

**NOTICE OF SPECIAL MEETING  
MISSION ECONOMIC DEVELOPMENT CORPORATION  
NOVEMBER 13, 2018      12:00 P.M.  
THE CLUB AT CIMARRON**

**PRESENT:**

Richard Hernandez, Vice President  
Pete Jaramillo, Secretary  
Dr. Sonia Treviño, Treasurer  
Catherine Garcia  
Mayor Armando O’Cana served in the Mayor Position

**ABSENT:**

S. David Deanda, Jr., President  
Mario Garza

**ALSO PRESENT:**

**STAFF PRESENT:**

Alex Meade, Chief Executive Officer  
Daniel Silva, COO  
Ezeiza Garcia, Assistant Finance Director  
Judy Vega, Executive Assistant  
Martin Garza Jr., City Manager  
Janette Molina, MEDC Receptionist  
Tecló Garcia, Director of External Affairs  
and Communications  
Cristina Garza, Director of Social Impact  
Shaine Mata, Facility Manager  
Joe Salazar, Accountant  
Randy Perez, Deputy City Manager

**1. Call to order**

In the absence of the President and with a quorum being present Vice President Richard Hernandez called the meeting to order at 12:09 p.m.

**2. Approval of Minutes – October 23, 2018.**

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

**3. Approval of title change to the Program Director and the Director of Strategic Partnerships & Program Development, to Director of Social Impact, and Director of External Affairs and Communications, respectively.**

Mr. Meade introduced this item by saying that after having these two positions for some time, we realize that their titles are not as appropriate as we thought. We feel that Tecló Garcia’s title, Director of Strategic Partnerships & Program Development, should be changed to Director of External Affairs and Communications, which is what he is essentially doing. He works with different external organizations and handles all of Mission EDC’s communication efforts. Mr. Garcia mentioned that he feels more comfortable with the new title because it is more reflective on the work he does with legislators, associations, press releases and marketing he does for MEDC.

Cristina Garza's title of Program Director, is now-a-days more aligned with computer programming, something she is not. Therefore, we would like to change her title to Director of Social Impact. We feel that the role that she plays in the EDC has a lot to do with social impact and that is also a title used by many similar organizations. Mr. Meade said that we initially chose Program Director because that was what we were creating, programs. Internally it made sense to us; but externally, it created confusion. Ms. Garza said that the new title came about on how other organizations, both private and government are using funding to affect the community and create a positive impact in the community. This title could either be Director of Community Impact or Director of Social Impact, which can be used interchangeably. Ms. Garza said that she thinks the title of Director of Social Impact is more reflective of what she does, which is taking that incentive money and re-investing it in the wellbeing and professional development of the community. The title changes will not impact MEDC's budget. Brief discussion took place.

After the discussion, Catherine Garcia moved to approve the title change of the Director of Strategic Partnerships & Program Development to Director of External Affairs and Communications; and the title change from Program Director to Director of Social Impact. Motion was seconded by Pete Jaramillo and approved 5-0.

### **3. Presentation on Mission CISD Codes.**

Director of Social Impact Cristina Garza did a short power point presentation related to Mission CISD Codes. She mentioned that it has been almost two years since she has been in the position of doing programs in the community of Mission. When CEO Alex Meade and COO Daniel Silva first started programs, they started with Ruby Red Ventures and Code the Town, two programs that are still going strong and being very successful. We now have 10 programs and initiatives; however, Ms. Garza wanted to give the spotlight to one of those programs that has been very successful and which is making an impact on how Mission students are understanding technology. Mission CISD Codes got started almost two years ago. This program is a partnership between Mission EDC, Mission CISD, and Mouse, a non-profit technology company from Austin, Texas. Ms. Garza briefly went over the presentation by mentioning that at the moment, there are 500,000 job openings in technology nationwide, with Texas having 44,972 of those job openings available, a 4.5 times the average demand rate. With those job openings, we want to make sure Mission prepares its students for those positions. Mission EDC's Code the Town Program has trained 3,500 students in coding. Ms. Garza mentioned that just Mission CISD has 16,000 and the idea of training all of them at the CEED building was limited; however, this was solved by integrating coding training into the existing classes within the schools. This was a three-year initiative in which we taught computer science teachers, non-computer science teachers, principals, administrators, and counselors in coding or how to implement coding. They used "Scratch" programming, a program created by MIT to teach core curriculum, and TEKS, thus creating a K-12 computer science pipeline. Year one, the goal was to train seven computer science teachers in Scratch, but 23 teachers showed up for the training. Year two was more aggressive. It was about training the trainers and expand the number of people that were supposed to get trained. Teachers also get an incentive of \$500 and once they're done, they get hired by Mouse. Mouse instead of sending people to train down here, they hire people from here to do the training. The goal in year two was to train 63 teachers, but 118 got trained, with 500 core teachers. Ms. Garza mentioned that Dr. Sharon Roberts, Mission CISD's Assistant Superintendent, took the people we trained and hired them as curriculum writers. She said teachers don't write their own curriculums, but they follow what curriculum writers do. By year three, we are hoping to phase out Mouse and build this in-house capacity. Mouse is aware of this and promotes it because

they don't want to be here forever. They actually want for schools to be on their own, have their own instructors, and have their own curriculum writers. Mayor Armando O'Cana said that at today's City Council meeting he will be recommending the passage of an ordinance for the creation of a committee called Jobs Skilled Readiness Committee. This committee will be composed of three school districts' vocational directors or whomever the superintendents designate, the MEDC CEO, and a representative of STC's vocational department to envision that need for this type of training and courses. He said that 80% of Mission's Black & Decker's employees were not from the Rio Grande Valley because of lack of technology skills such as coding and programming, which is what they need.

**4. Vice President's Comments.**

Vice President Hernandez said he appreciated the Board for their hard work. He said that as the Thanksgiving holiday approaches, we have a lot to be thankful for, for those blessings God has bestowed upon us. He said there is nothing greater than living in a community where we are participants and activists for making our city available to companies that want to come to Mission to be part of our history, our culture, and our heritage. He thanked the MEDC staff, Mayor Armando O'Cana, City Manager Martin Garza, Deputy City Manager Randy Perez, and everyone else that make these opportunities possible during this Advent season. Mayor Armando O'Cana echoed Vice President Hernandez's wishes and thoughts and said he was very pleased. Dr. Sonia Treviño said these were exciting times for our city and that Director of Social Impact Cristina Garza's presentation hit close to home and was happy that they gave the opportunity to Dr. Sharon Roberts. She also said she was happy to hear this kind of news on the code training because it impacts the community and students as a whole.

**5. Adjournment.**

Pete Jaramillo moved to adjourn the meeting. Motion was seconded by Catherine Garcia and approved 5-0. Meeting was adjourned at 12:55 p.m.

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S. David Deanda, Jr., President

ATTEST:

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Pete Jaramillo, Secretary