

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

The McAllen Board of Commissioners convened in a Workshop on **Monday, November 26, 2018** at 3:30 pm, at McAllen City Hall Third Floor (3rd) Commission Chambers, with the following present:

Mayor Jim Darling, Mayor Pro Tem Aida Ramirez, Commissioner Javier Villalobos, Commissioner Omar Quintanilla, Commissioner Joaquin Zamora, Commissioner John Ingram and Commissioner Veronica Whitacre

Absent: Commissioner Joaquin Zamora

Staff: City Manager Roy Rodriguez, City Attorney Kevin Pagan, Assistant City Manager Michelle Rivera, Assistant City Manager Jeff Johnston, Assistant City Manager Joe Vera, City Engineer Yvette Barrera, Chief Victor Rodriguez and City Secretary Perla Lara

CALL TO ORDER

Mayor Jim Darling called the meeting to order.

1. PRESENT QUESTIONS TO STAFF RELATING TO NOVEMBER 26, 2018 REGULAR MEETING AGENDA, TO BE DISCUSSED AT SUCH MEETING.

There were no questions related to the Regular Meeting Agenda.

2. DISCUSSION OF TAX RATE IMPACT ANALYSIS.

Ms. Anne Burger Entrekin with Hilltop Securities briefly reviewed the Tax Rate Impact Analysis and reported on the following:

- Fed Fund Target Rate History as of November 2018
- Municipal Market Data Movement since 2018
- Municipal Credit Spreads as of November 16, 2018
- Comparison of Municipal Issuance 2015 through October 2018
- Projected Tax Rate Impact Market Interest Rates
- Projected Breakeven Analysis

Proposed timetable of events was also reviewed as follows:

- November 13, 2018 Distribute 1st draft of Preliminary Official Statement
- November 7 & 8 FOMC Meeting
- November 20, 2018 Comments due on 1st draft of POS
- November 21, 2018 Distribute 2nd draft of POS
- November 28, 2018 Send POS to Fitch and S&P
- December 10, 2018 Conference Calls with Fitch and S&P
- December 19, 2018 Comments due on final draft of POS
- January 3, 2019 Due Diligence Call
- January 7, 2019 Post the POS on i-Deal Prospectus for electronic distribution
- January 14, 2019 Negotiated Bond Sale
- January 31 & Feb 1 FOMC Meeting
- February 12, 2019 Delivery of bond proceeds

Discussion ensued. Comments and concerns were shared by the Mayor and City Commission. Questions were asked relating to: 1) Market Rates and 2) Timetable. Staff answered questions posed by the Mayor and City Commission.

Mayor Jim Darling thanked staff for their presentation.

3. DISCUSSION OF CITY OF MCALLEN AND CHAMBER OF COMMERCE/CVB MARKETING COOP.

Staff gave an update of the City of McAllen and Chamber of Commerce/CVB Marketing CoOp. Staff mentioned that the participants were made up of the following departments:

- McAllen International Airport

- McAllen International Bridge System
- McAllen Convention Center
- McAllen Metro
- Public Works
- Retail Development
- McAllen EB-5 Regional Center
- Visit MvAllen (CVB)
- Parks & Recreation
- Office of Communications

Staff also reviewed the participants budget and expenses. An overview was presented as it related to the campaign goals & style, results and how campaign plans moving forward in 2019.

Additionally, the design and brand guidelines for “I Know A Place. McAllen, Tx” was discussed as follows:

- People, Places & Things
- Our Audience
- Our Character
- I Know A Place Getaways
- Visitmcallen.com & Social Media Presence
- Voice & Copy
- Film & Photography
- Campaign Logo and Pattern

A discussion ensued. Comments and concerns were shared by the Mayor and City Commission. Questions were raised as to: 1) Sports Tourism, 2) Winter Texans Marketing, 3) Advertising, 4) CVB, 5) Hotel Occupancy, 6) Mexico Social Media and 7) Advertising/Safety in McAllen. Staff answered questions posed by the Mayor and City Commission.

Mayor Jim Darling thanked staff for their presentation.

4. STATUS UPDATE ON WISCONSIN AVENUE CONSTRUCTION FROM 10TH STREET TO MAIN STREET.

Said item was not addressed.

5. PROJECT STATUS REPORT THROUGH OCTOBER 31, 2018.

Said item was not addressed.

6. SUBDIVISION MONTHLY REPORT ENDING OCTOBER 31, 2018.

Said item was not addressed.

7. STATUS REPORT ON PARKS & RECREATION PROJECTS.

Said item was not addressed.

8. 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)

On behalf of the Presiding Officer, City Attorney recommended recessing into Executive Session pursuant to Chapter 551, Texas Government Code, Section 551.071 Consultation with Attorney on Items 8A, 8B and 8C.

Commissioner Omar Quintanilla moved to accept the recommendation for the basis of the discussion in Executive Session under the section cited by the City Attorney. Mayor Pro Tem Aida Ramirez seconded the motion. The motion carried unanimously by those present.

Mayor Jim Darling recessed the meeting at 4:25 pm to go into Executive Session and stated that any action would be taken at the Regular City Commission Meeting.

- A) CONSULTATION WITH CITY ATTORNEY REGARDING LEGAL ISSUE RELATED TO THE MCALLEN PUBLIC SAFETY BUILDING PARKING GARAGE. (SECTION 551.071, T.G.C.)
- B) DISCUSSION AND POSSIBLE LEASE, SALE OR PURCHASE OF REAL PROPERTY; TRACT 1. (SECTION 551.071, T.G.C.)
- C) CONSIDERATION OF ECONOMIC DEVELOPMENT MATTERS. (SECTION 551.087, T.G.C.)

PUBLIC COMMENT SESSION: No public comment.

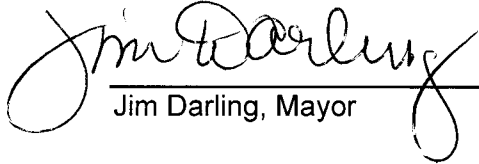
ADJOURNMENT

There being no other business to come before the Commission, the meeting was adjourned at 4:25 p.m.

Attest:



Perla Lara, TRMC/CMC, CPM
City Secretary



Jim Darling, Mayor