

Development Corporation of Mercedes, Inc.
Workshop Agenda
May 26, 2021 at 11:30AM
320 S. Ohio

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NOTICE, is hereby given that the Development Corporation of Mercedes, Inc. will be holding a **VIRTUAL WORKSHOP** on **Wednesday, May 26, 2021 at 11:30AM** at <https://global.gotomeeting.com/join/943292805> **PHONE: 1 866 899 4679 / ACCESS CODE: 943-292-805** for the purpose of considering and taking formal action regarding the following items:

1. Call workshop to order
2. DCM Goals and Objectives
3. FY21-22 Budget
4. In Person Meetings
5. Adjournment

The Board of Directors reserves the right to go into Executive Session at any time during the meeting to consult with its attorney in accordance with Section 551.071, deliberate the purchase or sale of real property in accordance with Section 551.072, deliberate personnel matters in accordance with Section 551.074, and/or deliberate economic development negotiations in accordance with Section 551.057. This notice is given in accordance with Vernon's Texas Code, Annotated, Texas Government Code, Section 551.001 et. seq. I hereby certify this Notice of a Meeting of the Development Corporation of Mercedes was posted in accordance with the Open Meetings Act on the outside bulletin board at City Hall of the City of Mercedes, located at 400 S Ohio, visible and accessible to the general public during and after working hours. This notice was posted on the 21st day of May, 2021 at 4:00PM and will remain so posted continuously for at least 72 hours preceding the scheduled time of this meeting in accordance with Chapter 551 of the Texas Government Code.

ATTEST:



Melissa Ramirez, Development Corporation of Mercedes

1. Call workshop to order

2. DCM Goals and Objectives

From the Office of
David Garza

2190 W. U.S. Highway 83
Mercedes, TX 78570
956-565-3711
JuansWelding@peoplepc.com

February 9, 2021

Development Corporation of Mercedes
Melissa Ramirez
Mercedes, TX 78570

We would like to place the following items on next meeting agenda.

- a. Discussion and possible action on placing our meetings on Facebook "live stream"
- b. Discussion and possible action, either regular or executive session, "goals and objectives of the DCM".
- c. Executive: Consultation with legal counsel pursuant to Texas Government Code 351.071 for purpose of receiving privileged attorney client communications pursuant to Texas Government Code 551.071 regarding pending and anticipated litigation. Property at Vermont St and Frontage, north side.
- d. Executive : Consultation with legal counsel pursuant to Texas Government Code 351.071 for purpose of receiving privileged attorney client communications pursuant to Texas Government Code 551.071 regarding pending and anticipated litigation Ref: information or recovery of \$150,000.00 on March 4 2016 Special Meeting.
- e. Discussion and possible action on the incentives, loans and grants on the DCM web page

Thank You



David Garza



Lou Huerta

DCM Mission Statement: To continuously energize the business climate that brings customers to existing business, encourages and supports new business and embraces homebuyers and developers to invest with us in Mercedes.

Strategy: Get Mercedes to be *Noticed, Considered* and *Commitment*

A. *Noticed*

1. Fresh, attract
2. Radio and television campaigns in Mexico and USA
3. Botas De Mercedes
4. Electronic message center
5. Strategic Ads Rio Grande Valley Premium Outlets and Mercedes
6. Community Marketing: Movies In the Park/ Little Nashville
7. Foster a positive relationship with Media
8. Strategic Sponsorship to market community resource partners such as the Livestock Show, Smokin' on the Rio, Estero Llano Grande and Texas Street Festival

B. *Considered:*

1. Renew interest in Schwartz Holdings east of RGVPO
2. Market available DCM property
3. Projects in the pipeline-see DCM Projects update for more info

C. *Commitment:*

1. Fast food retail chain in Mercedes
2. Housing development in Mercedes
3. Sell property located in the Mercedes Light Industrial Park

3. FY21-22 Budget

Mercedes Marketing Plan

2.0 ID	Marketing Project	Organization	Creative	Location	Time	19-20 Cost	20-21 Cost	Status
2.1	Publications							
2.1.1	Valley Business Report	City	Tourism	Regional	Annual	\$ 4,800	\$0	
						\$ 4,800	\$0	
2.2	Tradeshows							
2.2.2	ICSC Texas	EDC	Mix Use Development	San Antonio	November			
2.2.4	ICSC Recon	EDC	Mix Use Development	Las Vegas	May			
						\$ -	\$0	
2.3	Online							
2.3.1	mercedesedc.com	EDC	Organization	Mercedes	Annual	\$ 6,000	\$6,000	
2.3.2	mercedeschamber.com	Chamber	Organization	Mercedes	Annual	\$ 4,000	\$4,000	
2.3.3	cityofmercedes.com	City	Organization	Mercedes	Annual	\$ 6,000	\$0	
2.3.4	facebook.com	Chamber/EDC	Social	Mercedes	Annual	\$ -	\$0	
2.3.5	Loopnet/CoStar	EDC	Mix Use Development	Mercedes	Annual	\$ 800	\$800	
						\$ 16,800	\$10,800	
2.4	Collateral							
2.4.1	Market Profile	EDC	Mix Use Development	Mercedes	Annual	\$ 2,000	\$0	
2.4.2	Step and See	EDC	Tourism	Mercedes	Annual	\$ 5,000	\$0	
						\$ 7,000	\$0	
2.5	Billboards							
2.5.1	Benchmark	City	Tourism	Mercedes	Annual	\$ 12,000	\$0	
2.5.2	Shared Billboard Chamber/DCM	Chamber/EDC	Tourism	Mercedes	Annual	\$ 4,800	\$0	
2.5.3	Chamber	Chamber	Tourism	Mercedes	Annual	\$ 6,000	\$6,000	
2.5.4	Lone Star Logos	City	Tourism	Mercedes	Annual	\$ 13,000	\$12,825	
						\$ 35,800	\$18,825	
2.6	Sponsorships							
2.6.1	Valley Morning Star	EDC	Tourism	Mercedes	October	\$ 250	\$0	
2.6.2	Smokin on the Rio	EDC	Tourism	Mercedes	February	\$ 12,500	\$0	
	Smokin on the Rio	City	Tourism	Mercedes	February	\$ 12,500	\$12,500	
2.6.3	National Professional Bullriders	EDC	Tourism	Mercedes	February	\$ 1,000	\$0	
	National Professional Bullriders	City	Tourism	Mercedes	February	\$ 1,000	\$1,000	
2.6.4	RGV Livestock Show	EDC	Tourism	Mercedes	March	\$ 5,000	\$0	
	RGV Livestock Show	City	Tourism	Mercedes	March	\$ 5,000	\$0	
2.6.5	Birding Classic	EDC	Tourism	Mercedes		\$ 1,000	\$0	
						\$ 38,250	\$13,500	
2.7	Memberships							
2.7.1	Chamber	EDC	Tourism/Mixed Use Devel	Mercedes		\$ 5,000	\$5,000	
2.7.2	Chamber	City	Tourism/Mixed Use Devel	Mercedes		\$ 6,000	\$6,000	
						\$ 11,000	\$11,000	
2.8	Television/Radio							
2.8.1	Merchant Campaign	City	Tourism/Investment	Regional	Annually	\$ 4,400	\$0	
2.8.2	Entravision	City	Tourism/Investment	International	Annually	\$ 25,840	\$25,840	
						\$ 30,240	\$25,840	
2.9	Chamber							
2.9.1	Texas Street Festival	City	Tourism	International		\$ 20,000	\$20,000	
2.9.2	Texas Street Festival	EDC	Tourism	International		\$ 15,000	\$0	
2.9.3	Little Nashville	City	Tourism	Regional		\$ 50,000	\$50,000	
2.9.4	Marketing Collateral	City	Tourism	International		\$ 5,000	\$0	
2.9.5	Annual Banquet	City	Tourism	Regional		\$ 1,000	\$0	
2.9.6	Christmas Parade	City	Tourism	Regional		\$ 3,000	\$0	
2.9.7	Winter Texas Reception	City	Tourism	National		\$ 1,500	\$0	
2.9.8	Mercedes Leadership	City	Tourism	International		\$ 8,000	\$0	
2.9.9	Movies in the Park	City	Tourism	Mercedes		\$ 3,000	\$0	
2.9.9.1	Marketing Collateral	City	Tourism	Mercedes		\$ 5,000	\$0	
						\$ 111,500	\$70,000	
3.0	Direct Marketing							
3.1.1	GeoTours	EDC	Tourism	International	Annually	\$ 10,000	\$6,500	Includes \$1500 Sponsorship
						\$ 10,000	\$6,500	
				City			\$128,165	

**DEVELOPMENT CORPORATION OF MERCEDES
BUDGET FY 20-21**

<u>USES OF CASH</u>		<u>FY19-20 BUDGET</u>	<u>FY20-21 BUDGET</u>	<u>FY21-22 BUDGET</u>
PERSONNEL COSTS				
25-510-1010	SALARIES	\$ 119,000.00	\$ 119,000.00	
25-510-1015	AUTOMOBILE ALLOWANCE	\$ 4,800.00	\$ -	
25-510-1100	TMRS CONTRIBUTION	\$ 23,757.22	\$ 23,757.22	
25-510-1120	SOCIAL SECURITY	\$ 9,470.70	\$ 9,470.70	
25-510-1140	UNEMPLOYMENT COMP	\$ 1,500.00	\$ 1,500.00	
25-510-1160	HEALTH/LIFE INSURANCE	\$ 13,896.00	\$ 13,896.00	
25-510-1180	WORKER'S COMP	\$ 305.00	\$ 305.00	
25-510-xxxx	CELL PHONE ALLOWANCE	\$ 600.00	\$ 600.00	
TOTAL PERSONEL COSTS		\$ 173,328.92	\$ 168,528.92	
OTHER SERVICES & CHARGES				
25-510-2020	Audit	\$ 21,500.00	\$ 21,500.00	
25-510-2012	Automobile Mileage	\$ 500.00	\$ 5,000.00	
25-510-2014	Billboards	\$ -	\$ 3,000.00	
25-510-2134	Bld Lease	\$ 15,582.00	\$ 15,582.00	
25-510-2340	Chamber	\$ 20,000.00	\$ 5,000.00	
	Texas Street Festival	\$15,000		
	Dues	\$5,000		
25-510-2011	Contract Labor- Writer	\$ 6,000.00	\$ 6,000.00	
25-510-2102	Crime Insurance	\$ 700.00	\$ 700.00	
25-510-2036	Downtown Development	\$ -	\$ -	
25-510-2165	Electricity	\$ 3,000.00	\$ 3,000.00	
25-510-xxxx	Home Development Incentive Program	\$ -	\$ -	
25-510-2142	Janitorial	\$ 11,000.00	\$ 11,000.00	
25-510-2125	Legal	\$ 45,000.00	\$ 45,000.00	
25-510-2021	Loan Fees- EDC	\$ 1,100.00	\$ 750.00	
25-510-2010	Marketing & Promotion	\$ 17,800.00	\$ 7,300.00	
	Step & See	\$5,000		
	GeoTours	\$10,000		
	Market Profile	\$2,000		
	Loopnet	\$800		
25-510-2095	Meetings	\$ 3,500.00	\$ 1,500.00	
25-510-2130	Membership/Subs	\$ 4,000.00	\$ 1,000.00	
25-510-2133	Miscellaneous	\$ 1,000.00	\$ 500.00	
25-510-2080	Office Equipment- Lease	\$ 2,342.40	\$ 2,342.40	
25-510-xxxx	Outlet Mall Oct 2018-Oct 2028	\$ 100,000.00	\$ 70,000.00	
25-510-2138	Postage	\$ 300.00	\$ 300.00	
25-510-2320	Professional Fees- Accounting	\$ 19,200.00	\$ 19,200.00	
25-510-xxxx	Project CL Healthcare	\$ 118,000.00	\$ 59,000.00	

25-510-xxxx	Project Cortinos	\$	58,302.50	\$	58,302.50
25-510-xxxx	Project Fiesta	\$	-	\$	-
25-510-xxxx	Project Orchard Grove Apartments	\$	100,000.00	\$	100,000.00
25-510-2361	Project Residency	\$	150,000.00	\$	75,000.00
25-510-xxxx	Project RGV Livestock Show Park	\$	50,000.00	\$	25,000.00
25-510-2362	Project Rios of Mercedes	\$	50,800.00	\$	50,800.00
25-510-xxxx	Project TRLA	\$	25,000.00	\$	25,000.00
25-510-2365	Project VIDA	\$	15,000.00	\$	-
25-510-xxxx	Project La Herencia			\$	66,666.00
25-510-xxxx	Project Raybec			\$	50,000.00
25-510-2335	Projects	\$	88,191.00	\$	251,307.70
25-510-2144	Receptionist	\$	12,000.00		
25-510-2355	Series 2007- Interest	\$	83,720.00	\$	83,720.00
25-510-2356	Series 2007- Principle	\$	195,000.00	\$	195,000.00
25-510-2360	Series 2010A- Interest & Principle 8/21	\$	64,856.00	\$	64,856.00
25-510-2310	Sponsorships	\$	20,000.00	\$	-
	National Professional Bullriders	\$	1,000		
	Smokin' on the Rio	\$	12,500		
	RGV Livestock Show	\$	5,000		
	Newspapers in Schools	\$	250		
	Birding Classic	\$	1,000		
25-510-2025	Telephones	\$	5,400.00	\$	5,400.00
25-510-2371	TLF Repayment- Interest	\$	33,608.56	\$	33,608.56
25-510-2372	TLF Repayment- Principle	\$	97,897.40	\$	97,897.40
25-510-2150	Travel & Training	\$	1,200.00	\$	1,200.00
25-510-xxxx	VTX Note	\$	250,000.00	\$	190,000.00
25-510-2160	Water Bill	\$	1,200.00	\$	1,200.00
25-510-2131	Website	\$	7,980.00	\$	7,980.00
TOTAL OTHER SERVICES & CHARGES		\$	1,700,679.86	\$	1,660,612.56
MAINTENANCE					
25-510-2520	OFFICE EQUIPMENT	\$	6,000.00	\$	3,000.00
25-510-2540	MAINTENANCE	\$	3,000.00	\$	2,000.00
TOTAL MAINTENANCE		\$	9,000.00	\$	5,000.00
25-510-3050	OFFICE SUPPLIES	\$	3,000.00	\$	1,000.00
TOTAL SUPPLIES		\$	3,000.00	\$	1,000.00
CAPITAL OUTLAY					
25-510-4005	FURNITURE & FIXTURES	\$	3,000.00	\$	1,000.00
TOTAL CAPITAL OUTLAY		\$	3,000.00	\$	1,000.00
TOTAL 10-DEVELOPMENT CORP. OF MERC					
TOTAL EXPENDITURES		\$	1,889,008.78	\$	1,836,141.48

4. In Person Meetings

5. Adjournment