



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, MARCH 11, 2024 – 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 March 11, 2024 Regular Meeting Agenda, to be discussed at such meeting.
2. EFT's Convenience Fees / Card Processing Presentation.
3. McAllen Shines Update.
4. **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 legal issues with professional contracts. (Section 551.071, T.G.C.)
 - B) Consultation with the City Attorney regarding legal issues with contract between McAllen Independent School District and City of McAllen related to Quinta Mazatlán. (Section 551.071, T.G.C.)
 - C) Consideration of Economic Development Matters (Section 551.087, 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 8, 2024 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

3/11/2024

1. Agenda Item: Present questions to staff relating to the March 11, 2024 Regular Meeting Agenda, to be discussed at such meeting.
2. Party Making Request:
3. Nature of Request:
4. Routing:
Diana Silva
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

Created -

ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

2.

DATE SUBMITTED

MEETING DATE

3/11/2024

1. Agenda Item: EFT's Convenience Fees / Card Processing Presentation.

2. Party Making Request: Sergio Villasana

3. Nature of Request:

4. Routing:

Yvonne Pena

Created -

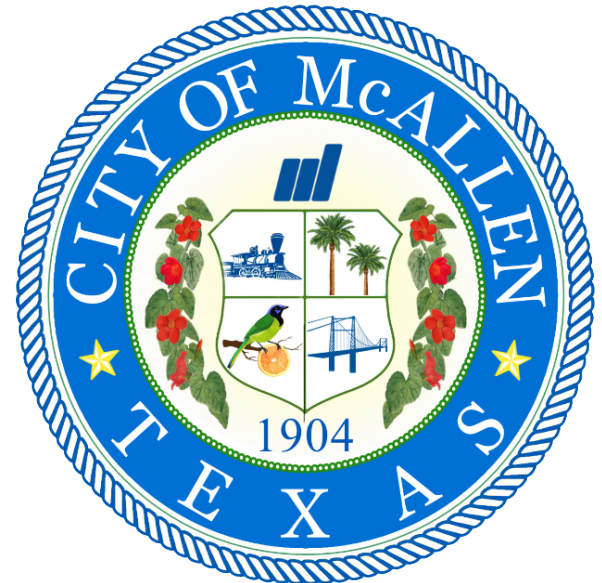
5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:

CARD PROCESSING



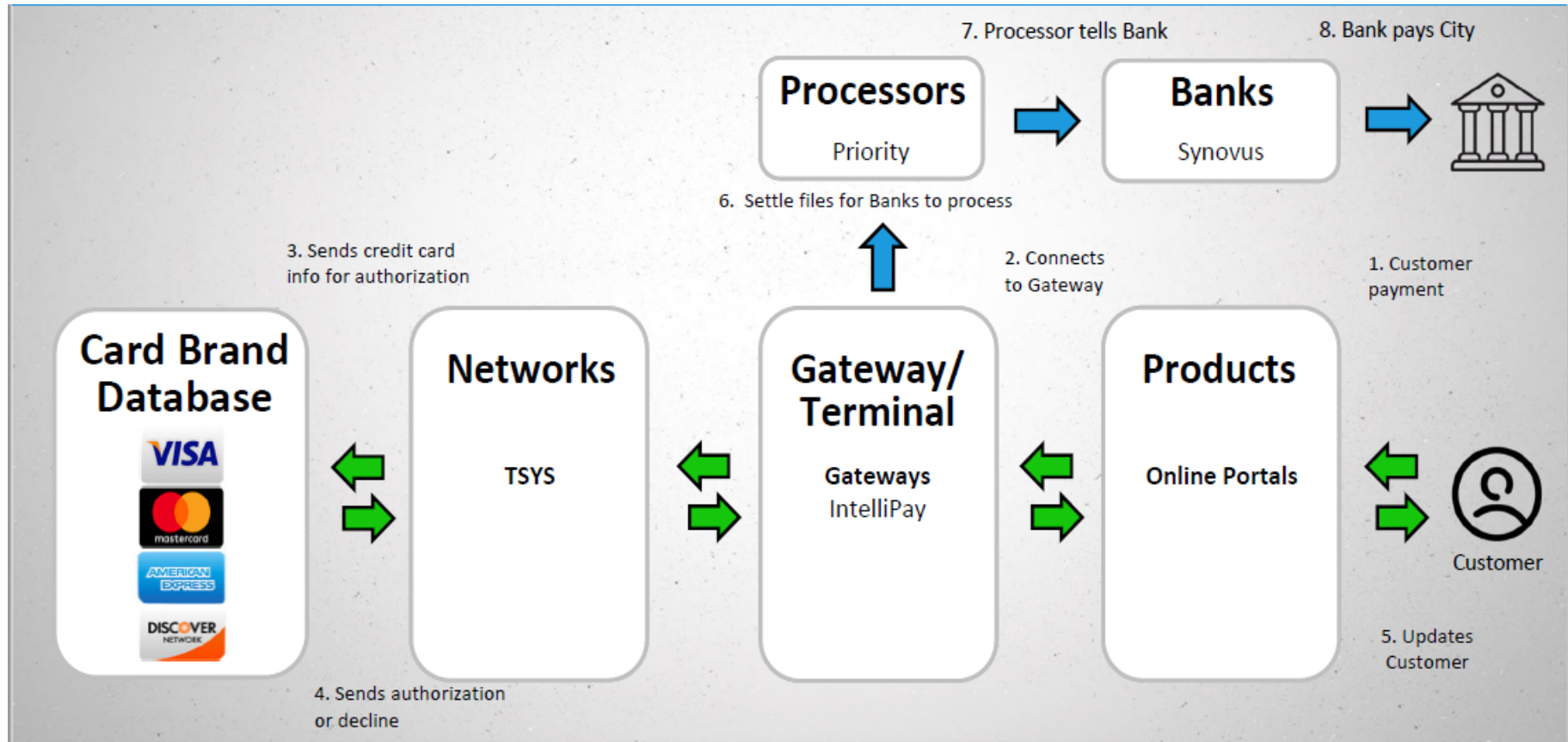
Presentation Overview

- Parties involved in card payments
- Processing Cost
- Department costs and current setup

Parties involved

- Gateways
- Processors
- Settlement Banks
- Networks
- Card Brand Database

Flow of Transaction



- Source: Casey Leloux, CEO of IntelliPay. August 2023

Processing Cost

- Per transaction fee
- Card brand fees
- Monthly Service Fee
- Terminal Fee
- Monthly PCI Fee
- Maintenance Fee
- Fees vary by card brand, card present, card not present, etc.

Processing Cost - Continued

- Various Departments paying for fee out of budget
- FY 2023 City paid \$360,260 in processing fees
- Various Departments using third party for processing payment.
 - No cost to City
 - Users of the service pay a fee
 - Fee can be a percentage or fixed dollar amount
 - Third Party collects service fee revenue and incurs all processing fees

Third Party Processor Fees

Police and Finance Department

\$3.00 per \$100.00 unless it exceeds \$500.00 then at 3%

McAllen Public Utility and Vital Statistics

\$2.75 per transaction

Tax Office- credit card fee

Transaction totaling \$100.00 or less - \$3.00

Transaction totaling \$100.01 & up - 3%

Third Party Processor Fees-continued

Tax Office eCheck Convenience Fee

Payment Amount		Service Fee
From	To	
\$ 0.01	\$ 300.00	\$ 3.00
\$ 300.01	\$ 600.00	\$ 6.00
\$ 600.01	\$ 1,000.00	\$ 8.00
\$ 1,000.01	\$ 2,000.00	\$ 10.00
\$ 2,000.01	\$ 3,000.00	\$ 12.00
\$ 3,000.01	\$ 5,000.00	\$ 14.00
\$ 5,000.01	\$ 8,000.00	\$ 16.00
\$ 8,000.01	\$ 10,000.00	\$ 18.00
\$ 10,000.01	\$ 15,000.00	\$ 20.00
\$ 15,000.01	or greater	\$ 30.00

Tax office sample

Payment Amount	3% Credit Card Fee
\$ 300	\$ 9
\$ 600	\$ 18
\$ 1,000	\$ 30
\$ 2,000	\$ 60
\$ 3,000	\$ 90
\$ 5,000	\$ 150
\$ 8,000	\$ 240
\$ 10,000	\$ 300
\$ 15,000	\$ 450
\$ 20,000	\$ 600

Questions?



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

3.

DATE SUBMITTED

MEETING DATE

3/11/2024

1. Agenda Item: McAllen Shines Update.
2. Party Making Request: Elvira Alonzo
3. Nature of Request: To provide City Commission with an update of the McAllen Shines program initiatives.
4. Routing:
Javier Zamora
Elvira Alonzo
Jeff Johnston

Created -
5. Staff Recommendation: The program objective is to educate the entire community including its residents, business owners, visitors, city departments, city employees, city advisory boards, civic organizations, church groups, McAllen schools and higher education institutes. The initiative includes developing partnerships while enhancing current partnerships to engage in McAllen Shines initiatives.

The City of McAllen will achieve success of McAllen Shines by demonstrating that our great city can be a leader in ultimate beautification of our community and have a complete focus synergy of all its population groups by participating in promoting "McAllen the Best Place to Be."
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:



Memorandum

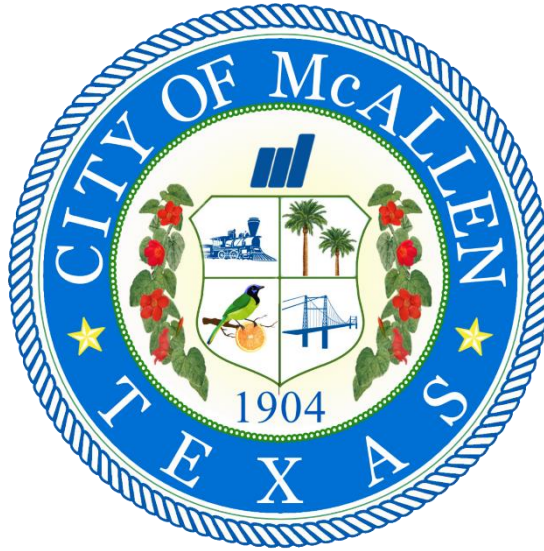
To: Roel “Roy” Rodriguez, P.E., City Manager
From: Elvira Alonzo, CPM, Director of Public Works
Date: March 6, 2024
Subject: McAllen Shines Update

GOAL: To provide City Commission with an update of the McAllen Shines program initiatives.

BRIEF EXPLANATION: The program objective is to educate the entire community including its residents, business owners, visitors, city departments, city employees, city advisory boards, civic organizations, church groups, McAllen schools and higher education institutes. The initiative includes developing partnerships while enhancing current partnerships to engage in McAllen Shines initiatives.

The City of McAllen will achieve success of McAllen Shines by demonstrating that our great city can be a leader in ultimate beautification of our community and have a complete focus synergy of all its population groups by participating in promoting “McAllen the Best Place to Be.”

cc: Jeff Johnston, CEM, Assistant City Manager



MCALLEN SHINES UPDATE



McALLEN
S H I N E S

McAllen Shines Committee Members

Elvira Alonzo, Chair

Mario Vela, Co-Chair

Members:

Jeff Johnston – Assistant City Manager

Lauren Sepulveda – Municipal Court Judge

Nancy Trevino – Director, Environmental Health and Code Compliance

Mario Delgado – Director, Transit & Down Town Services

Xochitl Mora – Director, Office of Communications

Jose Esqueda – Chief Photojournalist, Office of Communications

Denny Meline – Director, Parks & Recreation

Juan Gloria – Fire Chief

Cesar Rodriguez – Director, Strategy Management

Rebecca Olaguibel - Director, Retail & Business Development

Chris Lash – Manager, Keep McAllen Beautiful



PROPOSED METHODOLOGY

EDUCATE

DEMONSTRATE

PARTICIPATE



PHASE I: *CHANGING A CULTURE*

- I. Lead by example internal departmental campaign
- II. Meet with all City Advisory Boards
- III. Office of Communications – PSA's, Short Clips, and Social Media
- IV. Educate Elementary/Middle Schools
- V. Introduce McAllen Shines campaign at all sporting events through PSA's on video display board.
- VI. Install a McAllen Shines decal on City vehicles.
- VII. McAllen Chamber of Commerce will assist with outreach to the business community.



PHASE I: CONTINUED

Enforcement Team

- Police Department issuing citations for littering
- Support from Municipal Court Judge
- Continue to explore consequences through either punitive or incentive options

Health & Environmental Compliance

- Continue efforts to ensure the health, safety and attractiveness of our community.
- Ensure that all properties including residential and businesses comply with city ordinances.

Public Works

- Enhanced street sweeping schedule
- Execute plan for new herbicide truck routes
- Provision of initial courtesy curb appeal services
- Upgrade Sanitation Patrol App

Keep McAllen Beautiful -

- Great American Cleanup & Don't Mess with Texas Trash-Off - Scheduled for April 13, 2024
- Adopt A Park (on-going) – 15 parks adopted by 16 groups
- Beautification efforts – visiting with local businesses who are badly littered to encourage improvement
- T-shirt project – reward residents with a KMB t-shirt when spotted picking up trash



PHASE II: *Changing a Culture*

September – December 2024

- Enhance campaign by including all area schools besides MISD, such as private schools, IDEA schools, Sharyland ISD, and RGV Homeschoolers.
- Outreach to all Higher Education Institutes - STC, UTRGV, and Texas A&M
- Outreach to Civic Organizations and Church groups.
- Visit commercial establishments and create litter and beautification awareness for their store fronts and surrounding area. Encourage use of more outdoor trash cans.
- Future Partners
 - HEB
 - Wal-Mart
 - Simon Properties
 - Greater McAllen Association of Realtors
 - Hospitality Task Force - Hotel Association via CVB



McAllen Shines Educational Opportunities: MISD 20,282



MCALLEN SHINES DEPUTY OFFICIAL

This certifies the following person as a Deputy Official of the McAllen Shines Program

Deputy

*I promise to keep McAllen beautiful, to recycle, and never litter.
I will encourage my family and friends to help McAllen Shine!*

Javier Villalobos
City of McAllen Mayor



RESOURCES UPDATE

- Education,Awareness, Promoting, Marketing \$ 250,000.00 Coordinating with Marketing Coop
- Equipment –
 - Herbicide Truck \$ 150,000.00 Awarded February 26, 2024 – ETD June 2024
 - Street Sweeper \$ 350,000.00 Awarded January 22, 2024 – ETD November 2024
- ☐ Personnel
 - Heavy Equipment Operator I - \$ 48,442.00 Interviews conducted last week
 - Heavy Equipment Operator II - \$ 51,505.00 Applicant selected – Begins March 18, 2024
 - Marketing & Development Administrator - \$ 83,577.00 Applicant in background process
- Promotional Items
 - Deputizing badges - \$ 12,000.00 Ordered first 5,000 badges - \$4,150.00
 - Decals for city vehicles/businesses \$ 2,000.00 Working on order and installation





Working together for a cleaner, more beautiful McAllen.



ITEM SUMMARY

BOARD:	AGENDA ITEM	4.A.
	DATE SUBMITTED	
	MEETING DATE	3/11/2024

1. Agenda Item: Consultation with City Attorney regarding legal issues with professional contracts. (Section 551.071, T.G.C.)
2. Party Making Request:
3. Nature of Request:
4. Routing:
Amy Gonzalez Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

ITEM SUMMARY

BOARD:	AGENDA ITEM	4.B.
	DATE SUBMITTED	
	MEETING DATE	3/11/2024

1. Agenda Item: Consultation with the City Attorney regarding legal issues with contract between McAllen Independent School District and City of McAllen related to Quinta Mazatlán. (Section 551.071, T.G.C.)
2. Party Making Request: Isaac Tawil
3. Nature of Request: Consultation with the City Attorney regarding legal issues with contract between McAllen Independent School District and City of McAllen related to Quinta Mazatlán. (Section 551.071, T.G.C.)
4. Routing:
Amy Gonzalez Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:



ITEM SUMMARY

BOARD:	AGENDA ITEM	4.C.
	DATE SUBMITTED	
	MEETING DATE	3/11/2024

1. Agenda Item: Consideration of Economic Development Matters (Section 551.087, T.G.C.)
2. Party Making Request: Isaac Tawil
3. Nature of Request: Consideration of Economic Development Matters (Section 551.087, T.G.C.)
4. Routing:
Amy Gonzalez Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation: