



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

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, NOVEMBER 13, 2023 – 4:00 PM
MCALLEN CITY HALL
CITY COMMISSION CHAMBERS; 3RD FLOOR
1300 HOUSTON AVENUE
MCALLEN TEXAS, 78501**

AGENDA

"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 November 13, 2023 Regular Meeting Agenda, to be discussed at such meeting.
2. MXLAN and Fiesta de Palmas Recap.
3. **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) Consideration of Economic Development Matters. (Section 551.087, T.G.C.)
 - B) Discussion and possible lease, sale or purchase of Real Property, Tract 1. (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.

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 November 10, 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

ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

1.

DATE SUBMITTED

MEETING DATE

11/13/2023

1. Agenda Item: Present questions to staff relating to the November 13, 2023 Regular Meeting Agenda, to be discussed at such meeting.
2. Party Making Request:
3. Nature of Request:
4. Routing:
Emmanuel Garcia
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

Created -



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM
DATE SUBMITTED
MEETING DATE

2.
11/07/2023
11/13/2023

1. Agenda Item: MXLAN and Fiesta de Palmas Recap.

2. Party Making Request:

3. Nature of Request:

4. Routing:

Yajaira Flores

Yajaira Flores

Isaac Tawil

Joe Vera

Created/Initiated - 11/7/2023

Approved - 11/7/2023

Approved - 11/7/2023

New -

5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:



MXLAN RECAP | THANK YOU FOR YOUR PARTNERSHIP

July 27-30, 2023 |

Mcallen,tx



MXLAN

2023

MCALLEN, TX

MXLAN Festival 2023 Overview

Thousands joined us in McAllen
Texas to celebrate young Latino
Culture through Art, Dance,
Music, Competition and More.

Visitors: 55K

4 Days of Events & Activities
Celebrating our Culture



Calenda Street Parade with Sister City: Puerto Vallarta

MXLAN WINS in 2023

Hosted **Sister City Ceremony**
with Puerto Vallarta

Main Event Concert: **Sold Out**

Neon Nights 5K Run: **Sold Out**

NEW MXLAN GALA: **Sold Out**

NEW Lucha Libre: **Max Attendance**

Live Art Projects Completed: **10**

NEW International Economic Summit
Event: **Launched Inaugural Year**



MXLAN Lucha Libre Event

MXLAN 2023

Advertising Campaign

Ad Campaign Impressions:

57.1 Million

(11.78% increase)

Social Media Ad Impressions:

10.4 million

(23.86% increase)

**Featured top influencers
in market in campaign**



Neon Nights 5K Run

The MXLAN Experience



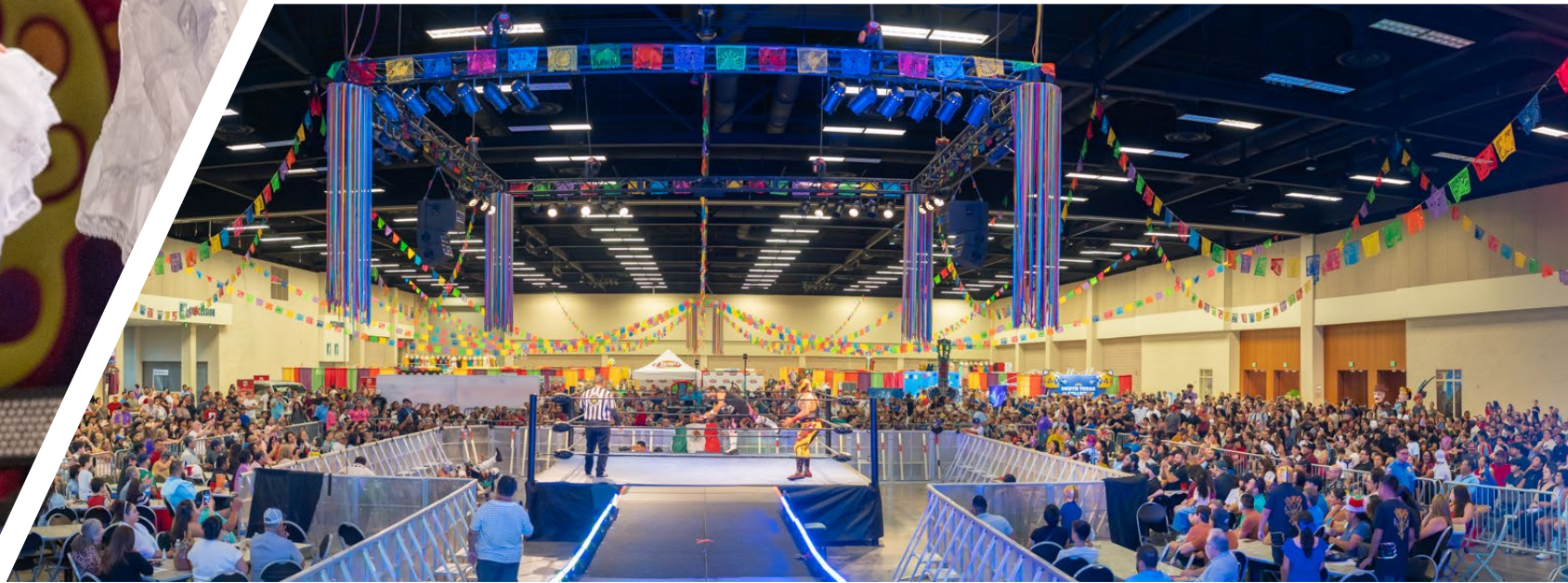
Live Art Projects: 10



The MXLAN Experience

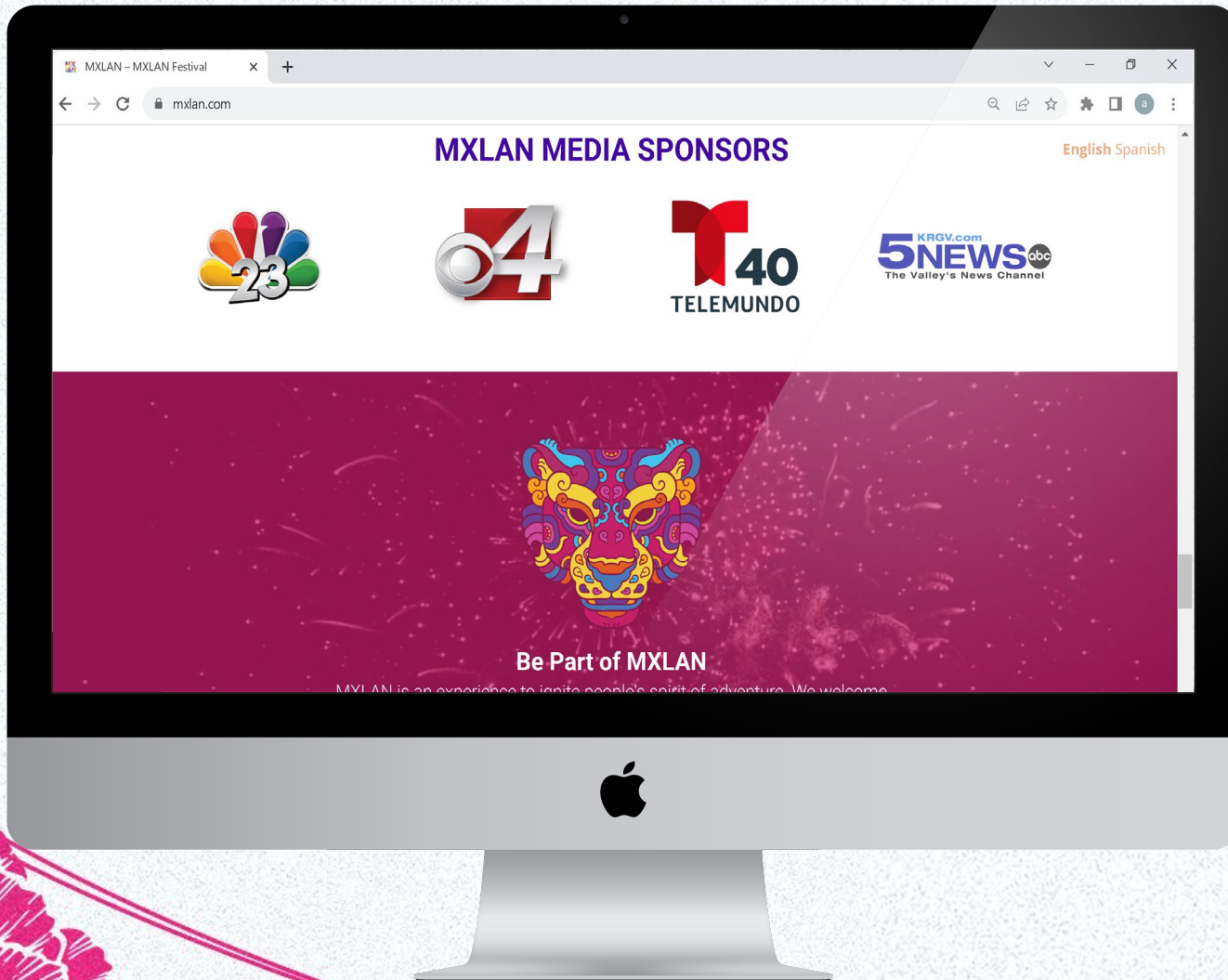


The MXLAN Experience



Website Visits

Featured on MXLAN website with
50.8K visitor sessions | 36.6k users | avg time 30 seconds



Event Ticket Link Clicks

42,056 unique clicks

MXLAN NEON NIGHTS 5K 2023

📅 May 23, 2023 5:08 PM CDT by bobpc

📊 7131 Total engagements

MXLAN LUCHA LIBRE ALL OPTIONS

📅 July 19, 2023 6:13 PM CDT by bobpc

📊 7597 Total engagements

MXLANSPIRITS

📅 June 30, 2023 11:15 AM CDT by bobpc

📊 6882 Total engagements

MXLAN Ticket Page – MXLAN 2023

📅 July 14, 2023 4:43 PM CDT by bobpc

📊 6136 Total engagements

CARLAMORRISONMXLAN

📅 June 23, 2023 11:42 AM CDT by bobpc

📊 4723 Total engagements

MXLAN 23 SABOR A MEXICO

📅 June 30, 2023 11:17 AM CDT by bobpc

📊 5963 Total engagements

MXLAN LUCHA 2023

📅 July 11, 2023 6:17 PM CDT by bobpc

📊 1058 Total engagements

MXLANSATURDAY

📅 July 13, 2023 5:03 PM CDT by bobpc

📊 1420 Total engagements

MXLANSUNDAY

📅 July 13, 2023 5:02 PM CDT by bobpc

📊 784 Total engagements

MXLAN ECONOMIC SUMMIT TICKETS

📅 July 11, 2023 8:18 PM CDT by bobpc

📊 362 Total engagements



October 20–22, 2023

EVENT RECAP | THANK YOU FOR YOUR SUPPORT





2023 Overview

Thousands joined us in McAllen
Texas to celebrate the fall season
At Fiesta de Palmas 2023

Visitors: 70K

3 Days of Events & Activities
Celebrating our Culture





Positive Impact

Total Economic Impact:
\$3.9 Million for region

**Supported: 42 Jobs with \$1.7
Million in compensation**

**\$259,936 in taxes resulted from
Event activities**





VOLADORES DE PAPANTLA



EDUFIESTA

INTERACTIVE
EDUCATIONAL
EXPERIENCES







Helping Here

PUMPKIN PATCH











BEER[°] AROUND THE WORLD

PRESENTED BY





LIVE PERFORMANCES

4 STAGES OF MUSIC & FAMILY ENTERTAINMENT



SELENA



DEPECHE
MODE



BRUNO
MARS



*tribute bands



October 20-22, 2023



ITEM SUMMARY

BOARD:	AGENDA ITEM	3.A.
	DATE SUBMITTED	
	MEETING DATE	11/13/2023

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:	_____	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:



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

3.B.

DATE SUBMITTED

MEETING DATE

11/13/2023

1. Agenda Item: Discussion and possible lease, sale or purchase of Real Property, Tract 1. (Section 551.072, T.G.C.)
2. Party Making Request: Isaac Tawil
3. Nature of Request: Discussion and possible lease, sale or purchase of Real Property, Tract 1. (Section 551.072, T.G.C.)
4. Routing:
Alma Villarreal
Isaac Tawil
Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation: