

## **6. Discussion and Action: RGV Partnership-Membership & Sponsorship**



## MEMBERSHIP INVESTMENTS

BENEFITS INCLUDE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	BUSINESS
	\$15,000	\$10,000	\$5,000	\$2,500	\$1000	\$500
Business listing in online membership directory	✓	✓	✓	✓	✓	✓
Partnership member referral service to entertainment & tourist attractions	✓	✓	✓	✓	✓	✓
Invitation to special events and news releases	✓	✓	✓	✓	✓	✓
Opportunity to place your brochure or cards in our information center	✓	✓	✓	✓	✓	✓
We will promote your events on social media	✓	✓	✓	✓	✓	✓
Company recognition as new/renewal member in the newsletter & on social media	✓	✓	✓	✓	✓	✓
Use of meeting space at the Partnership's boardroom and conference room (upon availability) - AV equipment available, Wi-Fi enabled, coffee and water (upon request)	✓	✓	✓	✓	✓	✓
Publication sent to your office (upon availability)	✓	✓	✓	✓	✓	
Complimentary labels of membership mailing list upon request	✓	✓	✓	✓	✓	
Access to training programs	✓	✓	✓	✓		
Recognized in the "Proud Partner" banner at Partnership Events	✓	✓	✓			
Member of the Month in Monthly Newsletter (opportunity to be selected)	✓	✓	✓			
Your company's logo listed prominently on the RGV Partnership's website	✓	✓				
When the need for storyline arises, we contact our members first for conferences, publications, newsletters, e-blasts, etc. (additional fees may apply)	✓	✓				
Opportunity to present during Board of Directors Meeting	✓	✓				
Public recognition on website, newsletters, events & other marketing materials	✓	✓				
Highlighted in all RGV Partnership events	✓					
Build C-Suite Leadership Relationships	✓					
Include your blog on our social media outlets	✓					
Stream commercials/PSAs during RGV Partnership Events (strategic events)	✓					
Podcast Airtime on our RGV Partnership YouTube Channel	✓					



# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR

*\$6,000*

- SPONSORSHIP AWARD DURING RECEPTION
- COMPANY RECOGNITION IN PRESS RELEASE
- SPEAKING OPPORTUNITY
- LOGO PLACEMENT ON PRINTING MATERIAL AND MENU
- SOCIAL MEDIA RECOGNITION
- INTERVIEW OPPORTUNITY FOR SOCIAL MEDIA
- 30 SECOND VIDEO PROMOTIONAL VIDEO SHOWCASE
- UNLIMITED DRINKS

## PLATINUM SPONSOR

*\$3,500*

- SPONSORSHIP AWARD DURING RECEPTION
- COMPANY RECOGNITION IN PRESS RELEASE
- LOGO PLACEMENT ON PRINTING MATERIAL AND ROTATING SLIDES
- SOCIAL MEDIA RECOGNITION
- UNLIMITED DRINKS

## GOLD SPONSOR

*\$2,000*

- SOCIAL MEDIA RECOGNITION
- COMPANY RECOGNITION IN PRESS RELEASE
- LOGO PLACEMENT ON PRINTING MATERIAL
- UNLIMITED DRINKS

## SILVER SPONSOR

*\$1,000*

- LOGO PLACEMENT ON PRINTING MATERIAL
- UNLIMITED DRINKS

**[CLICK HERE TO SPONSOR](#)**

**Contact Us**

RGV Partnership | 322 S Missouri Ave., Weslaco, TX 78596

[Unsubscribe mramirez@mercedesedc.com](mailto:mramirez@mercedesedc.com)

[Update Profile](#) | [Constant Contact Data Notice](#)



## **7. Discussion and Action: TXCLASS Quarterly Report**



# Memo

**To:** DCM Board of Directors  
**From:** Zefra Mascorro, Administrative Coordinator  
**CC:** File  
**Date:** 3/14/2024  
**Re:** Texas Class Quarterly Report

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Recommendation: Approve Texas Class Quarterly Report



Summary Statement

February 29, 2024

Page 1 of 6

Investor ID: TX-01-0607

0000473-0007506 PDF 623464

Development Corporation of Mercedes Inc.  
 320 S Ohio  
 Mercedes, TX 78570

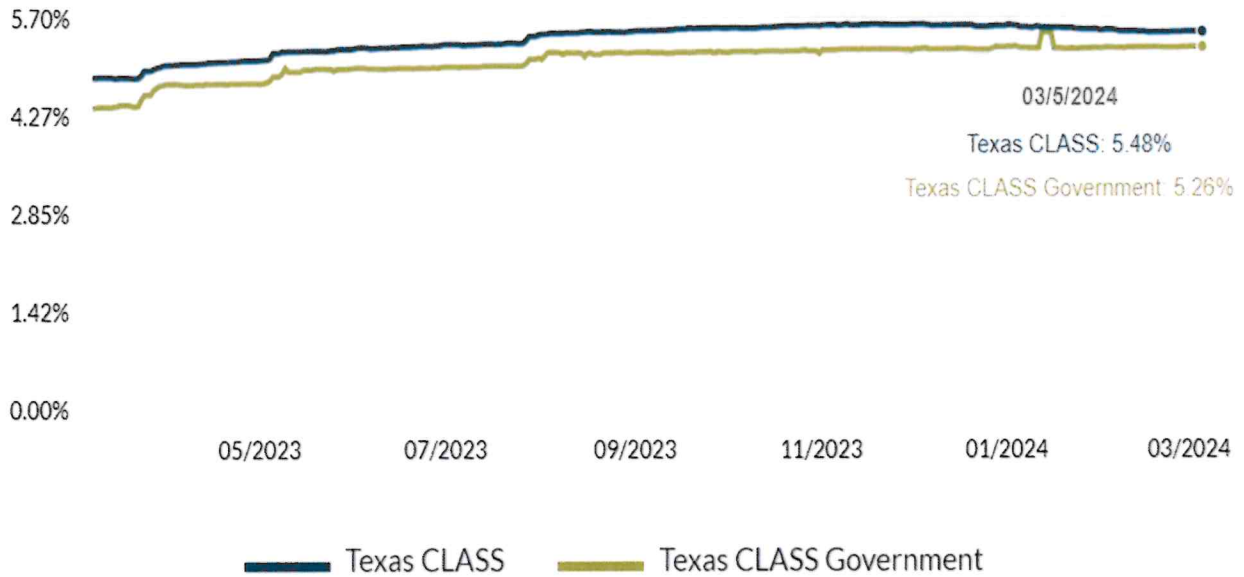
Texas CLASS

Texas CLASS		Average Monthly Yield: 5.4842%						
		Beginning Balance	Contributions	Withdrawals	Income Earned	Income Earned YTD	Average Daily Balance	Month End Balance
TX-01-0607-0001	DEVELOPMENT CORPORATION OF MERCEDES	137,703.93	0.00	0.00	599.61	1,244.16	138,024.89	138,303.54
TX-01-0607-0002	EDC 2006 RESERVE	293,952.94	0.00	0.00	1,279.98	2,655.88	294,638.09	295,232.92
TX-01-0607-0003	EDC RBEG FUND	44,969.15	0.00	0.00	195.80	406.28	45,073.96	45,164.95
TX-01-0607-0004	IRP FUND OPERATING/RESERVE	73,892.31	0.00	0.00	321.79	667.65	74,064.56	74,214.10
<b>TOTAL</b>		<b>550,518.33</b>	<b>0.00</b>	<b>0.00</b>	<b>2,397.18</b>	<b>4,973.97</b>	<b>551,801.50</b>	<b>552,915.51</b>

## Rates as of March 5, 2024

	Texas CLASS	Texas CLASS Government
Daily Yield (%)	5.4799	5.2602
YTD Yield (%)	5.5106	5.2640
7-Day Yield (%)	5.4798	5.2575
30-Day Yield (%)	5.4800	5.2529
Weighted Average Maturity (To Reset)	42	15
Weighted Average Maturity (To Final)	84	75
Daily Dividend	0.000149723	0.000143721
Net Asset Value (NAV)	1.00000466	1.00007363

# Texas CLASS Daily Yields



**Type of Class: Texas Class**

**Maturity Date: None**

**Interest Rate Variable Average November: 5.48%**

**Presented Before Board: March 20, 2024**

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**



## **8. Discussion and Action: National Fitness Campaign**

# Memo

**To:** DCM Board of Directors  
**From:** Melissa Ramirez, Executive Director  
**CC:** File  
**Date:** 3/13/2024  
**Re:** National Fitness Campaign

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Blue Cross BlueShield of Texas has partnered with National Fitness Campaign to provide world class fitness for free. They are targeting communities struggling with high obesity and diabetes rates. Across the nation, NFC is building fitness courts in public parks. Blue Cross BlueShield of Texas is providing \$50K grants. Communities must contribute between \$150K-\$200K.

The fitness court is 38ft x 38ft; it is made out of galvanized steel/carbon. City Administration has identified HEB park as the ideal location. Besides the court, NFC provides a fitness app. City officials can utilize the app to gather information about the users.

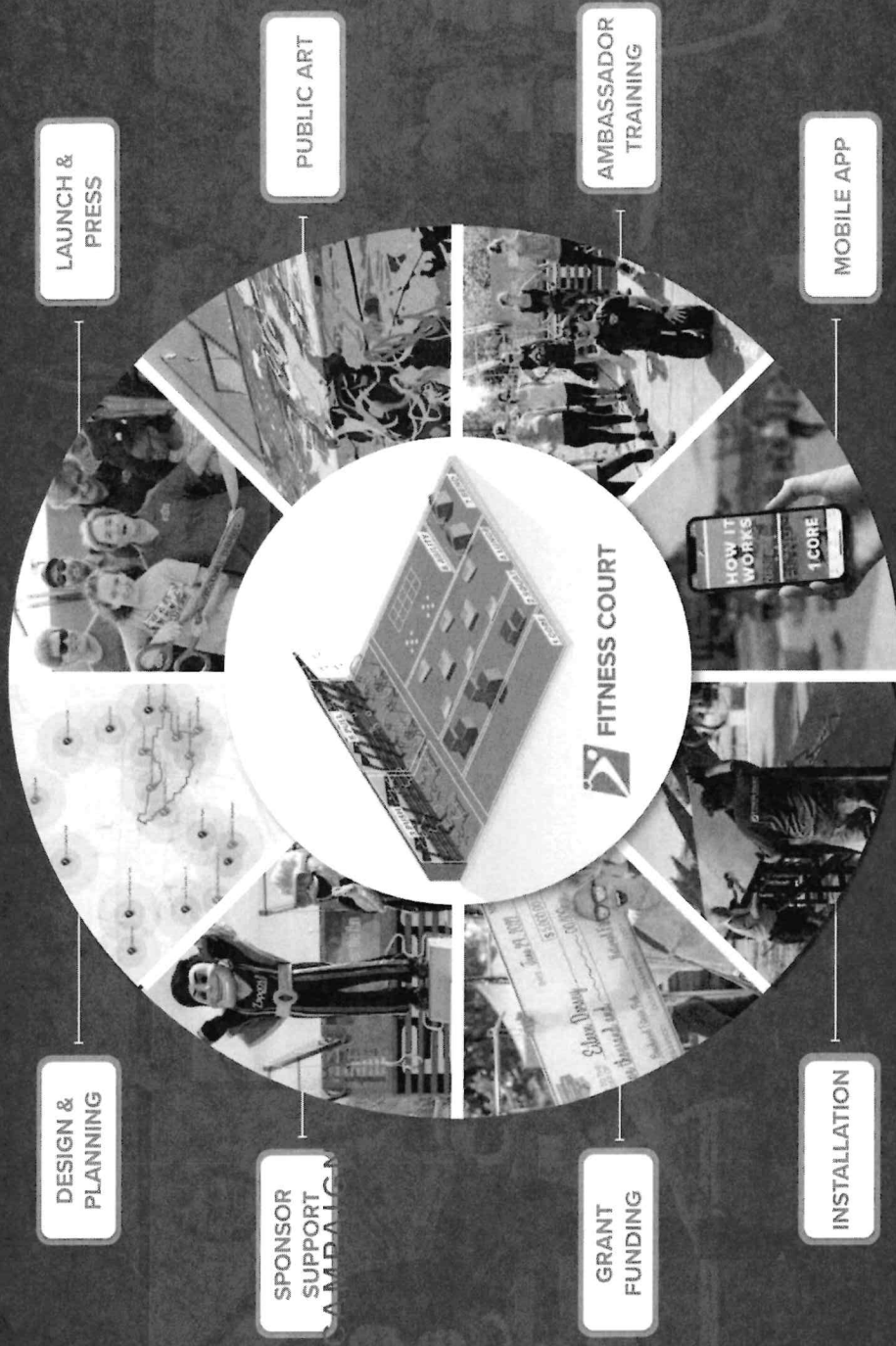
## Funding

This is a Type B project which the DCM can fund. If funding is considered, the Board will need to follow Type B procedures. Funding for this project will be next fiscal year.

Discussion: Decline



# WHAT THE CAMPAIGN DOES A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM



LAUNCH & PRESS

PUBLIC ART

AMBASSADOR TRAINING

MOBILE APP



DESIGN & PLANNING

SPONSOR SUPPORT CAMPAIGN

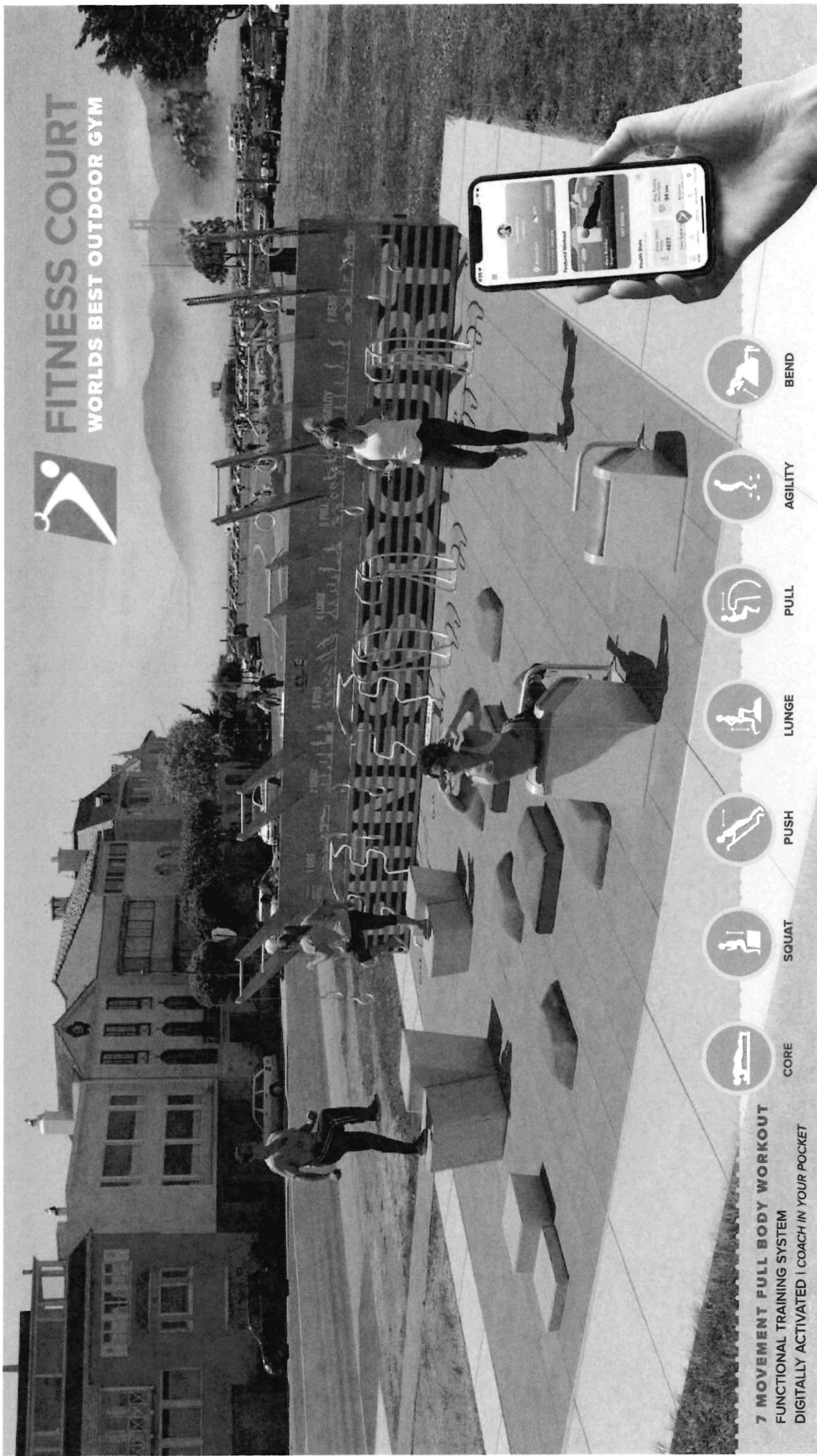
GRANT FUNDING

INSTALLATION





**FITNESS COURT**  
WORLDS BEST OUTDOOR GYM



**7 MOVEMENT FULL BODY WORKOUT**  
FUNCTIONAL TRAINING SYSTEM  
DIGITALLY ACTIVATED | COACH IN YOUR POCKET



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY

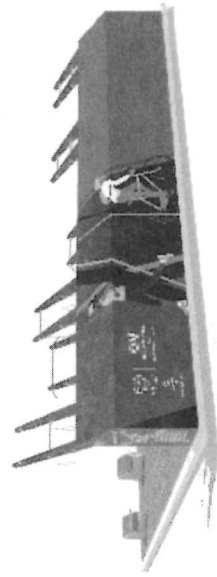


BEND



# 2024 TEXAS CAMPAIGN

PRESENTED BY



Strategic Plan Adopted for Health Impact Across State

Limited funding for 20 communities in 2024



\$1,000,000 in Funding Now Available  
for Qualified Site Partners

## **9. Discussion and Action: ICSC-Las Vegas**



# Memo

**To:** DCM Board of Directors  
**From:** Melissa Ramirez, Executive Director  
**CC:** File  
**Date:** 3/13/2024  
**Re:** ICSC- Las Vegas, May 22-24, 2024

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ICSC- Las Vegas will be held May 19-21, 2024

## Estimated Booth Cost

Booth:	\$3,000 (2 free registration passes)
Virtual Marketing:	\$600
Booth:	\$1,000
Giveaways	\$200
<b>Total:</b>	<b>\$4,800</b>

## Estimated Costs

Membership:	\$125
Registration:	\$1050
Flight:	\$600
Flamingo Hotel:	\$600
GSA Per Diem Rate:	\$350
<b>TOTAL</b>	<b>\$2,725/person</b>

## Estimated Cost Per Person

Board Member #1:	\$1,550
Board Member #2:	\$1,550
Executive Director:	\$2,727
<b>Total</b>	<b>\$5,827</b>

Recommendation: Include 2 additional attendees at \$2,725/per person to the conference.

**10. Discussion and Action: Small Business Awards  
Reception**

# Memo

**To:** DCM Board of Directors  
**From:** Melissa Ramirez, Executive Director  
**CC:** File  
**Date:** 3/14/2024  
**Re:** Small Business Award Reception

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Bill Bunton Auto Supply was awarded Family Owned Business of the Year by the Small Business Administration. The reception is Thursday, May 2, 2024 at the Bownsville Event Center. Please see attached sponsorship levels.

Recommendation: Will of the Board.

HIDALGO CAMERON STARR WILLACY

**RGV**  
PARTNERSHIP

ONE REGION, ONE VOICE



**SAVE THE DATE**

NATIONAL SMALL  
BUSINESS WEEK  
AWARDS CEREMONY

**THURSDAY, MAY 2ND**

**11:30 AM TO 1 PM**



**BROWNSVILLE EVENT CENTER**  
1 EVENT CENTER, PAREDES LINE RD, BROWNSVILLE TX.



HIDALGO CAMERON STARR WILLACY

**RGV**  
PARTNERSHIP

ONE REGION, ONE VOICE

# AWARDEES

## **Small Business Person of the Year**

*Nicolas V. Soto, Jr., NVS Corporate Services, Inc., Brownsville.*

## **Family-Owned Small Business of the Year**

*Bill Bunton Auto Supply & Machine, Brian Robert Bunton, Mercedes, Texas*

## **Home-Based Business of the Year**

*Heavenly Clean, LLC, Rosa E. Estrada, McAllen*

## **Minority Owned Small Business of the Year**

*Trimad Consultants, LLC, Ricardo Salazar, Alamo.*

## **Rural Owned Small Business of the Year**

*In Style Beauty Salon, Petra Garza, Rio Grande City.*

## **Veteran Owned Small Business of the Year**

*J&N Solutions, LLC dba Armored Painting, Nelson Ramiro Martinez and Jose Robledo, Alamo.*

## **Woman-Owned Small Business of the Year**

*Kids at Play Learning Center, LLC, Linda Iris Buitron, Pharr.*

## **Young Entrepreneur of the Year**

*Meet Texas, Julian Jimenez, McAllen.*

[CLICK HERE TO SUBMIT SPONSORSHIP](#)

HIDALGO CAMERON STARR WILLACY

**RGV**  
PARTNERSHIP

ONE REGION, ONE VOICE

# SPONSORSHIP LEVELS

## \$4,000 TITLE SPONSOR

- TITLE RECOGNITION AS PRESENTING SPONSOR IN ALL EVENT MATERIALS/PROMOTIONS
- OPPORTUNITY TO GIVE WELCOME REMARKS (5 MINS)
- LOGO ON EVENT SIGNAGE, PROGRAMS, WEBSITE AND PROJECTOR
- FULL PAGE AD IN PROGRAM
- VIP TABLE OF 6
- MAGAZINE RECOGNITION
- INTERVIEW FOR SOCIAL MEDIA REELS

## \$2,000 PREMIER SPONSOR

- LISTED AS PREMIER SPONSOR IN ALL EVENT MATERIALS/PROMOTIONS
- LOGO ON EVENT SIGNAGE, PROGRAMS HALF PAGE AD IN EVENT PROGRAM
- TABLE OF 6
- MAGAZINE RECOGNITION

## \$1,000 SUPPORTING SPONSOR

- LISTED AS SUPPORTING SPONSOR IN EVENT PROGRAM
- QUARTER PAGE AD IN PROGRAM
- LOGO ON EVENT SIGNAGE
- 4 EVENT TICKETS

## \$500 CONTRIBUTING SPONSOR

- NAME LISTED AS CONTRIBUTING SPONSOR IN EVENT PROGRAM
- 2 EVENT TICKETS

## \$100 EVENT TICKET

- SEAT AT EVENT TABLE

## **11. Discussion and Action: Signage Grant, Adame**

# Memo

**To:** DCM Board of Directors  
**From:** Zefra Mascorro, Administrative Coordinator  
**CC:** File  
**Date:** 3/13/2024  
**Re:** Signage Grant Program

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The following business has turned in their application for the Signage Grant Program. Please see attached.

Recommendation: Will of the board.



MERCEDES SIGNAGE IMPROVEMENT GRANT

BOARD MEETING 11/15/2023

Submitted	Business Name	Address	3 Quotes	Eligible	Sales Tax Certificate	CO	Business License	Liens	Mercedes Vendor	Total Requested	Total Approved	Notes
12/14/2023	Rick Armendariz State Farm Insurance	131 N. Texas Ave	Yes	Yes	No	Yes	Yes	No	Yes	\$ 4,400.00	\$ 4,500.00	Q1:\$4,400 Q2:\$6,890.11 Q3:\$3,139.25
2/15/2024	Bareknuckle Tattoo and Barbershop	337 N. Texas Ave	Yes	No	No	Yes	Yes	No	No	\$ 4,200.00	\$ 4,500.00	Q1:\$4,500 Q2:\$6,278.50 Q3:\$4,200.00
3/1/2024	Eisy's Jewlery	134 N. Texas	Yes	Yes	Yes	Yes	Yes	No	Yes	\$ 3,788.75	\$	Q1:\$3,788.75 Q2:\$2,950.00 Q3:\$3,000.00
	Lonestar Laundry	333 N. Texas Ave	No	Yes	No	No	No	No	Yes			Sent application and flyer by email
	1st Street Bar	404 W. 1st St.	No	Yes	No	No	No	No	No			Working on 2 Quotes and required docs.
	SG Pink n Polish	337 N. Texas Ave	No	Yes	No	No	No	No	No			Working on 3 Quotes and required docs.
	De La Garza Bakery	230 N. Texas Ave	No	Yes	No	No	No	No	No			Working on 2 Quotes and required docs.
	El Fenix Café	126 N. Texas Ave	No	Yes	No	No	No	No	No			Have not rescheduled appointments or answered calls
	Santa Cruz Centro De Adultos	157 N. Texas Ave	No	Yes	No	No	No	No	No			Main office has not approved participation
	Mi Casa Restaurant	169 N. Texas Ave	No	Yes	No	No	No	No	No			Working on 2 Quotes and required docs.
	Los Comales	151 1/2 N. Texas	No	Yes	No	No	No	No	No			Working on 2 Quotes and required docs.
	Mary's Hair Salon	150 N. Texas Ave	No	Yes	No	No	No	No	No			Working on 2 Quotes and required docs.
	RGV Bio Med Xpress DME LLC	2305. Texas Ave	No	Yes	No	No	No	No	No			Ownership has not approved participation in grant
	Mercedes Market	502 S. Texas Ave	No	Yes	No	No	No	No	No			Landlord decided not to participate in grant program
	Easy Learning Preschoolers	242 S. Texas Ave	No	Yes	No	No	No	No	No			Working on required docs
	Midtown Plaza		No	Yes	No	No	No	No	No			Working on 3 Quotes and required docs
	Sheer Skin Spa		No	Yes	No	No	No	No	No			Working on 3 Quotes and required docs

Approved Total \$ 9,000.00  
 Budget \$ 70,000.00  
 Remaining \$ 61,000.00



## Certificate of Occupancy

THIS FORM WAS PRINTED ON 3/05/2024

This Certificate issued pursuant to the requirements of the 2018 International Residential Building Code certifying that at the time of issuance, this structure was in compliance with the various ordinances of the Jurisdiction regulating building construction or use.

**PROJECT #:** 2316723

**GROUP:** B

**USE CLASSIFICATION:** MERCANTILE

**CONSTRUCTION TYPE:** II-B


**PROPERTY OWNER:** EMMA ADAME

**ADDRESS:** 134 N. TEXAS

**CITY:** MERCEDES

**STATE:** TX **ZIP:** 78570

**PROJECT ADDRESS:** 134 N TEXAS AVE

  
\_\_\_\_\_  
(APPROVED BY)

3/15/2024  
DATE

**POST IN A CONSPICUOUS PLACE**

# CITY OF MERCEDES BUSINESS LICENSE & CERTIFICATE OF OCCUPANCY (NON-TRANSFERABLE)

ELSY'S JEWELRY

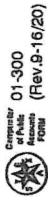
LICENSE No.: 0001417  
ISSUED TO: ELSY'S JEWELRY  
ADDRESS: 134 N TEXAS AVE  
MERCEDES TX 78570

- ⚠ This structure was inspected and found to comply with all the adopted codes at the time this structure was constructed.
- ⚠ The City of Mercedes has found this structure to be safe for occupancy.



Alvaro De Leon, Building Official





01-300  
REV. 9-16/20

# TEXAS SALES AND USE TAX PERMIT

*This permit is not transferable, and this side must be prominently displayed in your place of business.*

Retailers: A seller may NOT accept a copy of this permit in lieu of a properly completed exemption or resale certificate. A certificate is necessary to document why tax is not collected on a sale.

TAXPAYER NAME, BUSINESS LOCATION NAME, and PHYSICAL LOCATION

ELSY'S ENTERPRISES, INC.

ELSY'S JEWELRY  
134 N TEXAS AVE  
MERCEDDES  
HIDALGO COUNTY

NAICS: 448310 Jewelry Stores

WE SHOW THIS BUSINESS IN THE FOLLOWING LOCAL SALES TAX AUTHORITIES:

CITY: MERCEDDES

TX 78570-2745

EFF: 07/01/2015

You must obtain a new permit if there is a change of ownership, location, or business location name.

Type of permit	SALES AND USE TAX
Taxpayer number	3-20420-9191-1
Location number	00001
First business date of location	07/01/2015

Glenn Hegar  
Comptroller of Public Accounts

You may need to collect sales and/or use tax for other local taxing authorities depending on your type of business. For additional information, see "Collecting Local Sales and Use Tax" section on the back of this document. If you have any questions regarding sales tax, visit our website at [www.comptroller.texas.gov](http://www.comptroller.texas.gov) or call us at 1-800-252-5555.



**DEVELOPMENT CORPORATION OF MERCEDES**  
**Signage Improvement Program Application**

Please return completed application with necessary attachments and signature to Development Corporation of Mercedes, 320 S. Ohio, Mercedes, Texas. If you have any application questions, please contact the DCM staff at 956.565.2230.

<b>Applicant Name</b>	Martha Arlame	<b>Date</b>	
<b>Business Name</b>	Elsy's Jewelry		
<b>Mailing Address</b>	134 N Texas Ave, Mercedes Tx.		
<b>Contact Phone</b>	(956) 565-3868		
<b>Email Address</b>	mea956@aol.com		
<b>Building Owner (if different than applicant)</b>			
<b>Historical/Current Building Name</b>	Elsy's Jewelry		
<b>Project Site/Address</b>	134 N Texas Ave, Mercedes Tx		

**Details of Planned Improvements relating Grant Request (attach additional information if necessary)**

Install new electric sign in front of store  
prefer EZ sign because we like the design  
and lettering.

# EZ Signs & Electrical Services

402 S Illinois Ave  
Mercedes, TX 78570  
Office # 956-294-1158  
Cell # 956-655-9277

# Quote

Number: EJS010924

Date: January 09, 2024

**Bill To:**

ELSY'S JEWELRY  
134 N TEXAS AVE. 2745  
MERCEDES, TX 78570 USA

EMMA ADAME  
CELL 956-463-9476  
956-565-3868

STORE #	VENDOR #	PURCHASE ORDER #	INVOICE #

Description	Quantity	Price	Tax	Amount
FABRICATION OF NEW REVERSE CHANNEL LETTERS WITH CUSTOMER APPROVE LOGO . ELSY'S JEWELRY REVERSE CHANNEL LETTER 20" (CAPITAL LETTER ) LED LIGHTING WITH A 3 YEAR WARRANTY. CUSTOMER APPROVE LOGO ELECTRICAL AND SIGN PERMIT AS REQUIRED BY CITY OF MERCEDES. INCLUDES ALL ELECTRICAL WORK FOR SIGN INSTALLATION COMPLETED AND WORKING	1.00	3,500.00	✓	3,500.00

<b>Sub-Total</b>	<b>\$3,500.00</b>
State Tax 8.25% on 3,500.00	288.75
<b>Total</b>	<b>\$3,788.75</b>

*Thanks  
EZ*



Make one set of script channel letters  
 Deep wall channel 4" 1/2 (black color out side)  
 LED lighting back lit

Installation provided by:  
**JTO SIGNS** City permit including  
**2 year guaranteed**  
 Installaion including in price

Total package \$2,950.00

ORDERED BY:

DATE 03/06/24 RECEIVED BY: \_\_\_\_\_

DATE 03/06/24



**MANUFACTURED & GRAPHICS**  
 Valley Wide

Donna tx. RESPONSIBLE  
 VICTOR MORALES  
 vic signs09@gmail.com (956) 647-1677

CLIENT Elsy's Jewelry  
 ADDRESS 134 N, Texas  
 CITY Mercedes TX

TOTAL	\$2,950.00
DOWN	_____
BALLANCE	_____
JOB WILL BE COMPLETE IN <u>20</u> WORKING DAYS	
PAY BALLANCE UPON COMPLETION	
<b>Make Checks Payable To Vic Signs</b>	

< All Inboxes



## SIGN

Sra. Emma,

Presentacion adjerida. Letras contorno con blanco y luz asi a enfrente y asi atras. \$3,000 mas tax.

Thank you,

Roger

I-Decal Sign Builders

600 N CONWAY AVE  
MISSION TX 78572

Visit our websites:

[IDecalSignBuilders.com](http://IDecalSignBuilders.com)

[SignsElectric.com](http://SignsElectric.com)

[Facebook](#) [Instagram](#)

[956-580-0800](tel:956-580-0800)

pdf

ELSY'S JEWELRY.pdf

968 KB





# Elsy's Jewelry

REPARACIONES RAPIDAS  
PILAS PARA RELOJ  
COMPRAMOS ORO 565-3868

134



IDECAL SIGN CO.  
600 N CONWAY AVE.  
MISSION TX 78572

956.580.0800  
c956.458.7726

 **iDecalSigns**.COM

## **12. Discussion and Action: Tabled Items**



**13. Executive Session: Section 551.087: Economic development negotiations with Project R. Garza, Project Knights, Project STM, Project ASHTI, Project Arts, Project QSR, Project M30, Project 150, Project M2, Project Cruz, Project M. Carrillo, Project Bert Ogden, Project A. Garcia, Project RGVLS, Project Mercedes Light Industrial Park, Project G. Schwarz, Project Coffee, Project Carwash, Project Rios, Project UT, Section 551.071: pending legal issues with delinquent loans and on any regular agenda item requiring confidential, attorney-client advice necessitated by the deliberation or discussion of said item as needed.**

## **14. Discussion and Action: Item #13**

## **15. Adjournment**