

**MINUTES  
PHARR BOARD OF COMMISSIONERS AND  
PHARR ECONOMIC DEVELOPMENT CORPORATION II BOARD OF DIRECTORS  
JOINT WORKSHOP SESSION  
WEDNESDAY, SEPTEMBER 23, 2015 AT 5:10 P.M.  
118 SOUTH CAGE 2<sup>ND</sup> FLOOR**

The Board of Commissioners of the City of Pharr, Texas, and the Pharr Economic Development Corporation II met in a Joint Workshop Session on Wednesday, September 23, 2015 and following is the record of attendance.

**BOARD OF COMMISSIONERS PRESENT:** Mayor Ambrosio Hernandez  
Mayor Pro-Tem Oscar Elizondo  
Comm. Roberto Carrillo  
Comm. Edmund Maldonado, Jr.  
Comm. Mario Bracamontes

**BOARD OF COMMISSIONERS ABSENT:** Comm. Eleazar Guajardo  
Comm. Ricardo Medina

**PEDC II BOARD OF DIRECTORS PRESENT:** President Mayor Ambrosio Hernandez  
Board Member Comm. Oscar Elizondo  
Board Member Comm. Edmund Maldonado  
Board Member Danny Smith

**PEDC II BOARD OF DIRECTORS ABSENT:** Board Member Comm. Ricardo Medina  
Board Member Victor Carrillo  
Board Member Ramiro Caballero

**STAFF PRESENT:** Juan G. Guerra, City Manager  
Edward Wylie, Assistant City Manager  
Hilda Pedraza, City Clerk  
Raul Garza, CDBG Director  
Karla Moya, Finance Director  
Jaime Guzman, Fire Chief  
Roy Garcia, Public Works Director  
David Garza, Public Utilities Director  
Melanie Cano, Development Services Dir.  
Frank Marin, Parks & Rec. Dir.  
Gary Rodriguez, Community Affairs Liaison  
Jason Arms, IT Director  
Fred Brouwen, Dir. of Operations  
Roy S. Garcia, Boggus Ford Events Center  
Anali Cantu, Human Resources Director  
Sergio Contreras, Interim PEDC Dir.  
Tony Sandoval, Assistant PEDC Dir.  
Karina Lopez, Administrative Assistant  
Mercedes Guillen, Int. Business Specialist  
Patricia Rigney  
Rene Ramirez

**CITY ATTORNEY**  
**PEDC II ATTORNEY**

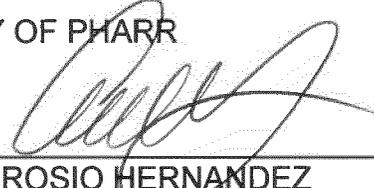
Mayor Hernandez called the workshop to order at 5:15 p.m.

**ITEM 1      PRESENTATION      ON      PHARR      ECONOMIC      DEVELOPMENT  
STRATEGIC PLAN**

Sergio Contreras, Interim PEDC Director, presented the Economic Development Strategic Plan. Topics covered and discussed were summary of community assessment, key factors for continued economic development, community visioning, input, values, SWOT (strengths, weaknesses, opportunities, threats) and economic development action plan.

There being no other business to come before the board, workshop adjourned at 5:28 p.m.

CITY OF PHARR

  
\_\_\_\_\_  
AMBROSIO HERNANDEZ  
MAYOR

PEDC II

  
\_\_\_\_\_  
President

STATE OF TEXAS  
COUNTY OF HIDALGO  
CITY OF PHARR

ON THIS THE 23<sup>rd</sup> DAY OF SEPTEMBER, 2015 the Board of Commissioners of the City of Pharr, Texas and the Pharr Economic Development Corporation II Board of Directors convened in a **JOINT WORKSHOP SESSION** at the Commissioner's Room located at 118 S. Cage, 2<sup>nd</sup> Floor, Pharr, Texas. The workshop being open to the public and notice of said workshop, giving the date, place, subject, hereof, having been posted in accordance with Chapter 551, Texas Government Code (Open Meetings Act) and there being present a quorum, I, **HILDA PEDRAZA, CITY CLERK**, of the City of Pharr, Texas, certify that this is a true and correct copy of the minutes.

ATTEST:

  
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HILDA PEDRAZA, CITY CLERK

APPROVED: October 6, 2015