for the Animal Shelter Facility Feasibility Project.

**EXPLANATION**

Shelter Planners Of America have submitted the final report and presentation for the Animal Shelter Facility, at this time we are seeking comments and direction from City Commission how they would like to proceed.

**RECOMMENDATION**

Engineering Staff seeks comments and direction.

# Presentation of the Animal Shelter Feasibility Study

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## City of McAllen, Texas



# Agenda

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- Introduction
- Animal Shelter Design Goals
- Findings of Animal Shelter Feasibility Study
- Questions

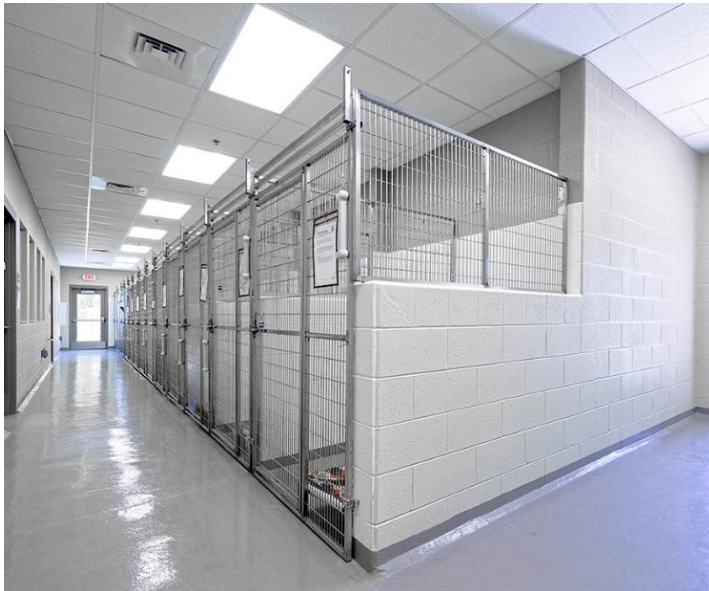


- Most experienced animal care facility design firm in the nation
- Over 30 Years of Experience - Nationwide
- Experience with more than 750 animal care facility groups
- Only firm with actual animal care facility operation experience



# Shelter Design Goals

1. Our goal is to create your facility utilizing the best practices in humane animal care.
2. Reduce stress in animals through better separation and flow, sound proofing, comfortable kennels and cages and natural light.





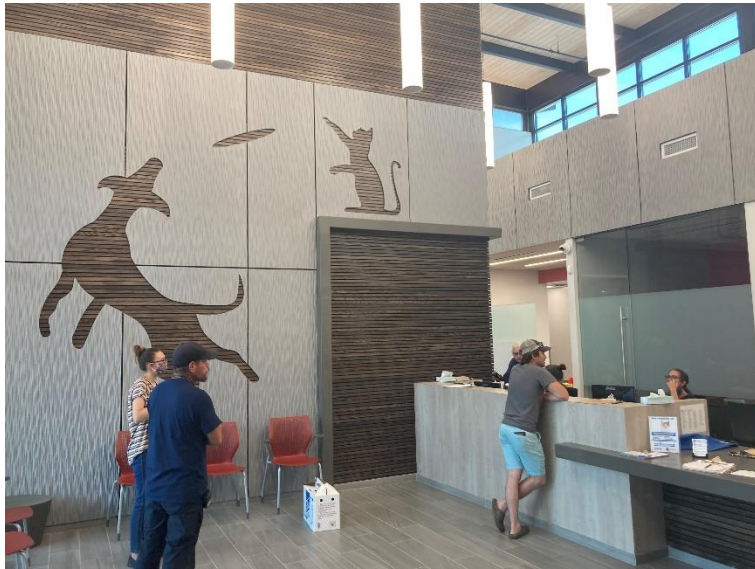
# Shelter Design Goals

3. Prevent disease by having medical isolation and quarantine areas, enhanced HVAC systems, proper drainage, high quality cleaning equipment and quality laundry and grooming facilities.



# Shelter Design Goals

4. Create a warm and welcoming facility for the public to visit with good sound proofing, natural light, color, odor control, private get-acquainted rooms, landscaping.





# Shelter Design Goals

5. Allow more opportunities for socialization between people and animals through animal Get Acquainted rooms, outdoor walks, cat condos, and community cat rooms.





# Shelter Design Goals

6. Focus on education and prevention through an environment filled with useful information, an education and training center for humane education, and spay/neuter program.



# Shelter Design Goals

7. Create a pleasant and effective workspace for staff with sufficient office space and storage, conference rooms, file storage, adoption interview rooms, employee break room, proper flow, easy to clean, etc.



# ***Animal Shelter Feasibility Study***

- 1. Purpose and Scope of Study***
- 2. Review of Existing Conditions***
- 3. People and Animal Levels***
- 4. Building Space Program***
- 5. Site Considerations***
- 6. Recommended Features***
- 7. Staffing***
- 8. Operating Cost***
- 9. Opinion of Probable Cost***
- 10. Executive Summary***



# Existing Conditions

**Currently, McAllen contracts with Palm Valley Animal Society (PVAS) for animal sheltering services. They have a nice Adoption Center at 2451 N US Expressway 281, Edinburg, TX.**





# Existing Conditions

The animals are picked up by the City of McAllen's Animal Control and then dropped off at PVAS at their Trenton Facility which serves as an Intake Center.





# Existing Conditions



**The Trenton Intake facility is in very poor condition. It has had issues with flooding and black mold. When these issues arise, operations at PVAS halt.**

**While McAllen may continue their current operations, they are considering other options.**

# Options Considered

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- Option 1 – Construct a new Full-Service Animal Shelter.**  
**This facility would provide impounding and adoptions with a 14-day average length of stay.**
  
- Option 2 – Construct a new Intake Center.**  
**This facility would provide impound services only with a 5-day average length of stay.**
  
- Option 3 – Construct a new Drop-off Facility.**  
**This facility would only be a temporary holding facility for 1 to 2 days.**

# People and Animal Levels

Chart showing the number of animals received per year at the cities and shelters in Hidalgo County being considered for a regional animal shelter.

| ENTITY           | SERVICE AREA                                              | HUMAN POPULATION SERVED | ANIMAL INTAKE                      |                                            |                           |                                                   |                       |                               |
|------------------|-----------------------------------------------------------|-------------------------|------------------------------------|--------------------------------------------|---------------------------|---------------------------------------------------|-----------------------|-------------------------------|
|                  |                                                           |                         | ANIMAL INTAKE - DOGS AND CATS ONLY | % TO HUMAN POPULATION - DOGS AND CATS ONLY | OTHER ANIMAL SPECIES ONLY | % TO HUMAN POPULATION - OTHER ANIMAL SPECIES ONLY | ANIMAL INTAKE - TOTAL | % TO HUMAN POPULATION - TOTAL |
| CITY OF MCALLEN  | CITY LIMITS OF MCALLEN                                    | 143,920                 | 6,366                              | 4.42%                                      | 4,593                     | 3.19%                                             | 10,959                | 7.61%                         |
| HILDAGO COUNTY   | UNINCORPORATED POPULATION OF THE COUNTY                   | 246,381                 | 3,714                              | 1.51%                                      | 4                         | 0.00%                                             | 3,718                 | 1.51%                         |
| CITY OF PHARR    | CITY OF PHARR                                             | 79,697                  | 4,241                              | 5.32%                                      | 1,840                     | 2.31%                                             | 6,081                 | 7.63%                         |
| CITY OF EDINBURG | CITY LIMITS OF EDINBURG                                   | 102,483                 | 3,028                              | 2.95%                                      | 1,044                     | 1.02%                                             | 4,072                 | 3.97%                         |
| CITY OF MISSION  | CITY LIMITS OF MISSION PLUS GRANJENO, ALTON, AND PALMVIEW | 121,250                 | 3,152                              | 2.60%                                      | 0                         | 0.00%                                             | 3,152                 | 2.6%                          |
| Total            |                                                           | 693,731                 | 20,501                             | 2.96%                                      | 7,481                     | 1.08%                                             | 27,982                | 4.03%                         |

Number of animals received overall is higher than of the range of the national norm.

# Disposition of Animals for 2021 for PVAS

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**Adopted or transferred- 10,048 or approx. 79.6%**

**National Norm - 70 to 80%**

**Returned to Owner- 832 or approx. 6.6%**

**National Norm- 10 to 20%**

**Euthanized- 1,162 or approx. 9.2%**

**National Norm- 10 to 20%**

However, there is a strong push nationally to reach 90% Live Release Rate

**Died in Shelter- 586 or approx. 4.6%**

PVAS accepts ill animals in hopes of saving them



# Projected Animal Capacity

|                             | OPTION 1                     |                                                                 |     | OPTION 2                     |                                                                 |    | OPTION 3                     |                                                                 |    |
|-----------------------------|------------------------------|-----------------------------------------------------------------|-----|------------------------------|-----------------------------------------------------------------|----|------------------------------|-----------------------------------------------------------------|----|
|                             | FULL SERVICE ANIMAL SHELTER  |                                                                 |     | INTAKE CENTER ONLY           |                                                                 |    | DROP-OFF FACILITY ONLY       |                                                                 |    |
|                             | AVERAGE LENGTH OF STAY (ALS) | NUMBER OF ANIMALS TO BE HOUSED FOR THE NEW SHELTER              |     | AVERAGE LENGTH OF STAY (ALS) | NUMBER OF ANIMALS TO BE HOUSED FOR THE NEW SHELTER              |    | AVERAGE LENGTH OF STAY (ALS) | NUMBER OF ANIMALS TO BE HOUSED FOR THE NEW SHELTER              |    |
| <b>McAllen Only</b>         | 14                           | Housing if serving the City of McAllen Only                     | 186 | 5                            | Housing if serving the City of McAllen Only                     | 66 | 2                            | Housing if serving the City of McAllen Only                     | 27 |
|                             | 14                           |                                                                 | 178 | 5                            |                                                                 | 63 | 2                            |                                                                 | 25 |
|                             | 0                            |                                                                 | 0   | 0                            |                                                                 | 0  | 0                            |                                                                 | 0  |
| <b>Add Hidalgo Co.</b>      | 14                           | Housing Units to add if including Hidalgo County Service Area   | 137 | 3                            | Housing Units to add if including Hidalgo County Service Area   | 29 | 2                            | Housing Units to add if including Hidalgo County Service Area   | 20 |
|                             | 14                           |                                                                 | 18  | 3                            |                                                                 | 4  | 2                            |                                                                 | 3  |
|                             | 0                            |                                                                 | 0   | 0                            |                                                                 | 0  | 0                            |                                                                 | 0  |
| <b>Add City of Pharr</b>    | 14                           | Housing Units to add if including City of Pharr Service Area    | 134 | 3                            | Housing Units to add if including City of Pharr Service Area    | 29 | 2                            | Housing Units to add if including City of Pharr Service Area    | 19 |
|                             | 14                           |                                                                 | 97  | 3                            |                                                                 | 21 | 2                            |                                                                 | 14 |
|                             | 0                            |                                                                 | 0   | 0                            |                                                                 | 0  | 0                            |                                                                 | 0  |
| <b>Add City of Edinburg</b> | 14                           | Housing Units to add if including City of Edinburg Service Area | 80  | 3                            | Housing Units to add if including City of Edinburg Service Area | 17 | 2                            | Housing Units to add if including City of Edinburg Service Area | 11 |
|                             | 14                           |                                                                 | 58  | 3                            |                                                                 | 13 | 2                            |                                                                 | 8  |
|                             | 0                            |                                                                 | 0   | 0                            |                                                                 | 0  | 0                            |                                                                 | 0  |
| <b>Add City of Mission</b>  | 14                           | Housing Units to add if including City of Mission Service Area  | 109 | 5                            | Housing Units to add if including City of Mission Service Area  | 39 | 2                            | Housing Units to add if including City of Mission Service Area  | 16 |
|                             | 14                           |                                                                 | 57  | 5                            |                                                                 | 20 | 2                            |                                                                 | 8  |
|                             | 0                            |                                                                 | 0   | 0                            |                                                                 | 0  | 0                            |                                                                 | 0  |

# Building Space Program – Option 1

|                                   | MCALLEN  |          | HIDALGO CO |          | PHARR    |          | EDINBURG |          | MISSION  |          |
|-----------------------------------|----------|----------|------------|----------|----------|----------|----------|----------|----------|----------|
| Summary:                          | Interior | Exterior | Interior   | Exterior | Interior | Exterior | Interior | Exterior | Interior | Exterior |
| A. Administrative                 | 2,184    |          | 78         |          | 78       |          | 78       |          | 78       |          |
| B. Medical Clinic                 | 1,256    |          | 0          |          | 0        |          | 0        |          | 0        |          |
| C. Animal Housing (Interior)      | 14,232   |          | 7,985      |          | 9,409    |          | 5,590    |          | 7,301    |          |
| D. Animal Housing (Exterior)      |          | 5,736    |            | 4,224    |          | 4,032    |          | 2,400    |          | 3,352    |
| E. Animal Support Area (Interior) | 2,821    |          | 445        |          | 445      |          | 419      |          | 419      |          |
| F. Animal Support Area (Exterior) |          | 1,200    |            | 1,200    |          | 160      |          | 160      |          | 160      |
| TOTAL SF:                         | 20,493   | 6,936    | 8,507      | 5,424    | 9,932    | 4,192    | 6,087    | 2,560    | 7,797    | 3,512    |
| COMBINED SF:                      | 27,429   |          | 13,931     |          | 14,124   |          | 8,647    |          | 11,309   |          |

# Building Space Program – Option 2

|                                   | MCALLEN  |          | HIDALGO CO |          | PHARR    |          | EDINBURG |          | MISSION  |          |
|-----------------------------------|----------|----------|------------|----------|----------|----------|----------|----------|----------|----------|
| <b>Summary:</b>                   | Interior | Exterior | Interior   | Exterior | Interior | Exterior | Interior | Exterior | Interior | Exterior |
| A. Administrative                 | 1,482    |          | 78         |          | 78       |          | 78       |          | 78       |          |
| B. Medical Clinic                 | 0        |          | 0          |          | 0        |          | 0        |          | 0        |          |
| C. Animal Housing (Interior)      | 5,002    |          | 1,690      |          | 2,088    |          | 1,253    |          | 2,587    |          |
| D. Animal Housing (Exterior)      |          | 2,032    |            | 896      |          | 896      |          | 528      |          | 1,200    |
| E. Animal Support Area (Interior) | 2,301    |          | 445        |          | 445      |          | 419      |          | 419      |          |
| F. Animal Support Area (Exterior) |          | 950      |            | 950      |          | 160      |          | 160      |          | 160      |
| TOTAL SF:                         | 8,785    | 2,982    | 2,213      | 1,846    | 2,610    | 1,056    | 1,750    | 688      | 3,084    | 1,360    |
| COMBINED SF:                      | 11,767   |          | 4,059      |          | 3,666    |          | 2,438    |          | 4,444    |          |

# Building Space Program – Option 3

|                                   | MCALLEN  |          | HIDALGO CO |          | PHARR    |          | EDINBURG |          | MISSION  |          |
|-----------------------------------|----------|----------|------------|----------|----------|----------|----------|----------|----------|----------|
| Summary:                          | Interior | Exterior | Interior   | Exterior | Interior | Exterior | Interior | Exterior | Interior | Exterior |
| A. Administrative                 | 962      |          | 78         |          | 78       |          | 78       |          | 78       |          |
| B. Medical Clinic                 | 0        |          | 0          |          | 0        |          | 0        |          | 0        |          |
| C. Animal Housing (Interior)      | 2,018    |          | 1,175      |          | 1,339    |          | 777      |          | 1,063    |          |
| D. Animal Housing (Exterior)      |          | 2,032    |            | 896      |          | 896      |          | 528      |          | 1,200    |
| E. Animal Support Area (Interior) | 1,937    |          | 393        |          | 393      |          | 367      |          | 367      |          |
| F. Animal Support Area (Exterior) |          | 450      |            | 450      |          | 160      |          | 160      |          | 160      |
| TOTAL SF:                         | 4,917    | 2,482    | 1,646      | 1,346    | 1,810    | 1,056    | 1,222    | 688      | 1,508    | 1,360    |
| COMBINED SF:                      | 7,399    |          | 2,992      |          | 2,866    |          | 1,910    |          | 2,868    |          |

# Current Operating Costs

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**McAllen's estimated operating cost is \$2,041,768**

**This includes:**

**\$ 475,546 budgeted to Animal Control Officers**

**\$1,566,222 paid to PVAS in 2021**

**McAllen's Contract with PVAS is \$1,068,000 per/yr. plus \$267 per animal above 4,500 animals**

**McAllen delivered 6,366 total animals to PVAS in 2021.**

**Average cost per animal is \$320**

**National norm is between \$250 and \$500 per animal.**



## Opinion of Probable Operating Costs - 2024

| Entity             | Approx. Animal*<br>Intake for 2024 | Approx. Operation<br>Cost at \$300 per<br>Animal | Approx. Operation<br>Cost at \$350 per<br>Animal |
|--------------------|------------------------------------|--------------------------------------------------|--------------------------------------------------|
| McAllen Only       | 7,292                              | \$2,187,600.00                                   | \$2,552,200.00                                   |
| Add Hidalgo<br>Co. | 11,104                             | \$3,331,200.00                                   | \$3,886,400.00                                   |
| Add Pharr          | 15,875                             | \$4,762,500.00                                   | \$5,556,250.00                                   |
| Add Edinburg       | 19,085                             | \$5,725,500.00                                   | \$6,679,750.00                                   |

*\*Dog and Cat intake only*

## Opinion of Probable Cost – Option 1 for McAllen only

| McAllen Only              |             |              |
|---------------------------|-------------|--------------|
|                           | Low         | High         |
| Construction Cost         | \$7,612,125 | \$10,377,635 |
| Soft Cost and Contingency | \$1,579,516 | \$5,153,359  |
| Total Project Cost        | \$9,191,640 | \$12,530,994 |

**Does not include the cost of land**

**These are 2022 dollars and the Opinion of Probable Cost provided is based on historical costs of other animal shelter projects, but the construction market is extremely unpredictable at this time.**

**If other Government Entities want to participate, the numbers will be higher.**

## Opinion of Probable Cost – Option 2 for McAllen only

| McAllen Only              |             |             |
|---------------------------|-------------|-------------|
|                           | Low         | High        |
| Construction Cost         | \$3,253,142 | \$4,438,821 |
| Soft Cost and Contingency | \$675,027   | \$921,055   |
| Total Project Cost        | \$3,928,169 | \$5,359,876 |

### Does not include the cost of land

These are 2022 dollars and the Opinion of Probable Cost provided is based on historical costs of other animal shelter projects, but the construction market is extremely unpredictable at this time.

If other Government Entities want to participate, the numbers will be higher.

## Opinion of Probable Cost – Option 3 for McAllen only

| McAllen Only              |             |             |
|---------------------------|-------------|-------------|
|                           | Low         | High        |
| Construction Cost         | \$2,034,793 | \$2,777,712 |
| Soft Cost and Contingency | \$422,220   | \$576,375   |
| Total Project Cost        | \$2,457,013 | \$3,354,088 |

### Does not include the cost of land

These are 2022 dollars and the Opinion of Probable Cost provided is based on historical costs of other animal shelter projects, but the construction market is extremely unpredictable at this time.

If other Government Entities want to participate, the numbers will be higher.

# EXECUTIVE SUMMARY

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**Current arrangement with PVAS is good.**

**Of the 3 options proposed:**

- 1. Full-Service Animal Shelter**
- 2. An Intake Center Only**
- 3. A Drop-off Facility**

**In summary, we believe McAllen should consider Option 2. McAllen should continue its relationship with PVAS. McAllen should construct a new Animal Intake Center and contract with PVAS to operate it.**

**Either for McAllen only or combine with other government entities.**



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# QUESTIONS?



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#### **ITEM SUMMARY**

BOARD: City Commission

AGENDA ITEM

3.

DATE SUBMITTED

MEETING DATE

2/27/2023

1. Agenda Item: Holiday Parade and South Pole of Texas Update.

2. Party Making Request:

3. Nature of Request:

4. Routing:  
Jose Trujillo

Created -

5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:





Presented By



McAllen

**Holiday**  
Parade 2022

Powered By



# CITY COMMISSION RECAP REPORT



A cosmic background featuring a dense field of stars and vibrant nebulae in shades of purple, magenta, and blue. The nebulae are wispy and ethereal, with some darker, more solid-looking regions. The stars are numerous, ranging from small, distant points of light to larger, brighter ones with visible diffraction spikes. The overall color palette is dominated by deep blues and purples, creating a sense of vastness and mystery.

**EVENT VIDEO**





# 180K

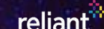
## Holiday Parade Visitors

Presented By

**H-E-B**



Powered By





55

Hand Crafted  
Illuminated Floats



Presented By  
**H-E-B**

McAllen  
**Holiday**  
Parade 2022

Powered By  
Westcoast  
McAllen International Airport  
South Plains College  
reliant



# 55

## Hand Crafted Illuminated Floats







# 32

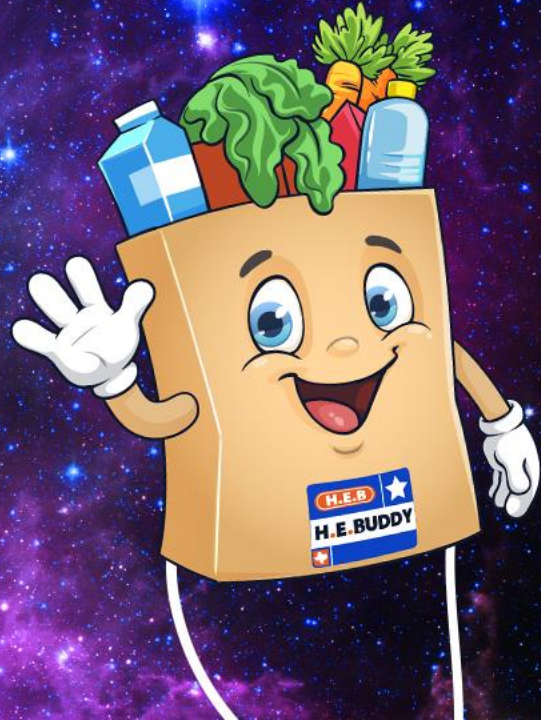
## Giant Character Balloons





# 32

## Giant Character Balloons







13

# Top Marching Bands

Presented By

**H-E-B**

McAllen  
**Holiday**  
Parade 2022

Powered By

BERT OGDEN  
Audio Group

McAllen  
International Airport

Smith  
Palm

reliant





# 13

## Top Marching Bands

Presented By

**H-E-B**

McAllen  
**Holiday**  
Parade 2022

Powered By  
**BERT OGDEN**  
Austin College

McAllen  
International Airport

South  
Palace  
Dallas

reliant



# 13 SOUTH POLE STARS!



**David Zepeda**

Telenovela Star



**Nate Newton**

Dallas Lineman #61



**Ariadne Díaz**

Telenovela Star



**Tony Hill**

Dallas Wide Receiver #80



**Danilo Carrera**

Telenovela Star



**Mario Lopez**

PARADE HOST



**Raúl Brindis**

Radio Host



**Tino Cochino**

I-Heart Radio Host



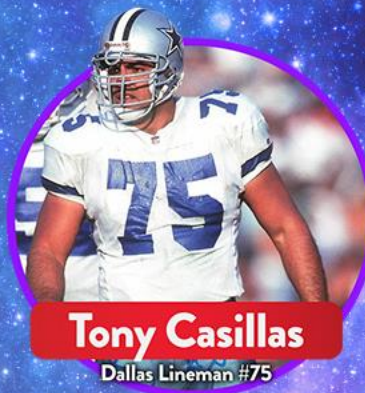
**Dallas Cowboys**

Cheerleaders



**Vicente Matías Vuoso**

Soccer Player



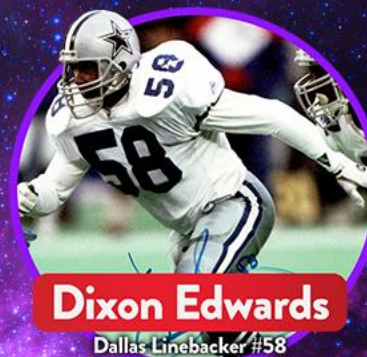
**Tony Casillas**

Dallas Lineman #75



**Larry Brown**

Dallas Cornerback #24



**Dixon Edwards**

Dallas Linebacker #58



# 2,700

## Volunteers & Participants





**2022 Sponsor  
Investment**

**\$1,191,900**

**43% Increase in from 2021**  
**Thank you for believing**





# 2022 Economic Impact

# \$11.8 Million

Based on UTRGV Economic Study







# Re-Broadcast Christmas Re-Broadcast Top 31 Latino Markets in US



Mexico  
Broadcast  
Added In 2023



| State         | City              |
|---------------|-------------------|
| Arizona       | Phoenix           |
|               | Tucson            |
| California    | San Francisco     |
|               | Sacramento        |
|               | Salinas/Monterrey |
|               | Fresno            |
|               | Bakersfield       |
|               | Los Angeles       |
| Colorado      | San Diego         |
|               | Denver            |
| Connecticut   | Hartford          |
| Florida       | Orlando           |
|               | Tampa             |
|               | West Palm Beach   |
|               | Ft. Myers         |
|               | Miami             |
| Georgia       | Atlanta           |
| Illinois      | Chicago           |
| Maryland      | Washington, D.C   |
| Massachusetts | Boston            |
| Missouri      | Springfield       |
| Nevada        | Las Vegas         |
| New Mexico    | Albuquerque       |
| New York      | New York          |
| Pennsylvania  | Philadelphia      |
| Rhode Island  | Providence        |
|               | Dallas            |
|               | El Paso           |
|               | San Antonio       |
|               | Houston           |
|               | McAllen           |
| Texas         | San Diego         |
|               | Phoenix           |
|               | Albuquerque       |
|               | Amarillo          |
|               | Wichita Falls     |
| Utah          | Dallas            |
|               | El Paso           |
| Washington    | San Antonio       |
|               | Houston           |





# Re-Broadcast TEXAS

Houston



San  
Antonio



| Market            | Language | Station                  | Channel                  | Date                | Time                |
|-------------------|----------|--------------------------|--------------------------|---------------------|---------------------|
| Laredo            | English  | CW                       | NYLX Ch. 19              | Sunday, Dec. 25th   | 11:00am-12:00pm CST |
|                   | Spanish  | Telemundo                | OGNS Ch. 8.3             | Saturday, Dec. 24th | 10:00am-11:00am CST |
| Corpus Christi    | English  | ABC                      | KIII Ch. 3 and Cable 5   | Saturday, Dec. 24th | 2:30pm-3:30pm CST   |
|                   | Spanish  | Telemundo                | KAJA Ch. 68              | Sunday, Dec. 25th   | 9:00am-10:00am CST  |
| San Antonio       | English  | ABC                      | KSAT Ch. 12              | Saturday, Dec. 24th | 4:00pm-5:00pm CST   |
|                   | Spanish  | Telemundo                | KVDA Ch. 60 and Cable 17 | Sunday, Dec. 25th   | 9:00am-10:00am CST  |
|                   |          | TeleXitos                | KVDA Ch. 60.2            | Saturday, Dec. 24th | 1:00pm-2:00pm CST   |
|                   |          |                          | KVDA Ch. 60.2            | Sunday, Dec. 25th   | 12:00pm-1:00pm CST  |
| Austin            | English  | Nexstar Media IND        | KBVO Ch. 14              | Saturday, Dec. 24th | 3:00pm-4:00pm CST   |
| Houston           | English  | ABC                      | KTRK Ch. 13              | Saturday, Dec. 31st | 2:30pm-3:30pm CST   |
|                   | Spanish  | Telemundo                | KTMD Ch. 47              | Sunday, Dec. 25th   | 8:00am-9:00am CST   |
|                   |          | TeleXitos                | KTMD Ch. 48              | Saturday, Dec. 24th | 1:00pm-2:00pm CST   |
|                   |          |                          | KTMD Ch. 48              | Sunday, Dec. 25th   | 12:00pm-1:00pm CST  |
| Dallas            | Spanish  | Telemundo                | KXTX Ch. 39              | Sunday, Dec. 25th   | 9:00am-10:00am CST  |
|                   |          | TeleXitos                | KXTX Ch. 39.2            | Saturday, Dec. 24th | 1:00pm-2:00pm CST   |
|                   |          |                          | KXTX Ch. 39.2            | Sunday, Dec. 25th   | 12:00pm-1:00pm CST  |
| El Paso           | English  | Nexstar Media NBC        | KTSM Ch. 9               | Sunday, Dec. 25th   | 11:00am-12:00pm CST |
| Amarillo          | English  | Nexstar Media NBC        | KAMR Ch. 4               | Sunday, Dec. 25th   | 2:30pm-3:30pm CST   |
| Midland<br>Odessa | English  | Nexstar Media ABC        | KMID Ch. 2               | Saturday, Dec. 24th | 4:00pm-5:00pm CST   |
| Tyler             | English  | Nexstar Media FOX        | KFXK Ch. 5               | Saturday, Dec. 31st | 5:00pm-6:00pm CST   |
| Waco              | English  | Nexstar Media My Network | KYLE Ch. 28.1            | Sunday, Dec. 25th   | 1:00pm-2:00pm CST   |
| Wichita Falls     | English  | Nexstar Media NBC        | KFDX Ch. 3               | Sunday, Dec. 25th   | 3:00pm-4:00pm CST   |
|                   |          | Nexstar Media My Network | KJBO Ch. 35              | Sunday, Dec. 25th   | 12:00pm-1:00pm CST  |





# Re-Broadcast RGV & MEXICO

New Market  
in 2022



**Mario Lopez**  
PARADE HOST



**Danilo Carrera**  
Telenovela Star

| Market            | Language | Station                                                                                                                                                             | Channel                                             | Date                | Time                |
|-------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|---------------------|---------------------|
| Rio Grande Valley | English  | Nexstar Media                                                                                                                                                       | NBC Ch. 23 and Cable 8                              | Saturday, Dec. 24th | 1:00pm-2:00pm CST   |
|                   |          |                                                                                                                                                                     | NBC Ch. 23 and Cable 8                              | Sunday, Dec. 25th   | 4:00pm-5:00pm CST   |
|                   |          |                                                                                                                                                                     | KGBT 4.1                                            | Saturday, Dec. 24th | 11:00am-12:00pm CST |
|                   |          |                                                                                                                                                                     | KGBT 4.1                                            | Saturday, Dec. 24th | 7:00pm-8:00pm CST   |
|                   |          |                                                                                                                                                                     | KGBT 4.1                                            | Sunday, Dec. 25th   | 2:00pm-3:00pm CST   |
|                   |          | KRGV Somos El Valle                                                                                                                                                 | Ch. 5.3 and Cable 1241                              | Sunday, Dec. 25th   | 6:00pm-7:00pm CST   |
|                   |          | Entravision                                                                                                                                                         | CW: 21.1<br>Cable & Dish: 21<br>Directv Channel: 30 | Sunday, Dec. 25th   | 7:30am-8:30am CST   |
|                   |          | Facebook                                                                                                                                                            | McAllen Holiday Parade Page                         | Saturday, Dec. 24th | 12:00pm-1:00pm CST  |
|                   |          | Facebook                                                                                                                                                            | McAllen Holiday Parade Page                         | Sunday, Dec. 25th   | 12:00pm-1:00pm CST  |
|                   |          | Facebook                                                                                                                                                            | McAllen Convention Center Page                      | Saturday, Dec. 24th | 12:00pm-1:00pm CST  |
|                   |          | Facebook                                                                                                                                                            | McAllen Convention Center Page                      | Sunday, Dec. 25th   | 12:00pm-1:00pm CST  |
|                   |          | Facebook                                                                                                                                                            | McAllen Parks & Rrecreation Page                    | Saturday, Dec. 24th | 12:00pm-1:00pm CST  |
|                   |          | Facebook                                                                                                                                                            | McAllen Parks & Rrecreation Page                    | Sunday, Dec. 25th   | 12:00pm-1:00pm CST  |
|                   |          | MCN City of McAllen                                                                                                                                                 | MCN City of McAllen YouTube Page                    | Saturday, Dec. 24th | 12:00pm-1:00pm CST  |
|                   | Spanish  | TeleXitos                                                                                                                                                           | NTLM 40.2 and Cable 1285                            | Saturday, Dec. 24th | 1:00pm-2:00pm CST   |
|                   |          |                                                                                                                                                                     | NTLM 40.2 and Cable 1285                            | Sunday, Dec. 25th   | 12:00pm-1:00pm CST  |
|                   |          | KRGV Azteca El Valle                                                                                                                                                | Ch. 5.2 and Cable 1240                              | Sunday, Dec. 25th   | 7:00pm-8:00pm CST   |
|                   |          | Facebook                                                                                                                                                            | McAllen Holiday Parade Page                         | Saturday, Dec. 24th | 1:00pm-2:00pm CST   |
|                   |          | Facebook                                                                                                                                                            | McAllen Holiday Parade Page                         | Sunday, Dec. 25th   | 1:00pm-2:00pm CST   |
| Mexico            | Spanish  | Televisa - Monterrey, Nuevo Leon                                                                                                                                    | XEFB Channel 4                                      | Saturday, Dec. 24th | 4:00pm-5:00pm CST   |
|                   |          | Televisa/Vallevison<br>RGV & Frontera Tamaulipas:<br>Matamoros; Reynosa; Rio Bravo,<br>Progreso, Tampico; Victoria; Laredo;<br>Nuevo Laredo, El Paso, Ciudad Juarez | XHAB Channel 8                                      |                     | 6:30pm-7:30pm CST   |





# Mexico Re-Broadcast

Monterrey | Matamoros

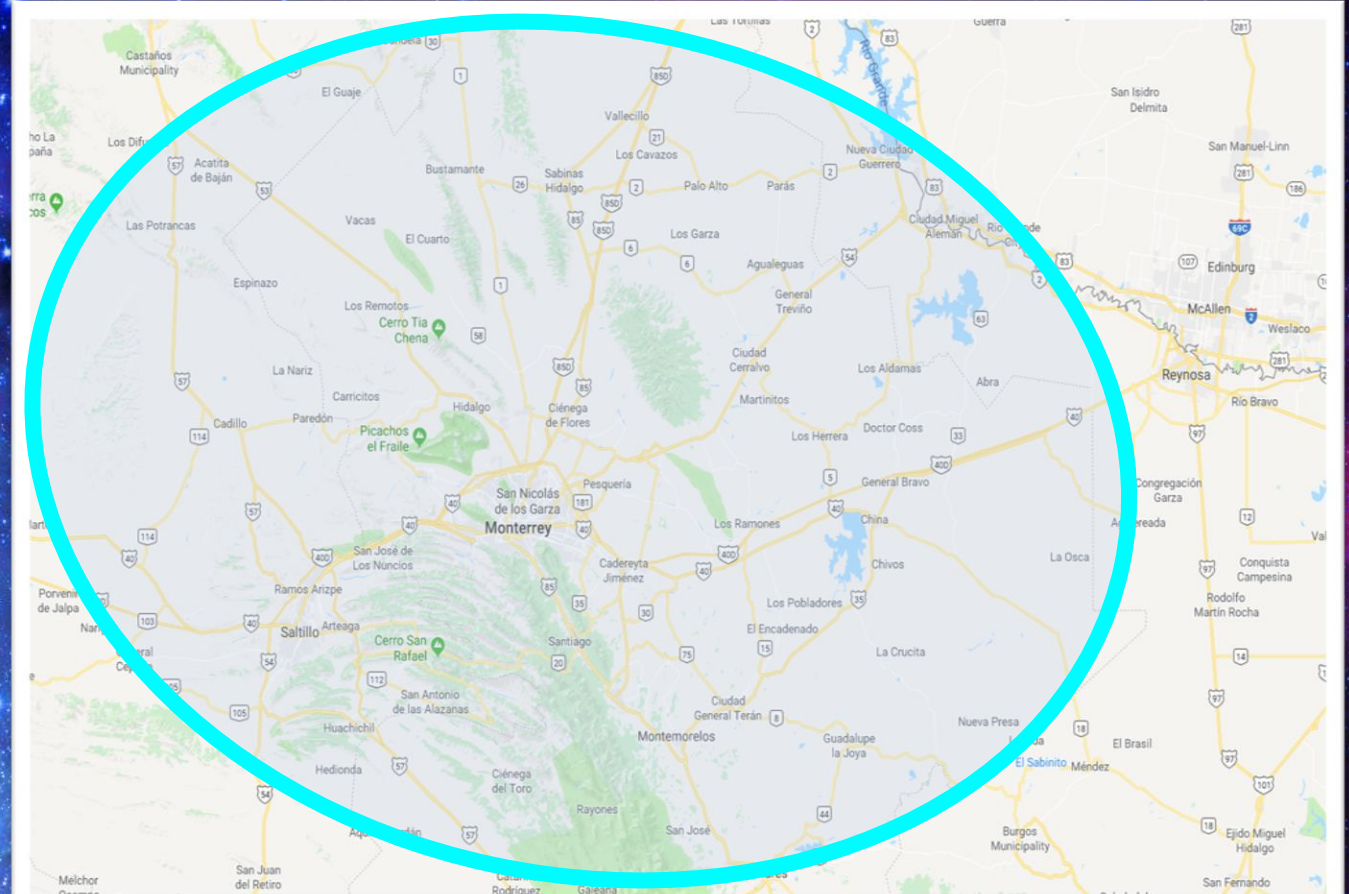
Reynosa | Rio Bravo

Progreso | Tampico

Victoria | Nuevo Laredo

Ciudad Juarez

## Monterrey Coverage Map Only





13

# Press Events & Conferences





# 16

## Valued Media Partners





# INTEGRATED MARKETING & MEDIA CAMPAIGN

Ad Impressions

**98.6 Million**

5% Increase in from 2021

Media Value

**1.78 Million**

8.7% Increase in from 2021







# DIGITAL MEDIA

MHP Social Media Pages

**10.7 Million Impressions**

**64.5% Increase** in from 2021

All Digital Media

**14.9 Million Impressions**

**39.6% Increase** in from 2021

**13 Social & Celeb Influencers**



# Dedicated Social Media Ads







# Digital Media Website & Partner Sites





# 3x Newspaper Front Page Wrap

## 3x McAllen Utility Bill



**SOUTH POLE STARS WITH MORE COMING SOON!**

**presented by**  
**H-E-B**

**December 3, 2022 | 6 pm**  
Thank you to our partners

**powered by**  
BERT OGDEN AUTO GROUP  
McAllen International Airport  
South Padre Island  
reliant

**Budweiser**  
McALLEN-HIDALGO INTERNATIONAL BRIDGE  
ANZALDUAS  
McALLEN PUBLIC UTILITY  
STVT  
MATT'S BUILDING MATERIALS  
pepsi  
Winfield Communities  
SOUTH TEXAS COLLEGE  
McDonald's  
Driscoll  
Rio Grande Valley  
American Electric Power Corporation

**UPW**  
McALLEN  
CHASE  
IBC BANK  
LYCOS  
McALLEN HERMES MUSIC  
McALLEN  
LINDBERGH

**Comcast**  
PNC BANK  
UTRGV  
McAllenEDC

**Star**  
TRES LAGOS  
pelluskas  
AMERICAN  
KSA  
VALLEY  
Cigna  
B-Z  
HALFF  
Capella  
Proud Media Partners

**5 NEWS**  
TELEVISION  
KSA  
T40  
X-103  
RADIO UNITED  
THE MONITOR  
LAMAR  
G-VeriBee  
ex-Presión  
ADVANCE

**WWW.MCALLENHOLIDAYPARADE.COM**

**SOUTH POLE STARS WITH MORE COMING SOON!**

**presented by**  
**H-E-B**

**December 3, 2022 | 6 pm**  
Thank you to our partners

**powered by**  
BERT OGDEN AUTO GROUP  
McAllen International Airport  
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THE MONITOR  
LAMAR  
G-VeriBee  
ex-Presión  
ADVANCE

**WWW.MCALLENHOLIDAYPARADE.COM**





MCALLEN HOLIDAY PARADE

# SOUTHPOLE & BEYOND

Presented By

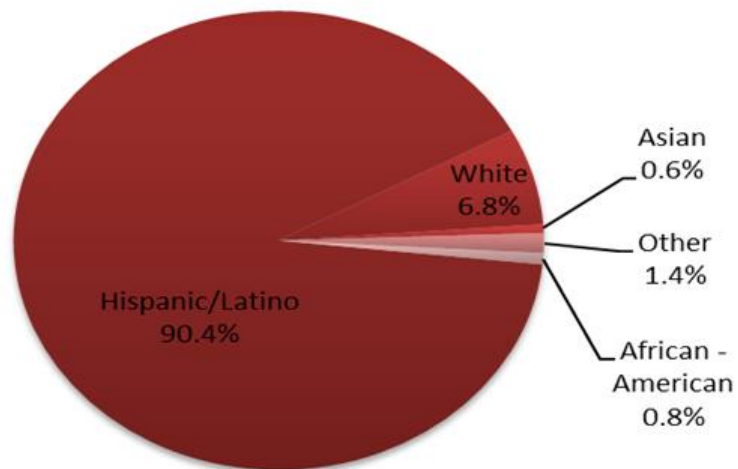


# Christmas In The Park

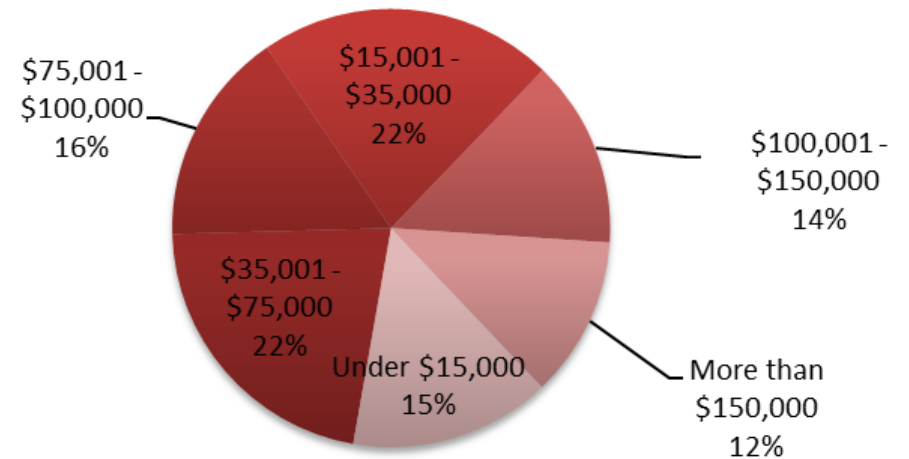




## Race/Ethnicity



## Household Income







# Thank You

Presented By

**H-E-B**

McAllen

**Holiday  
Parade 2022**

Powered By

**BERT OGDEN**  
ALCO GROUP

**McAllen**  
International Airport

**South Padre**  
Islands

**reliant**





# CITY COMMISSION RECAP REPORT







McALLEN  
SOUTH POLE  
ILLUMINATED  
FESTIVAL  
H-E-B

EVENT RUN  
DEC 6- JAN 6  
32 DAY RUN



# BIGGER THAN EVER

OVER 1 MILLION  
LIGHTS

FEATURING 24  
ILLUMINATED COLOR-  
CHANGING TREES



McALLEN  
SOUTH POLE  
ILLUMINATED  
FESTIVAL  
H-E-B





**LARGEST** DIGITAL  
CHRISTMAS TREE IN  
AMERICA

**LIVE** ENTERTAINMENT

PHOTOS WITH **SANTA**





McALLEN   
SOUTH POLE  
ILLUMINATED  
FESTIVAL  
H-E-B

TRAIN RIDES & MORE!





McALLEN  
SOUTH POLE  
ILLUMINATED  
FESTIVAL  
H-E-B

140,600  
TOTAL ATTENDEES



# BOGGUS DAY

EMPLOYEE APPRECIATION  
RECEPTION

1000 EVENT TICKETS

\$40,000 CHECK TO  
A NON PROFIT







# HEB 12 DAYS OF GIVING

**\$12,000** GIVEN TO  
**12 NON-PROFIT**  
**ORGANIZATIONS**  
**100 EVENT TICKETS** PER  
**ORGANIZATION**



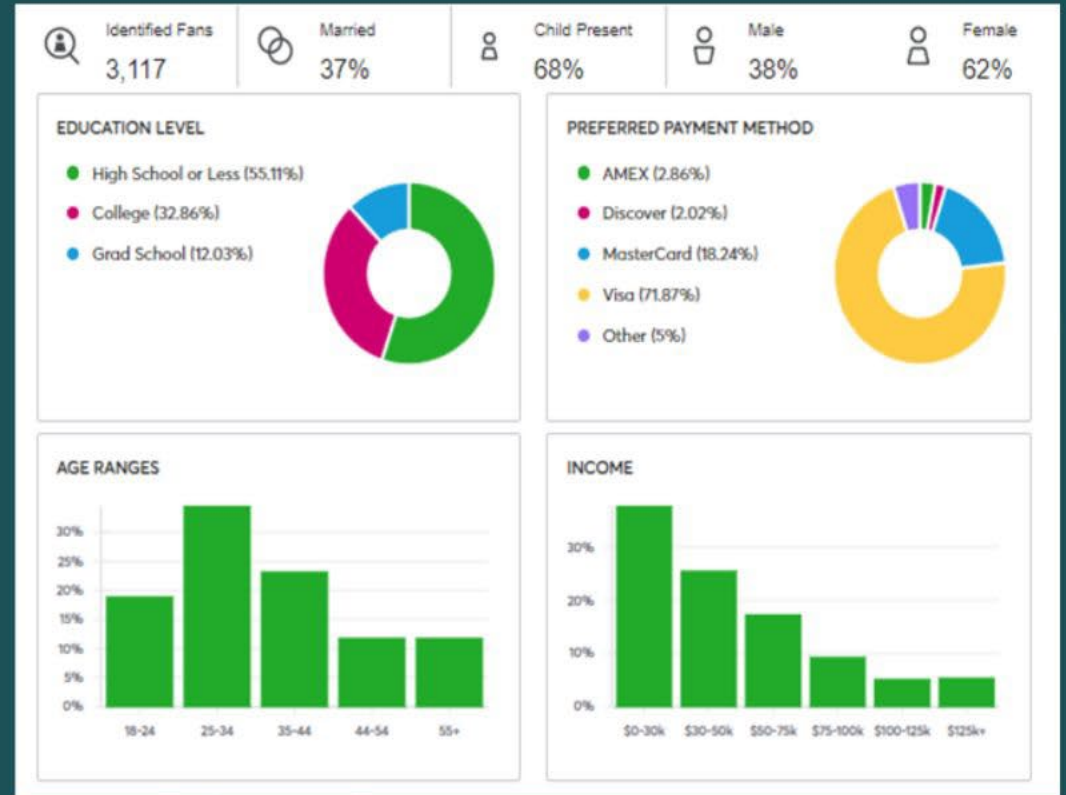


OVER  
**134 MILLION**  
ADVERTISING IMPRESSIONS



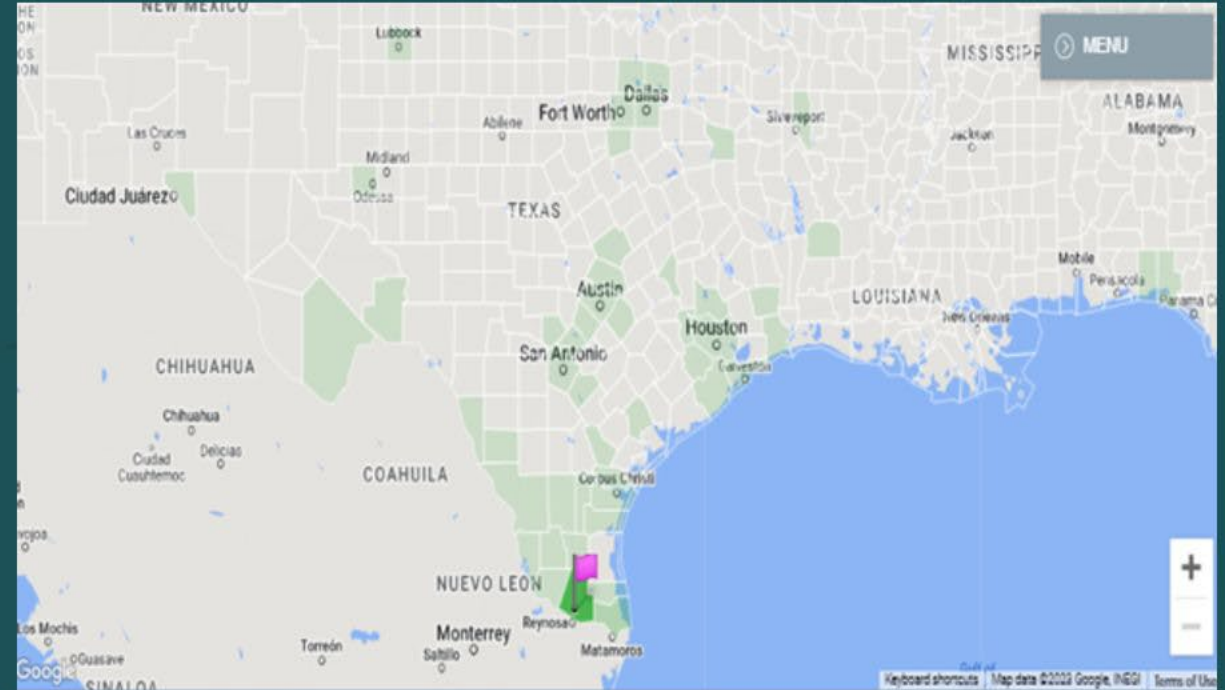


# DEMOGRAPHICS





# TICKET SALES BY LOCATION







**ECONOMIC IMPACT**

**\$16.5 MILLION**

**CREATED 210 JOBS**

McALLEN



**SOUTH POLE**

ILLUMINATED  
FESTIVAL

H-E-B





2022 SPONSORSHIP  
INVESTMENT

OVER

\$300K



---

**ITEM SUMMARY**

BOARD: City Commission

AGENDA ITEM

4.

DATE SUBMITTED

MEETING DATE

2/27/2023

1. Agenda Item: State of the System Book by RGVMPD.

2. Party Making Request:

3. Nature of Request:

4. Routing:

Cindy Zuniga

Created -

5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:





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### **ITEM SUMMARY**

BOARD: City Commission

AGENDA ITEM  
DATE SUBMITTED  
MEETING DATE

5.  
02/21/2023  
2/27/2023

1. Agenda Item: Metro McAllen Short Range Plan (SRP) Update.
2. Party Making Request:
3. Nature of Request:
4. Routing:

|               |                               |
|---------------|-------------------------------|
| Angela Cano   | Created/Initiated - 2/21/2023 |
| Mario Delgado | Approved - 2/21/2023          |
| Jeff Johnston | Approved - 2/21/2023          |
| Isaac Tawil   | Final Approval - 2/22/2023    |
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:





A Short-Range Transit Plan (SRTP) for Metro McAllen

Prepared by Alliance Transportation Group (ATG)

September 27, 2023, Workshop

Presented by Mario Delgado





# STUDY GOALS

An orange horizontal line starting from a small white circle with an orange outline, extending to the right edge of the slide.

This plan will help Metro McAllen *connect*  
people  
with their community and save them *time*  
through  
fast and reliable service.





# STATUS



- Plan Adopted 9/23/2019
- Global Pandemic 3/13/2020
- Transit Service & Market Changes
- Obtained Funding for Plan Review & Implementation





# NEXT STEPS



- Sole Source Award to ATG
- Funded 100% by RGVMPO
- Make Necessary Changes to Plan
- Implement





Questions?







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**ITEM SUMMARY**

|        |                |           |
|--------|----------------|-----------|
| BOARD: | AGENDA ITEM    | 6.A.      |
|        | DATE SUBMITTED |           |
|        | MEETING DATE   | 2/27/2023 |

1. Agenda Item: Consultation with City Attorney regarding Collective Bargaining with the McAllen Professional Law Enforcement Association. (Section 551.071, TGC)
2. Party Making Request: Isaac Tawil
3. Applicant:
4. Nature of Request: Consultation with City Attorney regarding Collective Bargaining with the McAllen Professional Law Enforcement Association. (Section 551.071, TGC)
5. Fiscal Impact Summary:
6. Budgeted:

|               |       |                   |       |
|---------------|-------|-------------------|-------|
| Bid Amount:   | _____ | Budgeted Amount:  | _____ |
| Under Budget: | _____ | Over Budget:      | _____ |
|               |       | Amount Remaining: | _____ |
7. Routing:  
Amy Gonzalez  

Created -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney:
11. Manager's Recommendation:





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**ITEM SUMMARY**

|        |                |           |
|--------|----------------|-----------|
| BOARD: | AGENDA ITEM    | 6.B.      |
|        | DATE SUBMITTED |           |
|        | MEETING DATE   | 2/27/2023 |

1. Agenda Item: Consultation with City Attorney regarding legal issues with and possible litigation related to air service agreement. (Section 551.071, TGC)
2. Party Making Request: Isaac Tawil
3. Applicant:
4. Nature of Request: Consultation with city attorney regarding legal issues with and possible litigation related to air service agreement. (Section 551.071, TGC)
5. Fiscal Impact Summary:
6. Budgeted:

|               |       |                   |       |
|---------------|-------|-------------------|-------|
| Bid Amount:   | _____ | Budgeted Amount:  | _____ |
| Under Budget: | _____ | Over Budget:      | _____ |
|               |       | Amount Remaining: | _____ |
7. Routing:  
Amy Gonzalez  
Created -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney:
11. Manager's Recommendation:





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**ITEM SUMMARY**

|        |                |           |
|--------|----------------|-----------|
| BOARD: | AGENDA ITEM    | 6.C.      |
|        | DATE SUBMITTED |           |
|        | MEETING DATE   | 2/27/2023 |

1. Agenda Item: Consideration of Economic Development Matters. (Section 551.087, T.G.C.)

2. Party Making Request: Isaac Tawil

3. Applicant:

4. Nature of Request: Consideration of Economic Development Matters. (Section 551.087, T.G.C.)

5. Fiscal Impact Summary:

6. Budgeted:

Bid Amount: \_\_\_\_\_  
Under Budget: \_\_\_\_\_

Budgeted Amount: \_\_\_\_\_  
Over Budget: \_\_\_\_\_  
Amount Remaining: \_\_\_\_\_

7. Routing:  
Amy Gonzalez

Created -

8. Staff Recommendation:

9. Advisory Board:

10. City Attorney:

11. Manager's Recommendation:





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**ITEM SUMMARY**

|        |                |            |
|--------|----------------|------------|
| BOARD: | AGENDA ITEM    | 6.D.       |
|        | DATE SUBMITTED | 02/21/2023 |
|        | MEETING DATE   | 2/27/2023  |

1. Agenda Item: Discussion and possible lease, sale or purchase of Real Property, Tract 1 and 2. (Section 551.072, T.G.C.)
2. Party Making Request: Isaac Tawil
3. Applicant:
4. Nature of Request: Discussion and possible lease, sale or purchase of Real Property, Tract 1 and 2. (Section 551.072, T.G.C.)
5. Fiscal Impact Summary:
6. Budgeted:

|               |       |                   |       |
|---------------|-------|-------------------|-------|
| Bid Amount:   | _____ | Budgeted Amount:  | _____ |
| Under Budget: | _____ | Over Budget:      | _____ |
|               |       | Amount Remaining: | _____ |
7. Routing:  
Amy Gonzalez  
Created/Initiated - 2/21/2023
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney:
11. Manager's Recommendation: