

NOTICE OF REGULAR MEETING
MISSION ECONOMIC DEVELOPMENT CORPORATION
JUNE 26, 2024 4:00 PM
CENTER FOR EDUCATION AND ECONOMIC DEVELOPMENT

PRESENT:

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

ABSENT:

ALSO PRESENT:

Eugene Vaughan, JGKL LLP
Aaron Farmer, The Retail Coach LLC

STAFF PRESENT:

Tecló J. Garcia, CEO
Judy Vega, Executive Assistant
Joe Salazar, Financial Officer
Stephanie Mendiola, Project Manager
Mike Perez, City Manager
Andy Garcia, Asst. City Manager
Naxiely Lopez-Puente, Director of
Communications & External Affairs
Brianna Casares, Manager of Marketing &
Programs

1. Call to Order and Establish Quorum

After establishing a quorum of the Board of Directors, President Richard Hernandez called the meeting to order at 4:03 PM.

2. Invocation: Treasurer Estella Saenz

3. Pledge of Allegiance: Carl Davis

4. Citizen's Participation: None.

5. Approval of Minutes: Regular Meeting of May 29, 2024

There being no corrections or additions, Carl Davis moved for approval of the meeting minutes of May 29, 2024 as presented. Motion was seconded by Vice President Jose G. Vargas and approved 7-0.

6. Deliberation and possible action for the acceptance of adjusted Financial Statements for May 2024.

Financial Officer Joe Salazar presented and recommended acceptance of adjusted Financial Statements for May 2024.

There being no corrections or additions, Vice President Jose G. Vargas moved for acceptance of the adjusted Financial Statement for May 2024. Motion was seconded by Treasurer Estella Saenz and approved 7-0.

7. Deliberation and possible action to approve a First Amendment to Economic Development Performance Agreement between Mission Economic Development Corporation and 7 Beans LLC dba Scooter's Coffee.

CEO Tecló J. Garcia introduced this item by saying that 7-Beans LLC (Scooter's Coffee) has an Economic Development Performance Agreement in place with Mission EDC (effective May 15, 2023), for a financial incentive of \$100,000, for the opening of two coffee shops. The financial incentive is to be paid over five years. However, in order to receive the incentive, the company needs to obtain two Certificates of Occupancy. The company has opened one coffee shop and is requesting a change in the performance agreement to receive the first installment to cover expenses for their second location. Questions were asked on whether the existing performance agreement had been rescinded, on how many employees they currently have at their first location, whether the hires at his first location had been verified, and on how far in construction was the owner on his second location. Mr. Garcia said he may have brought it to the Board as an update related to their delay to execute the first agreement, but only as an update. He mentioned that the second location has not started construction and said once owner Michael Espinoza opens the second location, verification of all requirements will follow.

Vice President Jose G. Vargas moved for approval of a First Amendment to Economic Development Performance Agreement between Mission Economic Development Corporation and 7 Beans LLC dba Scooter's Coffee, contingent upon confirmation of a rescinded performance agreement. Motion was seconded by Secretary Deborah L. Cordova and approved 7-0.

8. Deliberation and possible action for the approval of a Professional Services Agreement between Mission Economic Development Corporation and The Retail Coach LLC.

CEO Tecló J. Garcia introduced and welcomed Aaron Farmer, President of The Retail Coach LLC (TRC). Mr. Farmer has been with TRC for 17 years and has worked with clients such as the Cities of Pharr and Edinburg. Mr. Garcia requests that we engage TRC to assist Mission with retail recruitment. MEDC already has an engagement with Buxton, which provides data and demographics; however, in addition to what Buxton offers, TRC provides personal services, has retail contacts, attends retail conferences, and actively recruits companies. Mr. Garcia welcomed Mr. Farmer to introduce himself, his company, and their services. Mr. Farmer gave a presentation about his company's recruitment projects, deliverables, scope of work, pricing, and timelines. Their proposed engagement is for one year starting October 1, 2024, at a cost of \$46,250.

MEDC's legal counsel, Gene Vaughan, suggested that Section 6.13 of the Professional Services Agreement under Article VI, Miscellaneous, Competing Communities, be revised. This section currently states: The Retail Coach LLC agrees not to work with any other economic development corporation or city in Hidalgo County, except the City of Mercedes. Mr. Farmer explained that TRC has a long-term relationship with Mercedes and believes that we should aim to match the status of cities like McAllen, Edinburg, and Pharr. CEO Tecló J. Garcia mentioned that he would like to bring TRC on board on August 1, 2024, to represent MEDC at upcoming retail conferences. He also noted that MEDC's existing agreement with Buxton expires on September 30, 2024, and confirmed that legal advice indicated no conflicts. The Retail Coach LLC's Professional Services Agreement will start in the Fiscal Year 2024-2025.

Secretary Deborah L. Cordova moved for the approval of a Professional Services Agreement between Mission Economic Development Corporation and The Retail Coach LLC., contingent to a revision to Section 6.13 of the Professional Services Agreement under Article VI, Miscellaneous: Competing Communities. This revision to stipulate that The Retail Coach LLC is prohibited from offering recruitment services to any other community in Hidalgo County, except for the City of Mercedes, with which they have a pre-existing relationship. Motion was seconded by Treasurer Estella Saenz and approved 7-0.

Julian Alvarez left the meeting at 5:04 PM.

At **5:11** PM. President Richard Hernandez announced that the Mission Economic Development Corporation Board will convene in closed session.

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

**Deliberation and possible action regarding economic development negotiations or prospects (as permitted under Tex. Gov't Code Sec. 551.087), including, but not limited to the following:
Report from CEO as to potential prospect(s).**

Deliberation and possible action regarding 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.

B. Project Centro, including possible action to: (1) accept assignment of contracts for the purchase of two lots and designate persons who are authorized to sign closing documents; and (2) authorize the commencement of an action to acquire adjacent lots through eminent domain.

Consultation with Attorney and possible action (as permitted under Texas Government Code Section 551.071).

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

At **5:35** PM., President Richard Hernandez announced that the Mission Economic Development Corporation Board was reconvening in open session.

Motions are as follows:

Report from CEO as to potential prospect(s): No action.

Regarding Real Estate Property:

A. M.E.D.C. Land: No action.

B. Project Centro: Vice President Jose G. Vargas moved to approve Resolution No. 2024-04 as discussed in closed session. Motion was seconded by Carl Davis and approved 6-0.

10. CEO Report on Economic Activity.

CEO Tecló J. Garcia provided an update on the recent visit to San Luis Potosi, Mexico (SLP). The delegation included several MEDC employees, along with other representatives from other organizations. The purpose of the trip was to promote the Anzalduas International Bridge as a cargo crossing, highlight Mission as an investment location, and showcase the region as deserving of attention from SLP. SLP is the home of major manufacturing plants, such as BMW, GMC, and Goodyear, among others. The group visited various historical landmarks, including the Palacio Municipal. The trip was productive, and they were warmly received by investors and community leaders. Mayor Norie Gonzalez Garza expressed her satisfaction with the trip and mentioned that SLP officials are eager to visit Mission. A non-binding accord was signed between Mayor Norie Gonzalez Garza and the Mayor of San Luis Potosi to support each other, promote trade, and foster education collaboration. The trip coincided with Mexico's Nearshoring Industry Summit, where MEDC had a booth. Mayor Norie Gonzalez Garza also highlighted the South Texas Alliance to showcase the broader region to officials and expressed her desire to invite the Alliance mayors when they visit. Mr. Garcia concluded by mentioning that there will be follow-ups related to the trip.

11. President Comments.

President Richard Hernandez expressed gratitude to the MEDC Board for their presence and the MEDC staff for organizing the meeting. He reminded the Board about the upcoming 4th of July Holiday and emphasized his appreciation for the country we live in. President Hernandez urged everyone to celebrate the Constitution of the United States, highlighting that no other country offers the same opportunities and freedom we enjoy. He wished everyone a joyful and safe 4th of July Holiday.

12. Adjournment.

Vice President Jose G. Vargas moved to adjourn the meeting. Motion was seconded by Carl Davis and approved 6-0. The meeting was adjourned at 6:15 PM.

Richard Hernandez, President

ATTEST

Deborah L. Cordova, Secretary