

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

The McAllen Board of Commissioners convened in a workshop on **Monday, April 8, 2024**, at 4:00 p.m., at McAllen City Hall Third Floor (3rd) Commission Chambers.

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

Absent: Mayor Javier Villalobos and Commissioner Rodolfo "Rudy" Castillo

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, City Secretary Perla Lara.

CALL TO ORDER

Mayor Pro Tem Omar Quintanilla called the meeting to order at 4:00 pm.

1. PRESENT QUESTIONS TO STAFF RELATING TO THE APRIL 8th REGULAR MEETING AGENDA, TO BE DISCUSSED AT SUCH MEETING.

There were no questions relating to the regular meeting agenda.

2. SOUTH POLE, MARATHON, AND HOLIDAY PARADE UPDATE.

MARATHON

Ms. Karina Jimenez presented a brief update on the McAllen Marathon Scott Crane Run. A video recap was played for council. Staff briefly touched on the 5K, 10K, Full, Half, Relay, Kid's Final Mile, and the Extra Mile.

Comments and concerns were expressed by Council. Questions were asked and staff answered questions posed by council.

Mayor Javier Villalobos thanked staff for their presentation.

SOUTH POLE ILLUMINATED FESTIVAL

Ms. Yajaira Flores presented a brief update of the South Pole Illuminated Festival highlighting the marketing, free Grupo Frontera Concert at the South Pole Illuminated Festival, and the overall event. Staff also reviewed the highlights of the events such as the Santa photos, train rides, holiday food court, south pole artisan market, holiday carnival, floats on parade exhibit, fireworks extravaganza, and interactive games.

Comments and concerns were expressed by Council. Questions were asked relating to social and digital media, sponsors, celebrities, new sponsors, new vuelta balloon spinoff, media, rebroadcast and trade agreements. Staff answered questions posed by Council.

Mayor Javier Villalobos thanked staff for their presentation.

HOLIDAY PARADE

A brief update of the McAllen Holiday Parade touching on numbers, celebrity appearances, sponsorships, campaign outreach, revenues, and expenditures.

Additionally, staff presented the economic impact analysis findings. Items discussed were attendance, demographics, marketing, and media.

Staff stated that Mr. Sai Mallapudi with UTPA Data Center was present to answer questions and share feedback.

Discussion followed about the economic impact analysis. Comments and concerns were expressed by Council and questions were answered.

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)

PUBLIC COMMENT: Ms. Cecilia Crixell

ADJOURN

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


Omar Quintanilla, Mayor Pro Tem

Attest:


Perla Lara, TRMC/CMC, CPM
City Secretary