

STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF MCALLEN

The McAllen Board of Commissioners convened in a Workshop on **Monday, February 10, 2025**, at 4:00 pm, at McAllen City Hall Third Floor (3rd) Commission Chambers.

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. Mayor Javier Villalobos, Absent.

Also, present City Manager Isaac Tawil, City Attorney Austin Stevenson, Assistant City Manager Michelle Rivera, Assistant City Manager Jeff Johnston, Assistant City Manager Juan Olaguibel, 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 FEBRUARY 10th REGULAR MEETING AGENDA, TO BE DISCUSSED AT SUCH A MEETING.

There were no questions relating to the regular meeting agenda.

2. CONSTRUCTION MANAGER AT RISK (CMAR) PRESENTATION.

Mr. Eduardo Mendoza, Engineering Director, gave a presentation on the Construction Manager At Risk (CMAR). He mentioned that the Construction Manager at Risk is a delivery method which entails a commitment by the Construction Manager to deliver the project within a Guaranteed Maximum Price (GMP) which is based on the construction documents and specifications at the time of the GMP plus any reasonably inferred items.

Staff briefly discussed the following:

- Alternative Bidding Options
- Competitive Sealed Bids
- Construction Manager at Risk
- Bidding Options
- Benefits
- Considerations
- CM at Risk Advantages
- Guaranteed Maximum Price

Comments and concerns were shared by the council. Questions were raised regarding procurement and contracts. Staff answered questions posed by Council.

Mayor Pro Tem Omar Quintanilla thanked staff for their presentation.

3. PRESENTATION ON THE CITY OF MCALLEN AND MCALLEN CHAMBER OF COMMERCE MARKETING CO-OP.

Staff updated the Council on the city of McAllen and McAllen Chamber of Commerce Marketing Co-Op. The presentation covered the explanation of collaborative Retail and Small Business promotional campaigns of the McAllen Chamber of Commerce, Visit McAllen, and the City of McAllen's Department of Retail Development. It was noted that the objective was to launch McAllen Holiday shopping tour to increase McAllen Chamber business visibility, Chamber membership, and McAllen brand awareness during holidays. Staff briefly discussed the McAllen Chamber of Commerce Holiday Shopping Tour campaign that ran from November 29, 2024, through January 4, 2025. Staff stated they are proposing a yearly campaign totaling four annual campaigns. It was reported that a total of 13 businesses launched the campaign to their customers featuring:

- Influence Visits – 4 weeks
- Social Media Videos Created on Location & Posted to all city pages
- Official Merch Giveaways in All Stores
- Customers were able to sign up to win (\$4,000 in cash prizes + mystery box)

It was noted that Retail and Small Business Promotional Campaign (SBPC), intended to showcase McAllen Chamber of Commerce members, increase foot traffic, drive sales for local merchants, and establish McAllen as a premier destination for shopping, dining, and unique experiences. Additionally, it was noted that the campaigns will highlight McAllen's events and attractions to local, regional, and international audiences. Staff highlighted the following:

- Objectives
- Marketing Co-Op
- McAllen Co-Operative Advertising
- Ad Placement & Impressions
- Social Media Page Management
- Billboard Ad Placement – Digital, Static
- Signature Events & Hotels Promoted by McAllen Co-Op

Also discussed was the Marketing Co-Op objective to increase hotel occupancy and sales tax revenue by attracting U.S. & Mexico visitors to enjoy the city of festivals, premium shopping, a fierce food scene and top hospitality. Staff briefly reviewed the McAllen Co-Op Social Media Page Management as follows:

- Visit McAllen
- McAllen Experience
- Refresh 50/50
- McAllen International Car Fest
- McAllen Convention Center
- McAllen Marathon Scott Crane Run
- McAllen Holiday Parade
- South Pole
- McAllen Chamber of Commerce
- Metro McAllen
- MXLAN
- Sunset Live
- McAllen Parks & Rec
- Fiesta de Palmas

Year Long Events to Promote Co-Op

- Christmas In The Park
- McAllen Marathon
- Car Fest
- Sunset Live
- City of McAllen 90th Annual Independence Day Celebration
- The Palms
- Taste McAllen
- Monarch Fest 2020
- McAllen Halloween Festival
- McAllen International Youth Baseball
- Illumina Fest
- South Texas Book Festival
- Arbor Day Celebration
- Texas Recycles Day

Staff stated that based on review by the McAllen Chamber, Visit McAllen and Department of Retail Development staff recommend the approval of the retail and small business promotion campaigns.

Comments and concerns were shared by the council. Questions were raised related to promotion, network, programs, outreach, team relationships, sales tax revenue, funding, and workforce development. Staff answered questions posed by Council.

Mayor Pro Tem Quintanilla thanked staff for their presentation.

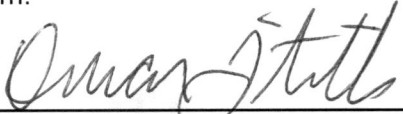
4. **EXECUTIVE SESSION, CHAPTER 551, TEXAS GOVERNMENT CODE, SECTION 551.071 (CONSULTATION WITH ATTORNEY), SECTION 551.072 (DELIBERATION REGARDING REAL PROPERTY), SECTION 551.074 (PERSONNEL MATTERS) AND SECTION 551.087 (ECONOMIC DEVELOPMENT)**
- A) **CONSIDERATION OF ECONOMIC DEVELOPMENT MATTERS. TEX GOV'T CODE §551.087.**
- B) **DISCUSSION AND POSSIBLE LEASE, SALE OR PURCHASE OF REAL ESTATE PROPERTY, TRACT 1 TEX. GOV'T. CODE 551.072.**

C) CONSULTATION WITH CITY ATTORNEY REGARDING LEGAL ASPECTS OF
CONTRACTUAL AGREEMENTS. TEX GOV'T CODE
§551.071.

PUBLIC COMMENT: Ms. Jaqueline Baez Lugo

ADJOURN

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



Mayor Pro Tem Omar Quintanilla

Attest:



Perla Lara, TRMC/CMC, CPM
City Secretary