



Mayor Javier Villalobos
Mayor Pro Tem/Commissioner Victor "Seby" Haddad
Commissioner Tony Aguirre, Jr.
Commissioner Joaquin Zamora

Commissioner Rolando "Rolly" Rios
Commissioner Rodolfo "Rudy" Castillo
Commissioner Pepe Cabeza de Vaca
City Manager Isaac J. Tawil

**NOTICE OF WORKSHOP TO BE HELD BY THE
MCALLEN BOARD OF COMMISSIONERS
MONDAY, FEBRUARY 9, 2026 – 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 February 9, 2026 Regular Meeting Agenda, to be discussed at such meeting.
2. Presentation of Film Friendly Texas Certification.
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) Consultation with City Attorney regarding pending litigation. Tex. Gov't. Code §551.071.
 - B) Consideration of Economic Development matters. Tex. Gov't. Code §551.087.
 - C) Consultation with City Attorney regarding legal aspects of enacted legislation. Tex. Gov't. Code §551.071.

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 above notice of meeting and agenda for the City of McAllen Board of Commissioners is a true and correct copy and that I posted a true and correct copy of said notice of meeting and agenda for the City of McAllen Board of Commissioners on February 3, 2026 on the bulletin board in the municipal building, a place readily accessible to the general public at all times for at least three business days before the scheduled date of the 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

2/9/2026

1. Agenda Item: Present questions to staff relating to the February 9, 2026 Regular Meeting Agenda, to be discussed at such meeting.
2. Party Making Request:
3. Nature of Request:
4. Routing:
Leslie Salinas
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

2/9/2026

1. Agenda Item: Presentation of Film Friendly Texas Certification.

2. Party Making Request:

3. Nature of Request: Governor- Film Friendly Texas certification.

4. Routing:

Crystal Montano

Created -

5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:



FILM FRIENDLY

Texas Certification



WHY THIS MATTERS TO THE CITY



Signals McAllen is Open for Business

Positions the city as organized, responsive, and film-ready to outside investment.



Supports Local Economic Activity

Generates hotel stays, restaurant traffic, and local vendor spending.



Strengthens Tourism & City Branding

National and international media exposure reinforces McAllen's image as a destination city.



Low Cost, Staff -Led Certification

No new funding required; managed within existing staff capacity.



Keeps City Authority Intact

Certification does not obligate approvals or limit city discretion.

WHAT IS FILM FRIENDLY TEXAS & WHAT IT SIGNALS TO INDUSTRY

Film Friendly Texas is a statewide certification program administered by the Texas Film Commission that helps cities demonstrate readiness for film, television, and digital media production.



State -Led Certification

Administered by the Texas Film Commission.



Industry Signal of Readiness

Indicates the city is organized and production-ready.



Statewide Production Network

Connects McAllen to Texas' official film ecosystem.

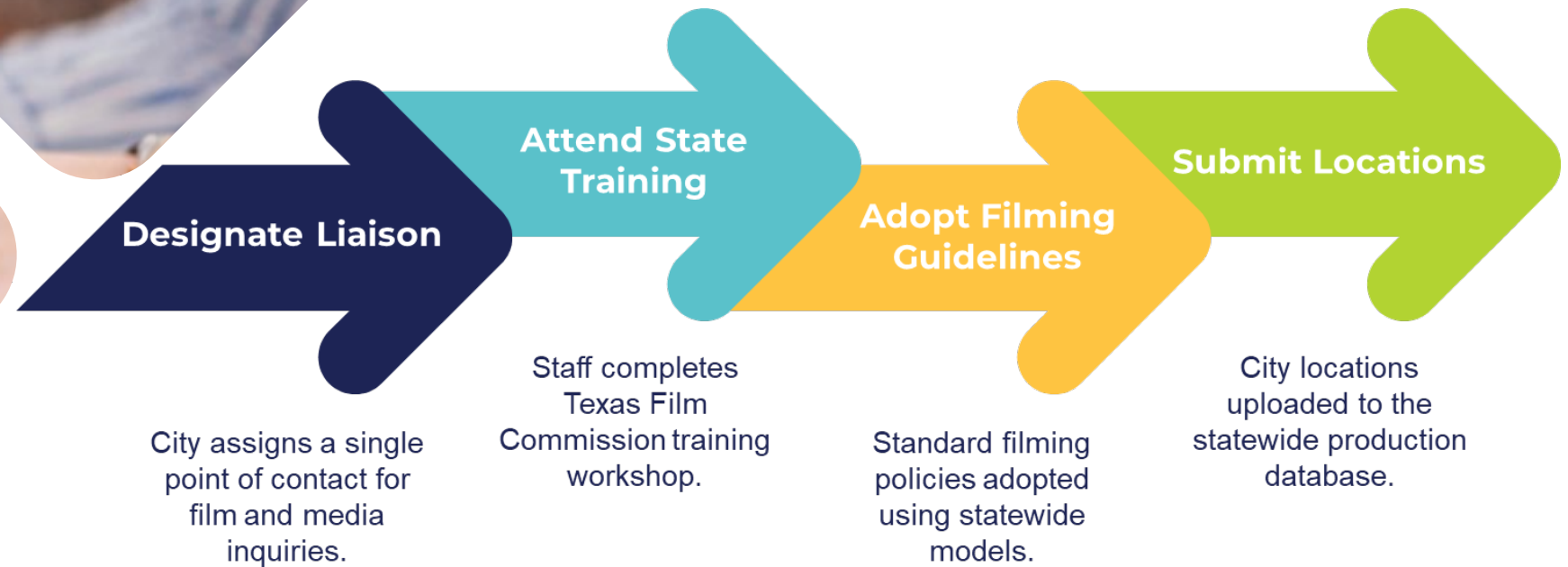


Used by Producers

A standard credential considered during site selection.

CERTIFICATION PROCESS STAFF-LED

Lorem ipsum dolor sit amet, consectetur adipiscing elits sed do eius mod tempor incididunt ut labore et dolore.



FILM LOCATION DATABASE

Real McAllen Locations

- Avoid glamour shots
- Think realistic, scout-friendly visuals





ECONOMIC & COMMUNITY IMPACT



Hotel &
Visitor
Spending



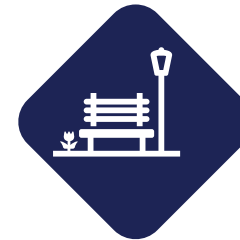
Local
Vendors &
Workforce



National
Exposure



Tourism
Promotion



Community
Profile



City Brand
Strength

GOVERNANCE, FISCAL & LEGAL ALIGNMENT

This certification increases visibility and readiness without changing city authority, budgets, or approval processes.



Financial Neutrality

- No city funding required
- No incentives or tax abatements



Local Authority Preserved

All filming permits remain under city control.



No Approval Obligation

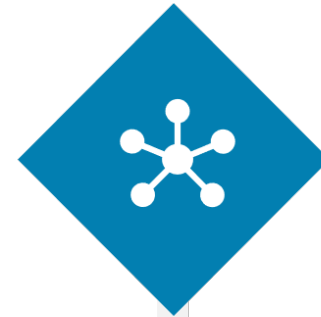
Certification does not require accepting or approving projects.

NEXT STEPS



Complete Certification

Staff-led process to finalize Film Friendly Texas requirements and designation.



Add City to State Database

McAllen locations submitted to the Texas Film Commission production database.



Commission Updates as Needed

Commission informed only if film or media projects move forward.





VISIT
McAllen

THANK YOU

Leigh Wooldridge
Vice President
McAllen CVB



ITEM SUMMARY

BOARD:	AGENDA ITEM	3.A.
	DATE SUBMITTED	
	MEETING DATE	2/9/2026

1. Agenda Item: Consultation with City Attorney regarding pending litigation. Tex. Gov't. Code §551.071.
2. Party Making Request:
3. Nature of Request:
4. Routing:
Crystal Montano
Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:



ITEM SUMMARY

BOARD:	AGENDA ITEM	3.B.
	DATE SUBMITTED	
	MEETING DATE	2/9/2026

1. Agenda Item: Consideration of Economic Development matters. Tex. Gov't. Code §551.087.

2. Party Making Request:

3. Nature of Request:

4. Routing:	
Crystal Montano	Created -

5. Staff Recommendation:

6. Advisory Board:

7. City Attorney:

8. Manager's Recommendation:



ITEM SUMMARY

BOARD:

AGENDA ITEM

3.C.

DATE SUBMITTED

MEETING DATE

2/9/2026

1. Agenda Item: Consultation with City Attorney regarding legal aspects of enacted legislation. Tex. Gov't. Code §551.071.
2. Party Making Request:
3. Nature of Request:
4. Routing:
Crystal Montano Created -
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation: