

**Development Corporation of Mercedes, Inc.**

**Agenda**

**November 10, 2021 at 11:30AM**

**320 S. Ohio**

**Development Corporation of Mercedes, Inc.**

**Agenda**

**November 10, 2021 11:30AM**

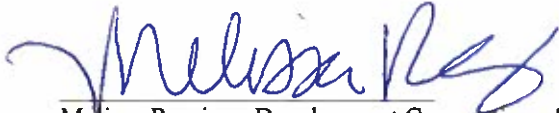
**320 S Ohio**

NOTICE, is hereby given that the Development Corporation of Mercedes, Inc. will be holding a **Special Called Meeting** on **Wednesday, November 10, 2021 at 11:30AM** at <https://global.gotomeeting.com/join/440832581> , Phone Number: 1-877-309-2073, Access Code: 440-832-581 for the purpose of considering and taking formal action regarding the following items:

1. Call meeting to order
2. Discussion and Action: October 20, 2021 Board Minutes
3. Discussion: American Express
4. Discussion and Action: Grant for Small Businesses
5. Discussion and Action: ICSC- Las Vegas, GeoFencing
6. Discussion and Action: ICSC- Las Vegas, December 5-7, 2021
7. Discussion and Action: RGVLS Gala
8. Executive Session: Section 551.087: Economic development negotiations with Project Travel Center and Section 551.071: pending legal issues with delinquent notes and on any regular agenda item requiring confidential, attorney-client advice necessitated by the deliberation or discussion of said item as needed
9. Discussion and Action: item #8
10. 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 551.047. 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 5<sup>th</sup> day of November 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 meeting to order**

## **2. Discussion and Action: October 20, 2021 Board Minutes**

**Development Corporation of Mercedes, Inc.**  
**Regular Called Meeting**  
**Wednesday, October 20, 2021 11:30AM**

**Board Members Present:**

Fred Gonzalez - President  
Joe Flores – Vice President  
Tony Garza – Treasurer  
Peggy Marie Chavez – Yanez - Secretary  
Roel Villanueva- Member  
Luis Huerta – Member  
Marcos Garcia - Member

**Board Members Absent:**

**EDC Staff Present:**

Melissa Ramirez – Executive Director  
Norma Saenz – Administrative Coordinator

**City Staff Present:**

Alberto Perez – City Manager  
Mark Sossi – DCM Attorney

**Others Present:**

Roberto D. Carrillo, CPA, MSA – Givilancz & Martinez

**1. Call Meeting to order**

Fred Gonzalez called the meeting to order at 11:30 AM.

**2. Discussion and Action: August 18, 2021 and September 8, 2021 Board Minutes.**

Motion to approve August minutes by Marcos Garcia. Seconded by Luis Huerta. Unanimous.  
Motion to approve September minutes by Roel Villanueva. Seconded by Tony Garza. Unanimous.

**3. Discussion and Action: August 2021 and September 2021 Financials.**

Motion to approve August 2021 financials by Joe Flores. Seconded by Tony Garza. Unanimous.  
Motion to approve September 2021 financials and to review the American Express fees at the following meeting by Tony Garza. Seconded by Roel Villanueva. Unanimous.

**4. Discussion and Action: Smoking on the Rio – Fiesta del Sol Sponsorship. \$12,500**

Motion to approve \$2500 sponsorship for Smoking on the Rio-Fiesta del Sol by Roel Villanueva. .  
Seconded by Luis Huerta. Unanimous.

**5. Discussion and Action: Electricity for HEB Park**

Motion by Joe Flores to approve STX for \$4,237 and include \$1000 contingency. Seconded by Roel Villanueva. Unanimous.

**6. Discussion and Action: Purchase of Pop Up Tent**

Motion to approve Tex Vision for \$6576.19 and seek an additional quote from Ez-Up, staff has authority to select most economical quote, by Roel Villanueva. Seconded by Tony Garza. Unanimous.

**7. Discussion and Action: ICSC-Las Vegas, December 5-7, 2021**

Tabled by Joe Flores. Seconded by Tony Garza. Unanimous.

**8. Executive Session: Section 551.087: Economic development negotiations with Project Drive-In, Project Travel Center Tenant, Project Macaw and Section 551.071: pending legal issues with delinquent notes and on any regular agenda item requiring confidential, attorney-client advice necessitated by the deliberation or discussion of said item as needed**

*The Board went into Executive Session at 12:05 PM*

*The Board went into Open Session at 12:28 PM*

**9. Discussion and Action: item #8**

Project Drive-In motion to approve \$150K and cost shared with city as discussed in Executive Session by Tony Garza. Seconded by Roel Villanueva. Unanimous.

Project Travel Center Tenant motion to approve \$250K by Roel Villanueva. Seconded by Joe Flores. Unanimous.

**10. Adjournment: 12:30 PM**

---

Fred Gonzalez, President

---

Joe Flores, Jr., Vice President

---

Tony Garza, Treasurer

---

Peggy Marie Chavez - Yanez, Secretary

---

Roel Villanueva, Member

---

Luis Huerta, Member

---

Marcos Garcia, Member

### **3. Discussion: American Express**

# Memo

**To:** DCM Board of Directors

**From:** Norma Saenz

**CC:** Melissa Ramirez, Executive Director

**Date:** 10/26/21

**Re:** American Express 2021 Year-to-date fees and interest

---

Per a verbal conversation with customer service on 10-26-21, advised fees first appeared on the June payment bill. Bill was for the April to May billing cycle. Enclosed I have attached copy of check #3745 made payable on 5-26-21 to American Express as well as the June billing. Payment was not received and processed until 6-12-21, 1 day late.

American Express processed a refund of \$47.98 on 10-26-21 and should be on the next billing cycle as a credit.

Acceptable Solution: Process bill upon receipt within check request cycle and mail promptly.



**DEVELOPMENT CORPORATION OF MERCEDES, INC.**

American Express

**3745**

Date      Type    Reference  
5/26/2021    Bill    5-31009

Original Amt  
642.80

Balance Due  
642.80

5/26/2021

Discount

Payment

642.80

Check Amount

642.80



**Blue Business<sup>SM</sup> Plus Credit Card**  
 DEVELOPMENT CORPORATION OF  
 MELISSA RAMIREZ  
 Closing Date 05/17/21 Next Closing Date 06/16/21  
 Account Ending 5-31009

p. 1/6

Customer Care: 1-800-521-6121  
 TTY: Use Relay 711  
 Website: americanexpress.com

**New Balance** **\$642.80**  
**Minimum Payment Due** **\$70.00**  
**Payment Due Date** **06/11/21<sup>‡</sup>**

**‡Late Payment Warning:** If we do not receive your Minimum Payment Due by the Payment Due Date of 06/11/21, you may have to pay a late fee of up to \$39.00 and your APRs may be increased to the Penalty APR of 29.24%.

**Membership Rewards<sup>®</sup> Points**

Available and Pending as of 04/30/21  
**7,350**  
 For up to date point balance and full program details, visit [membershprewards.com](http://membershprewards.com)

**Account Summary**

Previous Balance \$691.14  
 Payments/Credits -\$691.14  
 New Charges +\$597.71  
 Fees +\$35.00  
 Interest Charged +\$10.09

**New Balance** **\$642.80**  
**Minimum Payment Due** **\$70.00**

Credit Limit \$13,000.00  
 Available Credit \$12,357.20

Days in Billing Period: 31

**Minimum Payment Warning:** If you make only the minimum payment each period, you will pay more in interest and it will take you longer to pay off your balance. For example:

If you make no additional charges and each month you pay...	You will pay off the balance shown on this statement in about...	And you will pay an estimated total of...
Only the Minimum Payment Due	20 months	\$714

If you would like information about credit counseling services, call 1-888-733-4139.

See page 2 for important information about your account.

Please refer to the **IMPORTANT NOTICES** section on page 5.

6237

↓ Please fold on the perforation below, detach and return with your payment ↓

**Payment Coupon**  
 Do not staple or use paper clips

**Pay by Computer**  
[americanexpress.com/business](http://americanexpress.com/business)

**Pay by Phone**  
 1-800-472-9297

**Account Ending 5-31009**

Enter 15 digit account # on all payments.  
 Make check payable to American Express.

MB 01 014154 07404 B 72 A



MELISSA RAMIREZ  
 DEVELOPMENT CORPORATION OF  
 320 S OHIO AVE  
 MERCEDES TX 78570-3118

Payment Due Date  
**06/11/21**  
 New Balance  
**\$642.80**  
 Minimum Payment Due  
**\$70.00**

See reverse side for instructions on how to update your address, phone number, or email.



AMERICAN EXPRESS  
 P.O. BOX 650448  
 DALLAS TX 75265-0448

\$ \_\_\_\_\_  
 Amount Enclosed

0000349992503945648 000064280000007000 13 H



**Blue Business<sup>SM</sup> Plus Credit Card**  
 DEVELOPMENT CORPORATION OF  
 MELISSA RAMIREZ  
 Closing Date 05/17/21

Account Ending 5-31009



**Customer Care & Billing Inquiries**  
 International Collect  
 Cash Advance at ATMs Inquiries  
 Large Print & Braille Statements

**1-800-521-6121**  
**1-623-492-7719**  
**1-800-CASH-NOW**  
**1-800-521-6121**

Hearing Impaired  
 Online chat at [americanexpress.com](http://americanexpress.com) or use Relay dial 711 and 1-800-521-6121



Website: [americanexpress.com](http://americanexpress.com)

**Customer Care & Billing Inquiries**  
 P.O. BOX 981535  
 EL PASO, TX  
 79998-1535

**Payments**  
 P.O. BOX 650448  
 DALLAS TX 75265-0448

**Payments and Credits**

**Summary**

	Total
Payments	-\$691.14
Credits	\$0.00
<b>Total Payments and Credits</b>	<b>-\$691.14</b>

**Detail** \*Indicates posting date

Payments	Amount
05/12/21* PAYMENT RECEIVED - THANK YOU	-\$691.14

**New Charges**

**Summary**

	Total
<b>Total New Charges</b>	<b>\$597.71</b>

**Detail**

**MELISSA RAMIREZ**  
 Card Ending 5-31009

	Amount
04/17/21 LOOPNET COMMERCIAL P 888-567-7442 DC <i>Marketing + Promotion</i>	\$69.00
04/24/21 LOGMEIN*GOTOMEETING ONLINE SVCS LOGMEIN.COM MA <i>Meetings</i>	\$51.06
04/29/21 USPS PO 4858200081 001372731 8002758777 MERCEDES TX <i>Postage overnight package</i>	\$30.34
04/29/21 USPS PO 4858200081 001372731 8002758777 MERCEDES TX <i>Postage stamps</i>	\$110.00
05/05/21 JASONS DELI 016 000000001 9565207042 WESLACO TX <i>Meetings Mohamed</i>	\$52.13
05/05/21 TA CO MADRE TACOS AND MOR 00-080325550 RESTAURANT MERCEDES TX <i>Meetings Mohamed</i>	\$35.18
05/06/21 PREMIER TEES squareup.com/receipts Weslaco TX <i>City of Mercedes Face Masks Marketing + Promotion</i>	\$250.00

**Fees**

	Amount
5/11/21 <b>Late Payment Fee</b> Miscellaneous	<b>\$35.00</b>
<b>Total Fees for this Period</b>	<b>\$35.00</b>

## **4. Discussion and Action: Grant for Small Business**

# Memo

**To:** DCM Board of Directors  
**From:** Melissa Ramirez, Executive Director  
**CC:** File  
**Date:** 11/5/2021  
**Re:** Grant for Small Businesses

---

Several businesses and commissioners have been asking when and if the DCM Board is going to renew the façade grant program or any type of small business grant program.

Recommendation: Please discuss.

## **5. Discussion and Action: ICSC-Las Vegas, Geofencing**

# Memo

**To:** DCM Board of Directors  
**From:** Melissa Ramirez, Executive Director  
**CC:** File  
**Date:** 11/5/2021  
**Re:** ICSC- Las Vegas- GeoFencing

Geofencing is the use of GPS technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area. Mobile device users will see a target ad display when they enter a virtual geographic boundary. Analytics are provided to the end user to measure effectiveness.

Target Audience: Attendees of ICSC- Las Vegas will be held December 5-7, 2021

Geofenced locations locations:

1. Las Vegas Convention Center: 3150 Paradise Rd, Las Vegas, NV 89109
2. McCarran International Airport: 5757 Wayne Newton Blvd, Las Vegas, NV 89119
3. Las Vegas Marriott: 325 Convention Center Dr, Las Vegas, NV 89109
4. Embassy Suites: 3600 Paradise Rd, Las Vegas, NV 89169

\*Will change to a hotel

The following companies submitted proposals for geofencing:

Company	# of Impressions	Cost	Timeframe	Notes
KRGV	80,000	\$1,600.00	30 days	Timeframe too long
Spectrum	208,000	\$1,800.00	Dec 1-Dec 8	Company can breakup audience (ex. 80% men or 20% women)
Entravision	208,000	\$2,500.00	Dec 1-Dec 8	Standard Geofencing

In addition to the display ads, two companies submitted proposals for preroll video ads.

Company	# of Impressions	Cost	Timeframe	Notes
Spectrum	89,285	\$2,500.00	Dec 1-Dec 8	Company can breakup audience (ex. 80% men or 20% women)
Entravision	89,500	\$1,432.00	Dec 1-Dec 8	Standard Geofencing

## Facebook Geofencing

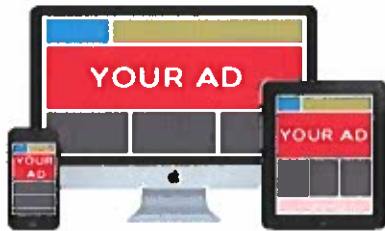
# of Impressions	Cost
1.9K-5.5K/ Day	\$100 / day
6.6K-19.1K/Day	\$200/ day

Recommendation: Spectrum geofencing proposal and Facebook geofencing \$100/day.

# DISPLAY ELITE



Reach your customers with complete location based display ads. Use GPS technology to geo-fence your business location or your competition to identify customers, present them with a display ad, and remarket to them across multiple platforms.



Create a custom target, take advantage of our free conversion zones to keep track of walk in traffic to your business.



## Pinpoint your customer

Our location based GPS technology allows us to precisely geo-fence the location of your business, your competitors business, or target a specific zip code where your customer lives. When the customer walks into the geo-fenced area with a mobile device, that customer automatically qualifies to receive mobile advertisements for your business. That customer also qualifies to be retargeted for your businesses advertisements.



## Conversion Zone Setup

Keep up to date with your walk in traffic that's been served your advertisements. Our free conversion zone setup, allows you to keep tabs on your walk in traffic that's previously seen your advertisement on their mobile device. The location based GPS technology we use has the ability to determine which of your walk in customers have been served advertisements and how long its been since their last served ad.



## Robust Dashboard

Tie it all together with 24/7 access to your own personal dashboard specific to your campaign and your goals. KRGV Digital offers a robust in real time dashboard so that you can keep up to date with the details of the campaign for your business. Everything from total impressions to how many conversions we can track, our dashboard will cover it all.

Total Monthly Impressions - 80,000 | Total Value: \$2,000 per month | Total Cost: \$1,600 per month  
3 month minimum commitment

X \_\_\_\_\_ Date: \_\_\_\_\_  
Mercedes EDC 11/3/21 dn



# Advertising Agreement

Spectrum Reach

## Products

## Budget 1

### DISPLAY

Local Audience Banners on all devices  
4 Locations in 1 location  
Audience Targeted Display

\$225 per day  
26,000 imprs/day  
\$34 per day  
\$191 per day

\$1,800 total  
208,000 total imprs  
\$272 total  
\$1,528 total

### ONLINE VIDEO

Multi Screen Online Video Advertising  
1 location

\$179 per day  
11,188 imprs/day

\$1,432 total  
89,500 total imprs

## Grand Total

\$404  
per day

\$3,232  
for 8 days



# Spectrum REACH

Either signature on this order form, or delivery to Charter Communications Operating, LLC ("Spectrum Reach") of any advertisement, advertising content or other materials of or on behalf of an advertiser or agency (each, a "Client") for distribution, shall constitute Client's agreement to the Spectrum Reach Terms and Conditions, available at [spectrumreach.com/terms-conditions](http://spectrumreach.com/terms-conditions) and incorporated into this order form, as if fully set forth herein, as applicable and as may be amended from time to time.

Start Date: \_\_\_\_\_

Print Client/Agency Name: City of Mercedes

End Date: \_\_\_\_\_

Client/Agency Signature: \_\_\_\_\_

Proposal ID: 1635886861027094883

Spectrum Reach Signature: \_\_\_\_\_

# ADVERTISER SOLUTIONS

## PULPO® MEDIA TEAM CONTACT INFORMATION:

**Digital McAllen:** Payable to Entravision Communication

801 N. Jackson Road

McAllen, TX 78501

billing@pulpomedia.com

**Media Proposal:** City of Mercedes

**Targeting :** Las Vegas, NV

## CUSTOMER BILLING INFORMATION:

Attn:

Billing Name:

Contact e-mail:

Address:



SERVICES	DETAILS	START	END	Est Impressions	CPM	Net Total per Month
Geo Fencing	Engage with consumers based on hyper-local location, and drive sales based on user proximity. Geo-fencing allows you to target people by a specific location and send them a mobile ad when they enter your determined location.	December 1 2021	December 8 2021	208,000	\$ 12.00	\$ 2,500
Pre-roll	Pre-roll video ads can help raise brand awareness, increase engagement, and even increase purchase intent. Fifteen and thirty second ads are a great way to talk about your business and services across hundreds of frequently visited websites.	December 1 2021	December 8 2021	89,285	\$ 28.00	\$ 2,500
<b>TOTAL Pulpo Media</b>						<b>\$ 5,000</b>

Payment Terms: 30 Da IAB standard terms & conditions apply to all digital media purchases it is understood and agreed that this contract includes elements and hard costs. By signing the above, I acknowledge and accept full responsibility for payment of the total amount and agree to and understand that Entravision Communications is paying for certain elements on your behalf to execute this specific program or event. Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising based on race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising Services located at [www.entravision.com/termsofsales](http://www.entravision.com/termsofsales) constitutes a legally binding and enforceable agreement between Entravision and the client listed above. Make good within contract flight.

Client Name

Client Signature

Date

## **6. Discussion and Action: ICSC-Las Vegas, December 5-7, 2021**

# Memo

**To:** DCM Board of Directors  
**From:** Melissa Ramirez, Executive Director  
**CC:** File  
**Date:** 11/5/2021  
**Re:** ICSC- Las Vegas, December 5-7, 2021

---

ICSC- Las Vegas will be held December 5-7, 2021

## Estimated Costs

Membership:	\$100
Registration:	\$395
Flight:	\$320
Flamingo Hotel:	\$272
IRS Per Diem Rate:	\$69 ( <del>\$207</del> )
<b>TOTAL</b>	<b>\$1,296/person</b>

There will be 77 brand representatives in attendance.  
Attendees must show proof of covid-19 vaccination.

## Potential Itinerary

### *Sunday*

5:35PM: Land in Las Vegas  
7:00PM: RGV Partnership Networking Event

### *Monday*

10:00AM-3:00PM: Prospecting  
6:00PM: Broker's Dinner

### *Tuesday*

1:00PM: Fly to RGV

Due to Covid-19, this event is much smaller than the norm.

Recommendation: Please discuss.

## **7. Discussion and Action: RGVLS Gala**

# Memo

**To:** DCM Board of Directors  
**From:** Melissa Ramirez, Executive Director  
**CC:** File  
**Date:** 11/5/2021  
**Re:** RGVLS Gala

---

The RGVLS Gala will be held in early December. Please see the attached sponsorship request.

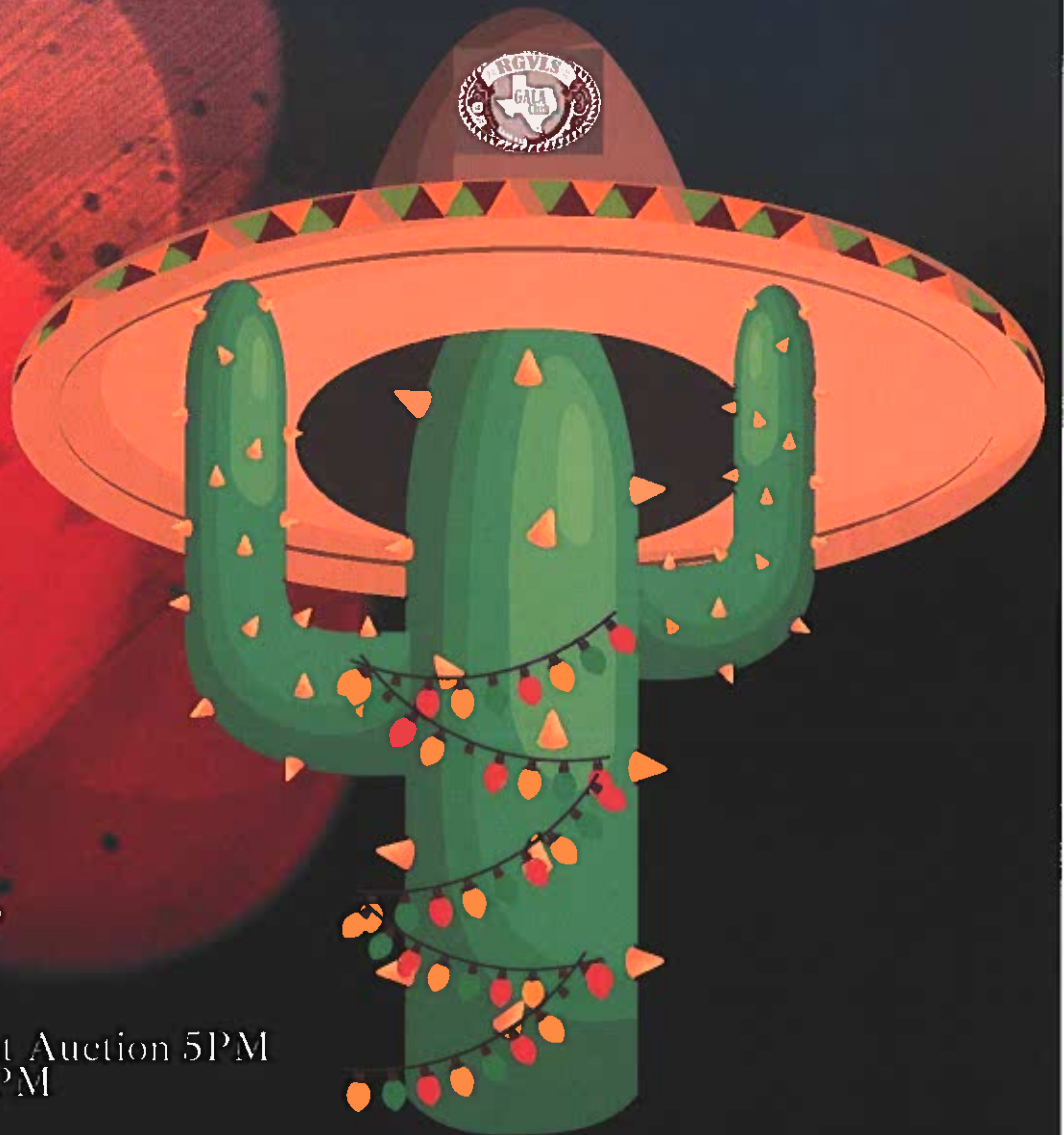
The DCM sponsored this event in 2019.

Recommendation: Please discuss.

# "FIESTA DE NAVIDAD"



GALA  
December 4, 2021



Rio Grande Valley  
Livestock Show & Rodeo  
1000 N. Texas Ave.  
Mercedes, Texas 78570

Cocktails, Live & Silent Auction 5PM  
Dinner and Dancing 6PM

CATERING BY: THE DELGADO COLLECTIVE



SALT

S A L O M É

Benefiting the youth of the Rio Grande Valley, through the Sale of Champions, at the Rio Grande Valley Livestock Show.

# RGVLS Gala Club Sponsorships

Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

## Sponsorship level:

\_\_\_\_\_ \$1800

Reserved seating for 10 & recognition in publications

\_\_\_\_\_ \$1500

Reserved seating for 8 \* recognition in publications.

\_\_\_\_\_ \$750

Reserved Seating for 4 & recognition in publications

\_\_\_\_\_ \$150

Individual ticket



**We are unable to attend but please accept my donation of: \$ \_\_\_\_\_**

The RGVLS Gala Club began as a community led effort to raise money for RGVLS exhibitors at the Sale of Champions. Through the years, the work has paid off and paid out over 1 Million dollars to some of the hardest working youth in the Rio Grande Valley. The Gala Club purchases projects from the Annual Sale of Champions. In 2020, the RGVLS Gala was cancelled due to the Covid-19 pandemic and unfortunately scholarships were limited. Our goal is for every deserving student to be rewarded for their success at the Rio Grande Valley Livestock Show. Every year we host our fundraiser, to secure the funds needed to purchase the projects of the RGVLS youth exhibitors. Our community partners, sponsors and donors make it possible to touch the lives of all these kids. We sincerely hope you will consider a donation or a sponsorship for our event.



For more information or other sponsorship consideration please contact:  
Sofia Peña, RGVLS Events Director at (956-793-1324 or (956) 565-2456  
events@rgvls.com

**Kindly respond by November 13, 2021 to ensure full credit in publications.**

Your donation is tax deductible with the exception of dinner per person of \$30. IRS 501(c)(3) 74-1016713



**8. Executive Session: Section 551.087: Economic development negotiations with Project Travel Center and Section 551.071: pending legal issues with delinquent notes and on any regular agenda item requiring confidential, attorney-client advice necessitated by the deliberation or discussion of said item as needed**

## **9. Discussion and Action: item #8**

## **10. Adjournment**