

**NOTICE OF REGULAR MEETING  
MISSION ECONOMIC DEVELOPMENT CORPORATION  
MARCH 1, 2023      4:00 PM  
CENTER FOR EDUCATION AND ECONOMIC DEVELOPMENT**

**PRESENT:**

Richard Hernandez, President  
Jose G. Vargas, Vice President  
Deborah Cordova, Secretary  
Estella Saenz, Treasurer  
Noel Salinas  
Carl Davis  
Mayor Norie Gonzalez Garza

**ABSENT:**

**ALSO PRESENT:**

Eugene Vaughan, JGKL LLP  
Yaw Sam, Brand Geniuz  
Angel Valenciana, Brand Geniuz  
Stephanie Mendiola, Brand Geniuz  
Daniel Garcia, Brand Geniuz  
Ron Garza, UTRGV  
Linda Ufland, UTRGV  
Derrick D'Acolatze, My Influence

**STAFF PRESENT:**

Tecló J. Garcia, Chief Executive Officer  
Joel Garza, Chief Operating Officer  
Stephanie Palacios, Financial Officer  
Judy Vega, Executive Assistant  
Randy Perez, City Manager  
Angie Vela, Finance Director  
Ezeiza Garcia, Assistant Finance Director  
Cristian Garza, Accountant

**1. Call to Order and Establish Quorum**

Executive Assistant Judy Vega confirmed a quorum was present. After establishing a quorum of the Board of Directors, President Richard Hernandez called the meeting to order at 4:05 PM

**2. Approval of Minutes: Meeting of January 25, 2023**

There being no corrections or additions, Carl Davis moved for approval of the meeting minutes of January 25, 2023 as presented. Motion was seconded by Vice President Jose G. Vargas and approved 6-0.

**3. Acceptance of Financial Statements: Unadjusted Financial Statement for November 2022**

Finance Director Angie Vela presented and recommended approval of the unadjusted financial statement for November 2022.

Secretary Deborah L. Cordova moved for approval of the unadjusted Financial Statement for November as presented. Motion was seconded by Treasurer Estella Saenz and approved 6-0.

**4. Acceptance of Quarterly Report of Investments for the Quarter ending December 31, 2022 and Interest Earned for Three Months Ending December 31, 2022.**

Finance Director Angie Vela presented and recommended approval of the Quarterly Report of Investments for the Quarter ending December 31, 2022 and Interest Earned for Three Months ending December 31, 2022. Ms. Vela said there were no increases or decreases in the investment balances for this quarter, leaving an outstanding balance of \$499,000 for investments for the quarter, with \$99.98 interest earned on all funds year-to-date. President Richard Hernandez requested an update on the Corporation's audit. Ms. Vela mentioned that the basic financial statements had been completed; however, a new rule this fiscal year, GASB Rule 87, which deals with rental lease regulations, has impacted the Corporation. Ms. Vela reported that the required information (calculations) had been submitted to the auditors and that it is under review for any changes or recommendations. She also mentioned that due to the EDA grant that Mission EDC accepted, a single audit for MEDC will be conducted, a requirement for any organization that accepts federal grants of over \$750,000. In this case, the Wagner Peyser and the EDA grants amount to almost \$2M, combined. Ms. Vela said the audit is almost finalized and will be sent to the Board before the next meeting for their review. No further comments were made.

Vice President Jose G. Vargas moved for approval of the Quarterly Report of Investments for the Quarter ending December 31, 2022 and Interest Earned for Three Months Ending December 31, 2022. Motion was seconded by Carl Davis and approved 6-0.

**5. Deliberation and possible action to approve Invoice #10 from the City of Mission in the amount of \$159,770.55 related to an EDA grant**

Assistant Finance Director Ezeiza Garcia presented and recommended the approval of Invoice #10 from the City of Mission in the amount of \$159,770.55 related to an EDA grant. Ms. Garcia said that the total reimbursable amount is \$3,750,000. Total payments made are \$3,066,626.74. Total reimbursed is \$2,906,856.19, leaving a difference of \$159,770.55, the total for this invoice.

Vice President Jose G. Vargas moved to approve Invoice #10 from the City of Mission in the amount of \$159,770.55 related to an EDA grant. Motion was seconded by Treasurer Estella Saenz and approved 6-0.

**6. Deliberation and possible action to authorize CEO to purchase furniture for the CEED Building in an amount not to exceed \$60,000**

CEO Teclo J. Garcia said that more furniture is needed in the CEED building for two new tenants that have signed rental leases. Some furniture in the building has been relocated to temporarily accommodate the tenants due to some of the selected furniture being delayed either because it is out of stock or due to delivery constraints. Mr. Garcia also mentioned that some pieces also need to be replaced due to wear and tear as they have been in place for seven (7) years. Some furniture has held up well, but some new and some replacements need to be purchased. Mr. Garcia also mentioned that upon approval, this request will also be on the next City Council meeting agenda as a consent agenda item. He is requesting authorization.

Mayor Norie Gonzalez Garza joined the meeting at 4:18 PM.

Carl Davis moved to authorize the CEO to purchase furniture for the CEED Building in an amount not to exceed \$60,000. Motion was seconded by Treasurer Estella Saenz and approved 7-0.

At 4:20 PM, President Richard Hernandez announced a recess. At 4:30 PM, President Richard Hernandez called the meeting to order with a full quorum present.

**7. Deliberation and possible action to authorize CEO to negotiate and enter into a contract with UTRGV for its programs and services for entrepreneurs and Mission-area small businesses**

CEO Teclo J. Garcia introduced this item by saying that UTRGV is expanding their small business development center outreach efforts and has expressed an interest in having a regional hub office in the CEED building. He introduced Ron Garza, Associate Vice President with the Office of Workforce & Economic Development. Mr. Garza gave a brief presentation on the types of services they will be providing and explained that these services are grant-funded with no cost to recipients. The services include small business training, economic development technical assistance, and support businesses for clients wishing to expand in the Mission area. MEDC will pay UTRGV a total of \$80,700 (payable quarterly for 12 months) beginning April 1, 2023 and ending March 31, 2024. UTRGV will employ staff to operate and coordinate services provided at the UTRGV's Regional Hub. Mr. Garza said that they plan on moving in by May 1, 2023 instead of April 1<sup>st</sup> in order to allow time to hire their staff. He mentioned the possibility of committing Mission EDC to a three-year commitment, but after discussing the terms, the contract will be renewed each year. CEO Teclo Garcia said that funding was available for one year, and that preceding years will be committed upon availability of funds.

Mayor Norie Gonzalez Garza moved to authorize the CEO to negotiate and enter into a contract with UTRGV for its programs and services for entrepreneurs and Mission-area small businesses. Motion was seconded by Vice President Jose G. Vargas and approved 7-0.

**8. Deliberation and possible action to authorize MEDC staff to publish a Notice of Intention to Undertake a Project or Projects for FY 2022-2023, and schedule a Public Hearing for March 29, 2023, related to said projects**

Mr. Garcia said that this item is related to an economic incentive for a new project, Brand Geniuz, a strategic marketing firm to be located at 801 N. Bryan Road, Mission, Texas, in an amount not to exceed \$55,000 over a period of three (3) years. The incentive request process begins with this notice of intention to undertake the project and notice of public hearing. Mr. Garcia introduced Yaw Sam, Co-Founder of Brand Geniuz, who spoke briefly about the company. Brand Geniuz is a digital marketing company that offers consulting services to businesses through social (digital) media. They service local businesses including banks, grocery stores, and attorneys, and plan on expanding nationwide. The company started in McAllen with a staff of three, and they now have 10. They expect to hire 10 more employees within the next three years. Mr. Sam thanked the Board for the opportunity to introduce his business.

Vice President Jose G. Vargas moved to authorize MEDC staff to publish a Notice of Intention to Undertake a Project or Projects for FY 2022-2023, and schedule a Public Hearing for March 29, 2023, related to said projects. Motion was seconded by Noel Salinas and approved 7-0.

At 5:07 PM President Richard Hernandez announced a recess. At 5:16 PM President Richard Hernandez called the meeting to order with a full quorum present.

At 5:16 PM Carl David moved to convene into closed session. Motion was second by Mayor Norie Gonzalez Garza and approved 7-0.

**9. Closed Session Pursuant to V.T.C.A. Gov. Code Sec. 551.001**

**Deliberation and possible action regarding commercial or financial information received the Mission EDC from a business prospect with which the Mission EDC is conducting economic development negotiations or with which the Mission EDC seeks to have to locate, stay, or expand operations in or near the City of Mission (as permitted under Tex. Gov't Code Sec. 551.087), including, but not limited to the following:**

- A. Report from CEO as to potential prospects

**Deliberation and possible action regarding the purchase, exchange, lease, or value of real property (as permitted under Tex. Gov't Code Sec. 551.072), including, but not limited to the following:**

- A. M.E.D.C. Land

The Mission Economic Development Corporation Board of Directors will reconvene in open session to take any actions necessary

At 5:40 PM Estella Saenz moved to convene in open session. Motion was second by Vice President Jose G. Vargas and approved 7-0.

No action was taken.

**10. CEO Report on Economic Activity**

The CEO introduced Blanca Davila, MEDC's new Director of Economic Development. Ms. Davila was previously with Edinburg EDC leading the economic development, development programs and recruitment efforts, and managing two companies in their industrial park. She also worked for the Lower Rio Grande Valley Development Council working closely with county judges, mayors, and city councils. Ms. Davila thanked Mr. Garcia and the Board for the opportunity and said she was ready to assist MEDC with any projects, business recruitments, startups, and help the city grow.

On economic development, the CEO mentioned that the Anzalduas International Bridge is one of six international crossings in Hidalgo County, and one of 13 in the Rio Grande Valley. He reported that between October 2022 and January 2023, bridge crossings have increased by 25%, or 450,700 cars going southbound with a similar amount coming northbound, so close to 1 million crossings in four months. If these numbers don't change, we can see about 3 to 4 million crossings in one year, which would be double what Pharr has. Mr. Garcia said that the only bridge that may have more crossings than the Anzalduas Bridge is the Hidalgo Bridge. More traffic is anticipated in the Mission/McAllen area with now Tesla announcing that they will be opening a factory in Monterrey, Nuevo Leon.

Mr. Garcia also reported that a City of Mission and an MEDC team delegation recently visited the Texas Capitol during RGV Day. Mission EDC was also a sponsor for RGV Day at the Capitol. Mayor Norie Gonzalez Garza mentioned that the visit was successful as the delegation met with legislators to solidify the City of Mission's funding for direct connections that will enhance traffic.

The CEO reported that he was invited by the Governor's Economic Development Director to participate in a spring investor summit in Austin next week. The University of Texas Chancellor will also participate, and the Governor's wife will host a reception there as well. Mr. Garcia will represent Mission at that summit.

Mr. Garcia also reported on the recent groundbreaking ceremony for NewQuest in which Mission EDC staff and City of Mission elected officials participated. He also reported that MEDC staff has been in discussions with a BBQ restaurant that has plans to expand and has expressed interest in Lot 1 of MEDC's property adjacent to the Mission Event Center. No further comments were made.

#### **11. President Comments**

President Richard Hernandez thanked the Board of Directors for their participation at this meeting. He mentioned that he has appointed an MEDC Finance Committee composed of himself, Vice President Jose G. Vargas, and Treasurer Estella Saenz. The committee met and discussed the sale of two properties, Lot 8, and Lot 3 of the M.E.D.C. Land, as well as Lot 1 of the EBP Phase XII owned by the Mission Economic Development Authority. The committee also reviewed four outstanding loans under MEDC's name, two of which have been paid off, and which have impacted on our budget in a positive way. The committee will be meeting again to discuss revenue from another lot sale (Lot 5 of the M.E.D.C. Land to Vinod Kasan). CEO Tecló Garcia said that staff will also be revisiting CEED tenant leases for modifications. President Richard Hernandez thanked the CEO for a very efficient and well-prepared meeting.

#### **12. Adjournment**

Vice President Jose G. Vargas moved to adjourn the meeting. Motion was seconded by Treasurer Estella Saenz and approved by 7-0. The meeting was adjourned at 5:60 PM.

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Richard Hernandez, President

ATTEST

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Deborah L. Cordova