

**STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF MCALLEN**

The McAllen Board of Commissioners convened in a workshop on **Monday, March 11, 2024**, 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 Rodolfo "Rudy" Castillo, Commissioner Victor "Seby" Haddad, Commissioner Jose R. "Pepe" Cabeza de Vaca were present.

Absent: Commissioner Joaquin Zamora

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 MAY 11th REGULAR MEETING AGENDA, TO BE DISCUSSED AT SUCH MEETING.

There were no questions relating to the regular meeting agenda.

2. EFT'S CONVENIENCE FEES / CARD PROCESSING PRESENTATION.

Staff gave an overview of the card processing including parties involved in card payments, processing cost, department costs and current setup.

Staff was available for questions and comments from Council. Questions were asked about overcharging, transactions, payment by check, credit card automatic payment method, residential, small business, limit for credit card payment and MPU transactions. Staff answered questions posed by Council.

Mayor Javier Villalobos thanked staff for their presentation.

3. McALLEN SHINES UPDATE.

Ms. Elvira Alonzo gave a McAllen Shines update and briefly reviewed the McAllen Shines Committee Members. The proposed methodology was discussed, educate, demonstrate, and participate. She mentioned working on initiatives by phases as follows:

Phase 1: Changing A Culture

- ✓ Lead by example internal departmental campaign
- ✓ Meet with all City Advisory Boards
- ✓ Office of Communications – PSA's, Short Clips, and social media
- ✓ Educate Elementary/Middle Schools
- ✓ Introduce McAllen Shines campaign at all sporting events through PSA's on video display board
- ✓ Install a McAllen Shines decal on City vehicles
- ✓ McAllen Chamber of Commerce will assist with outreach to the business community
- ✓ Enforcement Team
- ✓ Health & Environmental Compliance
- ✓ Public Works
- ✓ Keep McAllen Beautiful

Also discussed was the Phase II initiative September through December 2024:

- ✓ Enhance campaign by including all area schools besides MISD, such as private schools, IDEA schools, Sharyland IS, 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

Staff discussed resourced and updated Council on cost for education, awareness, promoting, marketing, equipment, and promotional items as follows:

✓ Educations, Awareness, Promoting, Marketing	\$250,000.00
✓ Equipment: Herbicide Truck	\$150,000.00
✓ Equipment: Street Sweeper	\$350,000.00
✓ Heavy Equipment Operator 1	\$ 48,442.00
✓ Heavy Equipment Operator II	\$ 51,505.00
✓ Marketing a& Development Administrator	\$ 83,577.00
✓ Deputizing Badges	\$ 12,000.00
✓ Decals for city vehicles/business	\$ 2,000.00

Comments and concerns were shared by Council. Questions were raised about lawncare services, code enforcement, grass growing on curb, herbicide application, herbicide trucks, expansion joint, and reduce cost.

Mayor Javier Villalobos thanked staff for their presentation.

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 THE 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 MAZATLAN. (SECTION 551.071, T.G.C.)
- C) CONSIDERATION OF ECONOMIC DEVELOPMENT MATTERS. (SECTION 551.087, T.G.C.)

PUBLIC COMMENT: No public comment.

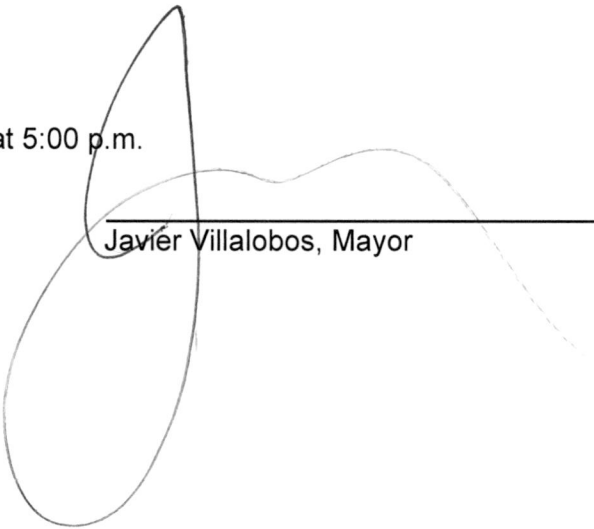
ADJOURN

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

Attest:



Perla Lara, TRMC/CMC, CPM
City Secretary



Javier Villalobos, Mayor