

STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF MCALLEN

The McAllen Board of Commissioners convened in a workshop on **Monday, November 13, 2023**, at 4:00 p.m., at McAllen City Hall Third Floor (3rd) Commission Chambers.

Mayor Javier Villalobos, Mayor Pro Tem Omar Quintanilla, Commissioner Antonio "Tony" Aguirre, Jr., Commissioner Joaquin Zamora, Commissioner Rodolfo "Rudy" Castillo, Commissioner Victor "Seby" Haddad, Commissioner Jose R. "Pepe" Cabeza de Vaca were present.

Also, present City Manager Roy Rodriguez, City Attorney Isaac Tawil, Assistant City Manager Michelle Rivera, Assistant City Manager Joe Vera, Assistant City Manager Jeff Johnston, and City Secretary Perla Lara.

CALL TO ORDER

Mayor Javier Villalobos called the meeting to order at 4:00 pm.

1. **PRESENT QUESTIONS TO STAFF RELATING TO THE NOVEMBER 13th REGULAR MEETING AGENDA, TO BE DISCUSSED AT SUCH MEETING.**

There were no questions relating to the regular meeting agenda.

2. **MXLAN AND FIESTA DE PALMAS RECAP.**

Staff presented on the MXLAN and Fiesta de Palmas Recap. Brief overview was discussed as follows:

MXLan Festival 2023 Overview

- 55K Visitors
- 4 Days of Events & Activities
- Hosted Sister City Ceremony with Puerto Vallarta
- Main Event Concert: Sold Out
- Neon Nights 5K Run: Sold Out
- New MXLAN GALA: Sold Out
- New Luch Libre: Max Attendance
- Live Art Projects Completed: 10
- New International Economic Summit Event: Launched Inaugural Year
- Ad Campaign Impressions: 57.1 million
- Social Media Ad Impressions: 10.4 million

Fiesta de Palmas Overview

- 70K Visitors
- 3 Days of Events & Activities Celebrating Culture
- Total Impact: \$3.9 million for region
- Supported: 42 jobs with \$1.7 million in compensation
- Voladores de Papantla
- Edufiesta: Interactive educational Experiences
- Pumpkin Patch
- Artisan Mercado
- Altar de Muertos: Community Participation
- Beer Around the World
- Live Performances: 4 Stages of Music & Family Entertainment

Comments and concerns were shared by Council. Questions were asked relating to both events. Staff answered questions posed by Council.

Mayor Javier Villalobos thanked staff for their presentation.

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.)

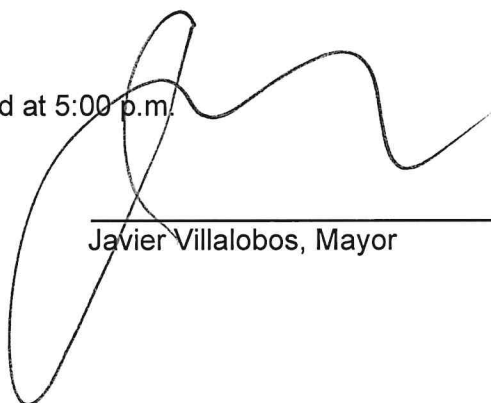
PUBLIC COMMENT: No one spoke.

ADJOURN

Without objection, the meeting was adjourned at 5:00 p.m.

Attest:

for *Diana M. Silva*
Perla Lara, TRMC/CMC, CPM
City Secretary



Javier Villalobos, Mayor