

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

The McAllen Board of Commissioners convened in a Workshop on **Friday, February 28** and **Saturday, February 29, 2020** at 8:00 am at Courtyard South Padre Island, with the following present:

Mayor Jim Darling, Commissioner Javier Villalobos, Commissioner Joaquin Zamora, Commissioner Omar Quintanilla, Commissioner Tania Ramirez, Commissioner Victor "Seby" Haddad and Mayor Pro Tem Veronica Whitacre

Staff: City Manager Roy Rodriguez, City Attorney Kevin Pagan, Assistant City Manager Michelle Rivera, City Secretary Perla Lara, Yvette Barrera City Engineer

CALL TO ORDER

Mayor Jim Darling called the meeting to order.

1. DISCUSSION OF OVERALL GOALS AND VISION FOR CITY OF MCALLEN.

Staff reviewed and identified several goals for the City of McAllen. Staff also introduced the facilitators, Mr. Ross Adams and Brian Godinez that would facilitate some board networking. Mr. Ross Adams led the Mayor and City Commission in some networking exercises with emphasis on teamwork and problem-solving styles. Each group discussed their advantages and disadvantages.

Mr. Brian Godinez discussed with Mayor and City Commission opportunities and goals and outlined additional ideas that were added to lists. A lengthy discussion ensued related to top ideas. Mayor and City Commission touched on the goals and objectives as follows:

BIG IDEAS 2020:

- Mix Use Development Master Plan
- Smart City Technology
- Equalize Tax Base
- Develop a Hub status
- Regional Animal Intake Facility
- Attract High End Retail
- City Wide LED Lighting
- Revitalize All Districts
- Quad Cities
- New Sources of Revenue – i.e. fiber
- Greatly Expand our Museum(s)
- Rename & Expand Golf Course
- Development of Civic Center Site
- McAllen Mobility Plan E-W Corridors
- Widen 23rd/10th South
- Develop New Manage Growth Plan
- Increase Voter Turnout
- Green Space Master Plan
- Implementation of Downtown Wish List
- Improve Water Quality-Taste
- Expand Number of Airlines
- More Public Art
- Establish McAllen's Identity
- Professional Athletics
- Soccer Park in South
- Bring in Theme Park
- Keep City Cleaner
- Big Idea Retreat
- Annexation Incentives

- Regional Vision Retreat/City(s)
- Pro-Growth & Maintain Tax Rate
- Recycled Water Expansion
- Practice Facilities
- Improve Las Palmas C.C.
- Attacking Illegal Dumping
- More Collaboration w/ MISD, County/Cities
- Create NW Expressway
- Refresh Urban Development
- Fortune 500 HQ
- Inclusive Parks
- Park in South McColl Park
- Establish/ Implement New Economic Development Plan
- Renovate South Bicentennial Corridor
- Natatorium
- West/East Trail
- Promote Local Food Vendors
- McAllen Representative on County Commission Court
- Quinta-Done
- Boeye Reservoir Development
- EB-5 Program Use
- Zoo

A networking session took place and Mayor and City Commission reviewed and prioritized ideas in groups of top priorities. The following are the big ideas that were not included in the top 18:

BIG IDEAS NOT INCLUDED IN TOP 18

- Equalize Tax Base
- Develop a Hub Status
- Quad Cities
- New Sources of Revenue – I.E. Fiber
- Widen 23rd / 10th South
- Increase Voter Turnout
- Implementation of Downtown Wish List
- Improve Water Quality-Taste
- Establish McAllen's Identity
- Professional Athletics
- Soccer Park in South
- Bring in Theme Park
- Keep City Cleaner
- Big Idea Retreat
- Annexation Incentives
- Regional Vision Retreat/City(s)
- Recycled Water Expansion
- Practice Facilities
- Improve Las Palmas Community Center
- Attacking Illegal Dumping
- More Collaboration w/MISD, County/Cities
- Create North West Expressway
- Refresh Urban Development
- Park in South McColl
- Renovate South Bicentennial Corridor
- West / East Trail
- Promote Local Food Vendors
- McAllen Representative on County Commission Court
- Quinta Done
- Boeye Reservoir Development
- EB-5 Program Use
- Zoo

RECESSED

Mayor Jim Darling recessed the meeting at 5:00 pm and announced that the workshop would reconvene on Saturday, February 28, 2020 at 8:00 am.

RECONVENED

Mayor Jim Darling reconvened the meeting at 8:00 am on Saturday, February 29, 2020. The following were present:

Mayor Jim Darling, Commissioner Javier Villalobos, Commissioner Joaquin Zamora, Commissioner Omar Quintanilla, Commissioner Tania Ramirez, Commissioner Victor “Seby” Haddad and Mayor Pro Tem Veronica Whitacre

Staff: City Manager Roy Rodriguez, City Attorney Kevin Pagan, Assistant City Manager Michelle Rivera, City Secretary Perla Lara, Yvette Barrera City Engineer

Mayor and City Commission reviewed the following action plans:

ACTION PLAN: More Public Art
LEADER: Commissioner Veronica Whitacre
ACTION:

- Partnership w/IMAS
- Report what we are already doing
- Fill Gaps

WHEN: Ongoing
COST: To Be Determined
FUNDING: General Fund / Grants

ACTION PLAN (Executive Session): Boeye Reservoir
LEADER: Commissioner Omar Quintanilla

ACTION: To be determined
WHEN: To be determined
COST: To be determined
FUNDING: To be determined

ACTION PLAN: Expand Museum (IMAS)
LEADERS: Commissioner Omar Quintanilla and Commissioner Veronica Whitacre
ACTION:

- Get involved with current IMAS Expansion
- Determine how city get involved

WHEN: 0 – 1 Year
COST: >\$1,000,000.00
FUNDING: Development Corporation

ACTION PLAN: Develop Civic Center
LEADER: Commissioner Veronica Whitacre
ACTION: Meet with Simon in May and get movement

WHEN: To be determined
COST: To be determined
FUNDING: To be determined

ACTION PLAN: Attract High End Retail (Retention)
LEADERS: Commissioner Omar Quintanilla & Commissioner Victor “Seby” Haddad
ACTION:

- Expand to all Retail
- Attend ICSC May
- Expand Recruitment
- Determine Incentives

WHEN: 0 – 1 Year
COST: To Be Determined
FUNDING: Development Corporation

ACTION PLAN: City Wide LED Lightning

LEADER: Commissioner Tania Ramirez

ACTION:

- Prioritization of Sites
- Funding

WHEN: Ongoing

COST: \$300,000.00 Year

FUNDING: CIP

ACTION PLAN (Executive Session): Expansion of Airlines/Services/Routes

LEADERS: Commissioner Joaquin Zamora and Commissioner Tania Ramirez

ACTION: To be determined

WHEN: To be determined

COST: To be determined

FUNDING: To be determined

ACTION PLAN (Executive Session): Smart City Technology

LEADER: Mayor Jim Darling

ACTION: Develop a Business Plan

WHEN: To be determined

COST: To be determined

FUNDING: To be determined

ACTION PLAN: Fortune 500 H.Q.

LEADERS: Commissioner Omar Quintanilla & Mayor Jim Darling

ACTION:

- Redirect MEDC to focus on Fortune 500 Strategies
- Work on County Involvement with State
- Note: Commissioner Quintanilla is on Economic Development Board

WHEN: 0 – 1 Year

COST: Policy Driven

FUNDING: Fund Recruitment

ACTION PLAN: Rename & Expand Golf Course

LEADER: Commissioner Tania Ramirez

ACTION:

- Rename & Rebrand
- Expand the Golf Course

WHEN: 0 – 3 Years (Ongoing)

COST: >\$3,000,000.00

FUNDING: Development Corporation

ACTION PLAN: Establish Economic Development Plan

LEADER: Mayor Jim Darling

ACTION:

- Mayor will lead framework for City Commission
- Workshops at Budget

WHEN: 0 -1 Year

COST: To Be Determined

FUNDING: To Be Determined

ACTION PLAN: Natatorium

LEADER: Commissioner Veronica Whitacre

ACTION: Determine if there is a need

WHEN: 3 Years + (If?)

COST: \$20,000,000.00

FUNDING: To Be Determined

ACTION PLAN: Inclusive Parks (ADA | Disabilities | Healthy

LEADER: Commissioner Tania Ramirez
ACTION:

- Focus on Parks next to Schools (50+)
- Prioritize Parks next to Elementary Schools / MISD Schools / HEB / Capable Kids

WHEN: 0 – 1 Year (Ongoing)
COST: To Be Determined
FUNDING: Multiple Sources

ACTION PLAN: Pro-Growth & Maintain Tax Rate
LEADER: Commissioner Javier Villalobos
ACTION:

- Discussion at Budget Time
- Live within our means of 3 ½%

WHEN: Next Budget Workshop
COST: Policy Driven
FUNDING: To be determined

ACTION PLAN: Animal Intake
LEADERS: Commissioner Victor “Seby” Haddad and Commissioner Tania Ramirez
ACTION: Conduct a Study / Plan with LRGVDC Coalition

WHEN: 0 – 1 Year
COST: <\$50,000.00 – August 2021
FUNDING: CDG / McAllen CIP

ACTION PLAN: Revitalizing Districts
LEADERS: Commissioner Javier Villalobos and Commissioner Joaquin Zamora
ACTION:

- Focus on Sidewalks
- Prioritize where the biggest impact will take place on southside

WHEN: 0 – 1 Years (Ongoing)
COST: > \$20,000,000.00
FUNDING: External

ACTION PLAN: McAllen Mobility Plan
LEADERS: Mayor Jim Darling and Commissioner Joaquin Zamora
ACTION:

- Update Thoroughfare Plan
- Plan for Reduction of Truck Traffic
- Merge with MPO Plan
- Match Comprehensive Plan

WHEN: 0 – 1 Year
COST: \$3,000,000.00
FUNDING: CIP

ACTION PLAN: Mixed Use Development Plan
LEADER: Commissioner Victor “Seby” Haddad
ACTION:

- Updated with the Comprehensive Plan
- Get with Developers to be included

WHEN: 0 – 1 Year
COST: \$300,000.00
FUNDING: CIP

It was the consensus of the City Commission to schedule follow-up retreat to review goals and accomplishments.

2. 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.)

No action.

ADJOURNMENT

There being no other business to come before the City Commission the meeting was adjourned at 12:00 p.m.


Jim Darling, Mayor

Attest:

Perla Lara, TRMC/CMC, CPM
City Secretary