

**NOTICE OF REGULAR MEETING, PUBLIC HEARING & WORKSHOP OF THE  
MISSION ECONOMIC DEVELOPMENT CORPORATION  
JULY 18, 2017            5:30 P.M.  
CITY HALL**

**PRESENT:**

S. David Deanda, Jr., President  
Richard Hernandez, Secretary  
Linda Requénez, Treasurer  
Pete Jaramillo  
Councilman Ruben D. Plata served in the Mayor Position

**ABSENT:**

Jody Tittle, Vice President  
Catherine Garcia

**ALSO PRESENT:**

Bill Filut, Texas Citrus Fiesta  
Carlos Garcia, Texas Citrus Fiesta  
Maria L. Peña, Texas Citrus Fiesta  
Joseph Hinton, Progress Times  
Dr. Norma Salaiz, RGV Lead

**STAFF PRESENT:**

Alex Meade, Chief Executive Office  
Angie Vela, Finance Director  
Daniel Silva, COO  
Ezeiza Garcia, Assistant Finance Director  
Judy Vega, Executive Assistant  
David Gonzales, Accountant  
Martin Garza Jr., City Manager  
Diana McDonnel, CEED Receptionist  
Janette Molina, MEDC Receptionist  
Joel Garza, Director of Technology  
Angie Vela, Assistant Finance Director  
Tecló Garcia, Director of Strategic Planning  
& Education  
Cristina Garza, Program Director  
Shaine Mata, Facility Manager

**1. Call to order**

With a quorum being present S. David Deanda Jr. called the meeting to order at 5:40 p.m.

**2. Approval of Minutes – June 20, 2017**

There being no corrections or additions Richard Hernandez moved for approval. Motion was seconded by Pete Jaramillo and approved 5-0.

**3. Approval of MEDC Financial Statements for June 2017**

Accountant David Gonzales presented and recommended approval of the Financial Statement for June 2017.

There being no corrections or additions Richard Hernandez moved for approval. Motion was seconded by Councilman Ruben Plata and approved 5-0.

**4. Acceptance of Quarterly Report ending in June 30, 2017 and Earned Investments for the Three Months ending June 30, 2017.**

Accountant David Gonzales presented and recommended approval of the Quarterly Report ending in June 30, 2017 and Earned Investments for the Three Months ending June 30, 2017.

There being no corrections or additions Pete Jaramillo moved for approval. Motion was seconded by Councilman Ruben Plata and approved 5-0.

**5. Public Hearing – MEDC FY 2017-2018 Proposed Budget**

President S. David Deanda opened the public hearing at 5:52 p.m. and asked for comments on the MEDC FY 2017-18 proposed budget.

There being comments, President S. David Deanda Jr. declared the public hearing closed at 5:53 p.m.

The notice of public hearing and notice of intention to undertake projects was published on June 23, 2017 and the 60-day comment period will end on August 22, 2017.

**5. Workshop – discussion of proposed budget for FY 2017-18**

- A. City of Mission**
- B. RGV Lead**
- C. Texas Citrus Fiesta**
- D. Small Business Fund Programs**
- E. Downtown Façade Improvement Fund**
- F. Rent Subsidy Program**

Representatives of each agency appeared before the Board and explained their requests.

- A. City of Mission – City Manager Martin Garza reported on the city’s request of **\$1,000,000**. He said that last year, the funds were used for Taylor Road improvements. This request is to help pay for the debt service of the Mission Events Center, which is about \$1.5 million annually until 2030.
- B. RGV Lead – Dr. Norma Salaiz, Director of RGV Lead, presented her request for **\$75,000** by saying that the organization has partnered with MEDC for the last five years. The organization trains Mission CISD, Sharyland ISD, and La Joya ISD students for future targeted occupations. The organization creates educator support teams at each of the high schools to ensure that initiatives that are implemented are focused on targeted industries. This year there were 1,350 high school seniors between the seven high schools in this area that were identified as RGV Lead scholars meaning that they are college and career ready and have addressed the pathway they’re interested in pursuing. Careers include business, health, and law enforcement fields. The organization also trains student ambassadors, these are high school leaders that are involved in student council, national honor society, or students that just want to be involved as leaders at the national level. Dr. Salaiz thanked the Board for their past assistance.
- C. Texas Citrus Fiesta – Carlos Garcia with Texas Citrus Fiesta (TCF) presented TCF’s request for **\$125,000**. Mr. Garcia mentioned that the Texas Citrus Fiesta has had a lot of exposure since its existence. They have done parades in Corpus Christi, Laredo, San Antonio, and Mission with as

many as 200,000 spectators present. Mr. Garcia mentioned that some of the people assisting with the work are volunteers, and some are not. He mentioned that it is also an economic boost to the city when so many people come out to the parades. A question was made regarding work done at the Mission Community Center. Bill Filut mentioned that the City assists with labor on some of the work needed at the Mission Community Center, but that TCF pays for the equipment or materials needed. Questions were also made regarding the difference in the amounts funded before and the amount currently being requested. Mr. Filut mentioned that the increase was due to an increase in out of town traveling expenses. Mr. Garcia thanked the Board for their past assistance and for the opportunity to present this request.

- D. Small Business Fund Programs – Mr. Meade presented the request of **\$500,000** for Small Business Fund Programs. He mentioned that the amounts will be used for Ruby Red Ventures, Code the Town, and the new Arts Program. Mr. Meade said that he plans to continue expanding the programs we currently have to include \$150,000 for Ruby Red Ventures, \$220,000 for Code the Town; and \$130,000 for the new Arts Program. For this last program, Mr. Meade said that MEDC is bringing experts in residence to expose students people from the community to careers STEAM fields. He also said he wants to spearhead a program for high school girls that will prepare them for fields in technology, engineering and entrepreneurship. This program will be called Mission EDC Career Readiness and Empowerment of Women (CREW) strictly dedicated for high school girls. A question was made regarding a program called Enginuity. Enginuity was created to train students in engineering; however, Mr. Meade said that he has noticed that the community calls everything “coding” and therefore MEDC decided that anything having to do with technology and engineering will fall under the Code the Town Program. The \$50,000 previously designated for the Enginuity was added to the Code the Town Program.
- E. Downtown Façade Improvements Fund – Mr. Meade mentioned that this **\$100,000** request is to assist downtown property owners to improve their businesses. Last year we assisted about 20 business and this year we have assisted about 12. The program has been very successful and he would like to continue it.
- F. Rent Subsidy Program – Mr. Meade mentioned that the **\$50,000** request is intended to assist downtown businesses but that the business has to be a certain type of mix rather than a business like a furniture store or ropa usada. Coffee shops, bistros, art galleries, book stores, music stores, or specialty grocery stores would qualify for this incentive. Stores that tend to stay open late and create a different type of atmosphere in the city. Last year, three businesses benefitted from this program.

## 6. President’s Comments

None.

## 7. Adjournment

Linda Requenez moved to adjourn the meeting. Motion was seconded by Councilman Ruben Plata and approved 5-0. Meeting was adjourned at 6:21 p.m.

---

S. David Deanda, Jr., President

ATTEST:

---

Richard Hernandez, Secretary