

THE ECONOMIC DEVELOPMENT CORPORATION OF WESLACO
MINUTES OF THE REGULAR MEETING
JANUARY 15, 2025

On this, fifteenth (15th) day of January 2025 at 5:00 P.M., The Economic Development Corporation of Weslaco convened its regular meeting at the Business Visitor & Event Center Board Room A located at 275 South Kansas, Weslaco, Texas: for discussion and taking possible action on the following items.

The following members were present:

Sandra Charlton

Jerry Gonzalez – Arrived at 5:03 pm

Kris Garcia

JJ Serrano

Joe Olivarez – Arrived at 5:12 pm

Hector Solis

Also present were:

Steven Valdez – EDCW Executive Director

April Castaneda – EDCW Director

Maria Cisneros – Commercial Real Estate & Retail Recruitment Manager

Jorge Lozano – EDCW Accountant

Michelle Garcia - EDCW Manager Social Media

Eugene Vaughn - EDCW Attorney

Crystal Rodriguez – Weslaco Museum Director

Christine Warren – Frontera Audubon Director

At 5:01 P.M. Ms. Charlton called the Board Meeting to order.

I. Call to Order

A. Roll Call.

A quorum was formed with four board members present.

B. Board Members' declaration of potential conflicts of interest as to any agenda items.

There were no declarations of potential conflicts of interest regarding any agenda items.

II. Public Comments

This portion of the meeting is not intended to be an extended discussion or a debate and is limited to three (3) minutes for each presenter. Presenters may address the Board of the EDCW regarding any item on the agenda that will be discussed by the Board during the open portion of the meeting. Board members do not reply; they listen.

There were no public comments.

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III. Presentation

- A. Crystal Rodriguez - Executive Director Weslaco Museum.
Mrs. Rodriguez and Mrs. Warren gave a brief presentation asking for support for the Strings of the Heart event for sponsorship.

IV. Consent Agenda

- A. Approval of Minutes of Regular Meeting of December 18, 2024.
- B. Discussion and Possible action to authorize training between STC and EDCW for high-demand job training with ColiMex.
- C. Discussion and Possible action to authorize training between STC and EDCW for high-demand job training with the City of Weslaco.
Mr. Serrano made a motion to approve the consent agenda with tuition adjustment.
Mr. Gonzalez seconds the motion.

Mr. Serrano votes in favor.
Mr. Gonzalez votes in favor.
Mr. Garcia votes in favor.
Ms. Charlton votes in favor.
Mr. Solis votes in favor.

Motion passes with five votes.

V. New Business

- A. Discussion & Possible action regarding a sponsorship request from the Weslaco Museum for the Strings of the Heart event.
Mr. Serrano made a motion to approve a sponsorship for \$1,000.
Mr. Solis seconds the motion.
- Mr. Serrano votes in favor.
Mr. Solis votes in favor.
Ms. Charlton votes in favor.
Mr. Garcia votes in favor.
Mr. Gonzalez votes in favor.
Mr. Olivarez votes in favor.

Motion passes with six votes.

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- B. Discussion and Possible action regarding downtown parking concerns during events.
Ms. Charlton moved this item to Closed Session.

No action.

- C. Discussion and Possible action regarding a new grant aimed at marketing efforts for small businesses.

Mr. Serrano made a motion to approve as recommended by EDCW staff.

Mr. Solis seconds the motion.

Mr. Serrano votes in favor.

Mr. Solis votes in favor.

Mr. Gonzalez votes in favor.

Ms. Charlton votes in favor.

Mr. Garcia votes in favor.

Mr. Olivarez votes in favor.

Motion passes with six votes.

- D. Discussion & Possible Action regarding moving the date for the Regular Board Meeting to be held during February 2025.

Mr. Serrano made a motion to move the Regular Board Meeting of February 2025 to February 12, 2025.

Mr. Garcia seconds the motion.

Mr. Serrano votes in favor.

Mr. Garcia votes in favor.

Ms. Charlton votes in favor.

Mr. Olivarez votes in favor.

Mr. Gonzalez votes in favor.

Mr. Solis votes in favor.

Motion passes with six votes.

VI. Old Business

- A. Discussion and Possible action regarding the Economic Development Agreement between EDCW and R & L Lozano Leasing LTD; Project Myra.

Mr. Gonzalez made a motion to approve the payment as recommended by EDCW staff.

Mr. Solis seconds the motion.

Mr. Gonzalez votes in favor.

Mr. Solis votes in favor.

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Ms. Charlton votes in favor.
Mr. Garcia votes in favor.
Mr. Serrano votes in favor.
Mr. Olivarez votes in favor.

Motion passes with six votes.

B. Discussion and Possible action regarding the grant proposal and to enter into an agreement for the Kauffman Fast program from UTRGV Entrepreneurship and Commercialization Center.

Mr. Serrano made a motion to approve the Kauffman Fast program with a 50/50 split with reimbursement to the participants upon completion of the program.

Mr. Solis seconds the motion.

Mr. Serrano votes in favor.
Mr. Solis votes in favor.
Ms. Charlton votes in favor.
Mr. Garcia votes in favor.
Mr. Gonzalez votes in favor.
Mr. Olivarez votes in favor.

Motion passes with six votes.

VII. Reports

A. Monthly Financial Report December 2024 – Jorge Lozano.

Mr. Lozano presented the monthly financial report to the Board.

No action.

B. Executive Director's Report – Steven M. Valdez.

Mr. Valdez highlighted the following items from his report: Project Rip Wheeler; Project Centro; Intersection of Pike & Votech Dr.; and 2nd annual Christmas Mixer.

No action.

VIII. Closed Session

At 6:01 PM Ms. Charlton announced that the EDCW Board will move into Closed Session.

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At 6:56 PM Ms. Charlton announced that the EDCW Board will move out of Closed Session and into Open Session.

IX. Action on the Closed Session

A. Deliberation and Possible action regarding economic development matters (as permitted under Tex. Gov't Code Section 551.087), including, but not limited to the following:

1. Summary of Leads.

No action.

B. Deliberation and Possible action regarding real property matters (as permitted under Tex. Gov't Code Section 551.072), including, but not limited to the following:

1. Project Trademark – update.

No action.

C. Deliberation & Possible action regarding EDCW employment matters. (as permitted under Tex. Gov't Code Section 551.074 and 551.071).

No action.

D. Consultation with Attorney (as permitted under Tex. Gov't Code Section 551.071).

1. Discussion and Possible action regarding downtown parking concerns during events.

No action.

X. Adjournment

With no other business before the Board, at 6:56 PM the EDCW Regular Board Meeting of January 15, 2025, was adjourned.

Respectfully submitted:



Maria Cisneros – Recorder

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The minutes were approved at the Regular Board Meeting of February 12, 2025.


Kris Garcia - Secretary