

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

The McAllen Board of Commissioners convened in a Workshop on **Monday, June 23, 2025**, at 4:00 pm, at McAllen City Hall Third Floor (3rd) Commission Chambers.

Mayor Javier Villalobos, Mayor Pro Tem Victor “Seby” Haddad, Commissioner Antonio “Tony” Aguirre, Jr., Joaquin Zamora, Rolando “Rolly” Rios, Commissioner Rodolfo “Rudy” Castillo, and Jose R. “Pepe” Cabeza de Vaca were present,

Also, present City Manager Isaac Tawil, City Attorney Austin Stevenson, Deputy City Manager Michelle Rivera, Assistant City Manager Jeff Johnston, Assistant City Manager Juan Olaguibel, 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 JUNE 23rd REGULAR MEETING AGENDA, TO BE DISCUSSED AT SUCH A MEETING.

No questions were raised regarding the agenda for the June 23rd regular meeting.

2. McALLEN HOLIDAY PARADE AND SOUTH POLE RECAP PRESENTATION.

Staff delivered a detailed presentation on the McAllen Holiday Parade and South Pole Recap. The presentation featured a 2024 highlight video and covered various components, including:

- Press events and media coverage
- Christmas at the Park activities
- Marketing and digital media campaigns
- Capable Kids Meet and Greet
- Economic impact and demographic analysis

Key initiatives highlighted included:

- Magic of McAllen
- Fireworks Extravaganza
- Candy Land
- Driscoll Electric Parade at South Pole
- Special Attractions
- Holiday Food Market
- Valued Sponsors
- South Pole Event Overview and Strategic Goals

Staff also provided an update on demographic insights, including the top 10 markets by ZIP code, region and Designated Market Area (DMA). It was noted that McAllen ISD is responsible for maintaining School Zone features, while McAllen Parks & Recreation oversees City School Park elements.

Following the presentation, Council members engaged in a discussion and posed several questions, all of which were addressed by staff. Mayor Javier Villalobos expressed his gratitude to the team for their thorough and informative report.

At 4:48 pm. Mayor Javier Villalobos recessed the meeting to convene in the executive session, noting that any action resulting from the session would be addressed during the regular meeting.

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) DELIBERATION REGARDING CRITICAL INFRASTRUCTURE FACILITY. TEX. GOV’T. CODE §551.0761.**
- B) CONSULTATION WITH CITY ATTORNEY REGARDING LEGAL ASPECTS OF SPECIAL EVENTS. GOV’T. CODE §551.071.**

**C) DISCUSSION AND POSSIBLE LEASE, SALE OR PURCHASE OF REAL PROPERTY,
TRACT 1. GOV'T. CODE §551.072.**

PUBLIC COMMENT: No public comment.

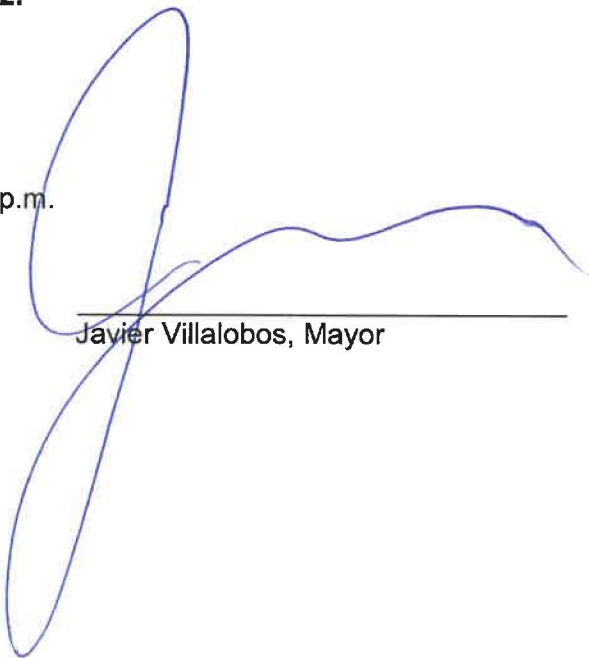
ADJOURN

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

Attest:



Perla Lara, TRMC/CMC, CPM
City Secretary



Javier Villalobos, Mayor