



**NOTICE THAT A REGULAR CALLED MEETING OF THE
SAN JUAN ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

Location: San Juan City Hall
EOC Room (2nd Floor)
512 S. Nebraska Ave.
San Juan, Texas 78589
Tuesday, June 4, 2024
6:00 PM

At any time during the course of this meeting, the San Juan EDC Board of Directors may convene into Executive Session under Texas Government Code Section §551.071 (2) to consult with its legal counsel on any subject matter on this agenda in which the duty of the attorney to the Board of Directors under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code. Further, at any time during the course of this meeting, the San Juan EDC Board of Directors may retire to Executive Session to deliberate on any subject slated for discussion at this meeting, as may be permitted under one or more of the exceptions to the Open Meetings Act set forth in Title 5, Subtitle A, Chapter 551, Subchapter D of the Texas Government Code. On matters requiring a public hearing, all persons desiring to speak during a public hearing shall sign in with the presiding clerk prior to the scheduled public hearing.

I. CALL TO ORDER
II. PLEDGE OF ALLEGIANCE
III. ROLL CALL
IV. PUBLIC COMMENTS
V. DIRECTOR'S REPORT

1. - ICSC Conference May 19th - 21st, 2024.
- Panda Express Ground Breaking on May 23, 2024, at 4:30 p.m.
- Esperanza Homes Subdivision Ground Breaking on May 24, 2024, at 10:00 a.m.
2100 S. Stewart Rd.
-Michael's Burgers Ribbon Cutting, June 12, 2024, at 4:00 p.m.
- Spoke to several potential developers.

VI. DISCUSSION AND POSSIBLE ACTION ON ALL OF THE FOLLOWING MATTERS:

1. Discussion and Possible Action, if any, on "Downtown Revitalization Plan".
2. Discussion and Possible Action, if any, on a Sponsorship for Middle School Football 7 on 7 League.
3. Discussion and Possible Action, if any, on a Sponsorship for Valeria Cervantes, a Yzaguirre Middle School Student, for an Educational Field Trip to Washington.
4. Discussion and Possible Action, if any, on a Sponsorship for PSJA Bear Football Summer Camp for incoming 5th - 9th graders on July 29-31, 2024.
5. Discussion and Possible Action, if any, on Sponsoring the San Juan Lions Club.
6. Discussion and Possible Action on a Sponsorship for PSJA College for All Conference.

VII. EXECUTIVE SESSION

1. The San Juan Economic Development Corporation will Convene in Executive Session, in Accordance with Texas Open Meeting Act, Vernon Statutes and Codes Annotated, Government Code Chapter §551.071 (Consultation with Attorney) and Texas Government Code §551.087 (Deliberation Regarding Economic Development Negotiations).
 - A. Pursuant to Section §551.087, ECONOMIC DEVELOPMENT NEGOTIATIONS; Deliberation Regarding Financial Incentive to a Business Prospect.
 - A. Project Indoor Practice
 - B. Pursuant to Section §551.071 Consultation with Attorney and Section §551.087, ECONOMIC NEGOTIATIONS; Deliberation Regarding EDC Real Estate Properties.

VIII. RECONVENE

1. The San Juan Economic Development Corporation will Reconvene into Open Session to Take Necessary Action, if any, in Accordance with Chapter 551, Open Meeting Subchapter E, Procedures Relating to Closed Meeting 551, Requirements to Vote or Take Final Action in Open Meeting.
 - A. Pursuant to Section §551.087, ECONOMIC DEVELOPMENT NEGOTIATIONS; Deliberation Regarding Financial Incentive to a Business Prospect.
 - A. Project Indoor Practice
 - B. Pursuant to Section §551.071 Consultation with Attorney and Section §551.087, ECONOMIC NEGOTIATIONS; Deliberation Regarding EDC Real Estate Properties.

IX. ADJOURNMENT

I, the undersigned authority, do certify that the above agenda of said regular meeting/workshop of the San Juan Economic Development Corporation is a true and current copy, and that said notices were posted at San Juan City Hall, 512 S. Nebraska Ave., San Juan, TX, San Juan EDC office, and San Juan EDC website, www.sanjuanedc.com at a place convenient and readily accessible to the general public, at all times, and said notice was posted on the 31st of May, 2024, and will remain posted continuously for at least 72 hours preceding the scheduled time of the said meeting in compliance with Chapter 551 Texas Government Code (Open Meeting Act).



Ben Arjona
City Manager/Executive Director
San Juan Economic Development Corporation

AGENDA ITEM AND RECOMMENDATION SUMMARY
CITY COMMISSION REGULAR MEETING
JUNE 4, 2024

- ICSC Conference May 19th - 21st, 2024.
 - Panda Express Ground Breaking on May 23, 2024, at 4:30 p.m.
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 - Spoke to several potential developers.
-

STAFF COMMENTS AND RECOMMENDATIONS:

- ICSC Conference May 19th - 21st, 2024.
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- Esperanza Homes Subdivision Ground Breaking on May 24, 2024, at 10:00 a.m. 2100 S. Stewart Rd.
- Michael's Burgers Ribbon Cutting, June 12, 2024, at 4:00 p.m.
- Spoke to several potential developers.

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative Asst.

APPROVED BY:

Benjamin Arjona, City
Manager

AGENDA ITEM AND RECOMMENDATION SUMMARY
CITY COMMISSION REGULAR MEETING
JUNE 4, 2024

Discussion and Possible Action, if any, on a Sponsorship for Middle School Football 7 on 7 League.

STAFF COMMENTS AND RECOMMENDATIONS:

Yzaguires Middle School is requesting a sponsorship for its middle school football development program, which will participate in the 7on7 League at the High School PSJA Independent School District.

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative Asst.

APPROVED BY:

Benjamin Arjona, City
Manager

Sponsorships
October 1, 2023 thru September 30, 2024

BALANCE \$	32,300.00
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**PHARR - SAN JUAN - ALAMO
INDEPENDENT SCHOOL DISTRICT**

Raul H. Yzaguirre Middle School Athletics



Dear Potential Sponsor:

Yzaguirre Middle School is a top middle school football development program in the Pharr-San Juan-Alamo Independent School District. Yzaguirre Middle School currently has a 6th, 7th, and 8th Grade 7 on 7 team participating in the PSJA High School Middle School 7 on 7 League. Our players become better football players, better young men in their communities and prepare for the high school level.

7 on 7 teaches young student-athletes how to excel both in the classroom and on the playing field. We are seeking your support to help the teams cover the cost of \$275.00 per team so our student-athletes can participate.

We invite you to be an individual or corporate sponsor. Your donation will provide monetary support for the youth in our area by offsetting League Fees. We ask you to review this opportunity and seriously consider working with us in shaping these young men's futures.

If you would like to be a sponsor, please make check payable to Raul Yzaguirre MS Boys Athletics or contact Coach Villanueva at (956) 961-9440 or email at justin.villanueva@psjaisd.us.

As always thank you for your support in giving our student-athletes an opportunity to be successful in their extracurricular activities.

Sincerely,

Justin J. Villanueva, M.Ed.

Raul H. Yzaguirre Middle School | Athletic Coordinator

Pharr-San Juan-Alamo ISD

956.354.2630

AGENDA ITEM AND RECOMMENDATION SUMMARY
CITY COMMISSION REGULAR MEETING
JUNE 4, 2024

Discussion and Possible Action, if any, on a Sponsorship for Valeria Cervantes, a Yzaguirre Middle School Student, for an Educational Field Trip to Washington.

STAFF COMMENTS AND RECOMMENDATIONS:

Valeria Cervantes is a student representing "The Pathfinders," a group of enthusiastic middle school students from Raul Yzaguirre Middle School in San Juan, TX. She is reaching out for sponsorship support for her upcoming educational field trip to Washington, D.C. in July.

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative Asst.

APPROVED BY:

Benjamin Arjona, City
Manager



Raul H. Yzaguirre Middle School

Pharr-San Juan-Alamo ISD

Michael E. Castillo, Tour Leader

Subject: Sponsorship Request for Educational Field Trip to Washington D.C.

Hello,

I hope this letter finds you well. My name is Valeria Cervantes and I am a student representing "The Pathfinders," a group of enthusiastic middle school students from Raul Yzaguirre Middle School in San Juan, Texas. I am reaching out to you with a humble request for sponsorship support for our upcoming educational field trip to Washington D.C. in July.

Our trip to Washington D.C. is an invaluable opportunity for us to immerse ourselves in the rich history of our nation, particularly as we prepare to delve into U.S. History in the coming academic year. This real-world experience will allow us to witness firsthand the landmarks, monuments, and institutions that have shaped the course of American history. From the hallowed halls of the Smithsonian museums to the historic sites like the Capitol Building and the Lincoln Memorial, we are eager to learn, explore, and gain a deeper understanding of our country's past.

Unfortunately, the cost of organizing such a trip is substantial, and many of us face financial constraints that make it difficult for us to participate. That's why we are turning to local businesses like yours for support. Your sponsorship donation, no matter the amount, would go a long way in helping us offset the expenses associated with transportation, accommodation, and admission fees, ensuring that we all can embark on this enriching journey.

As a token of our gratitude for your generosity, we would be honored to provide you with a group photo from our trip, capturing the smiles and memories of our experience in Washington D.C. Your contribution will not only make a difference in the lives of individual students but also contribute to the educational enrichment of our entire school community.

I understand the importance of supporting local businesses like yours, and I genuinely appreciate any assistance you can provide. Together, we can empower the next generation of leaders, thinkers, and historians.

Thank you for considering my request. If you have any questions or require further information, please do not hesitate to contact me at (956) 784-2008. I eagerly await the opportunity to partner with you on this exciting endeavor.

Warm regards,

Valeria Cervantes

"The Pathfinders"

(956) 784-2008

AGENDA ITEM AND RECOMMENDATION SUMMARY
CITY COMMISSION REGULAR MEETING
JUNE 4, 2024

Discussion and Possible Action, if any, on a Sponsorship for PSJA Bear Football Summer Camp for incoming 5th - 9th graders on July 29-31, 2024.

STAFF COMMENTS AND RECOMMENDATIONS:

The PSJA Bear Football team is requesting a sponsorship for their summer camp on July 29th-31st, 2024, for incoming 5th-9th graders. (New sponsorship)

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative Asst.

APPROVED BY:

Benjamin Arjona, City
Manager



PSJA Independent School District

PSJA Early College High School

♦ 805 W. Ridge Rd. ♦ San Juan, Texas 78577 ♦ Phone: (956) 354-2300

Parents, Community, and Business Leaders,

The PSJA Bear Football team will be having a summer camp for incoming 5th- 9th graders on July 29th, 30th, 31st. We are seeking support from our community to assist in the raising of funds for our camp. We want this camp to be one that our students will be happy to attend and fully enjoy.

We are asking members of our community, parents, and business leaders to sponsor with any monetary donations. We plan to have daily incentives for the students as well as give out awards for our Punt, Pass, and Kick challenge. The donations will also help to get each of our student-athletes a camp shirt. Every sponsor will be put on the back of our camp shirts. With your help we will be able to reach these goals.

Thank you in advance for any donations,

Lupe Rodriguez
Head Football Coach/Athletic Coordinator
956-897-8552
lupe.rodriquez@psjaisd.us

Camp Director(s): Coach Peraza 956-537-4744
Coach Maynez 956-222-6319

PLEASE MAKE CHECKS PAYABLE TO:
PSJA BEAR FOOTBALL

BEARS SUMMER CAMP 2024 DONATION LETTER

Miguel Maynez <miguel.maynez@psjaisd.us>

Fri 5/17/2024 4:03 PM

To: Martha Patterson <mpatterson@sanjuanedc.com>; Benjamin Arjona <barjona@sjtx.us>

Cc: Luis Peraza <luis.peraza@psjaisd.us>

 1 attachments (30 KB)

PSJA HIGH BEARS DONATION LETTER FOOTBALL 2024.docx;

Good Afternoon,

We will be having a summer football camp on July 29th, 30th, and 31st. We are seeking support from our community. We want this camp to be one that our student-athletes will be happy to attend. If you have any questions please let me know. My name is Coach Maynez 956-222-6319. I have attached a donation letter to this Email. Thank you for all you do for our community! Go Bears!

Coach Maynez

AGENDA ITEM AND RECOMMENDATION SUMMARY
CITY COMMISSION REGULAR MEETING
JUNE 4, 2024

Discussion and Possible Action, if any, on Sponsoring the San Juan Lions Club.

STAFF COMMENTS AND RECOMMENDATIONS:

The San Juan Lions Club is requesting a sponsorship for their organization. San Juan EDC sponsored them last year for \$1,000.00

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative Asst.

APPROVED BY:

Benjamin Arjona, City
Manager



San Juan Community Lions

2203 Fresno St.
San Juan, TX 78589

Where there's a need, there's a **LION!**

Hello Community Leader,

We are seeking sponsors to support all the amazing things your local Lions Club is doing in your community. Your contribution will help us enrich the lives of so many individuals right here at home.

As someone who cares deeply for your community, maybe you're looking for new ways to do even more. Well, the good news is, our work is never done!

The San Juan Community Lion members work tirelessly to meet the needs of our community. This year alone, we have worked on many projects including the following:

- Childhood Cancer Awareness- we participated in the Carnival of Hope which provided a carnival atmosphere so children with cancer could have fun playing games and winning prizes at zero cost to the families.
- Hunger Awareness- we participate in food collection drives and food distribution drives in partnership with the Food Bank RGV and The Sanchez Family Ranch in San Juan.
- Environmental Awareness- we participate in city wide clean up events in partnership with the Keep San Juan Beautiful Board with the City of San Juan

Help us continue the amazing projects that we are providing by making a tax-deductible donation to our Club. If you have any questions feel free to contact me at 956-460-5758 or send your donation to the address listed at the top of the page.

Together We Can Make a Difference!

Sincerely,

Lion President Jesse Ramirez
2023-2024 Club Excellence Award Recipient
EIN # 35-2838064
Follow us on Facebook @ San Juan Community Lions



CHANGE THE WORLD

Contribute today!

Gold Sponsor
\$1000

SILVER SPONSOR
\$500

Bronze Sponsor
\$300

Call us at 956-460-5758
Lion Jesse Ramirez-President



AGENDA ITEM AND RECOMMENDATION SUMMARY
CITY COMMISSION REGULAR MEETING
JUNE 4, 2024

Discussion and Possible Action on a Sponsorship for PSJA College for All Conference.

STAFF COMMENTS AND RECOMMENDATIONS:

PSJA Early College is requesting a sponsorship for the PSJA College for all Conference.
New sponsorship.

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative Asst.

APPROVED BY:

Benjamin Arjona, City
Manager

May 28, 2024

Greetings PSJA Friends and Partners,

I'm excited to share that the much-anticipated PSJA College for All Conference is returning after a brief hiatus due to the pandemic. The conference will take place at the Mission Event Center on October 22-24, 2024.

As a state and national leader in creating opportunities for all students, PSJA ISD is thrilled to bring together educators, district leaders, organizations, and higher education representatives once again for this transformative event. The PSJA College for All Conference stands out for its unique focus on empowering every student and promoting equity in education, making it a valuable platform for your organization to align with.

The conference tracks include:

- ☐ Equity in Education: Establishing and Scaling Inclusive Early College High Schools
- ☐ Empowering Equity: Gaining a Competitive Edge in the Workforce
- ☐ From Cradle to College: An Equitable Journey
- ☐ Equity & Inclusion: Empowering Resilient Students on the Path to College
- ☐ Equity in Access: Back-on-Track to College
- ☐ Bilingual Brilliance: Unlocking Potential Through Dual Language Programs
- ☐ Sustainability by Design: Shaping Tomorrow's Equitable World

To ensure this event's success, we seek sponsorship from community-minded organizations like yours. Your generous support will directly contribute to covering the costs associated with venue rental, catering, promotional materials, and other essential items. In return, we offer various sponsorship packages designed to provide your organization with maximum exposure and recognition.

Please review the attached sponsorship form for more information about the available packages and corresponding benefits. We understand that each organization has unique needs and preferences, and we are committed to tailoring our sponsorship arrangements to meet them. Whether it's a customized sponsorship arrangement, gifts or gift cards for door prizes, sponsoring meals for the attendees, covering the costs of the event program and conference bags, or incorporating your branded merchandise in the conference bags, we are open to discussing all possibilities.

Please feel free to contact me at rose.angeles@psjaisd.us or 956 354 2044 ext. 1237 with any questions or for further discussion. I will be the point of contact for this event.

Thank you for considering our sponsorship request. Together, we can inspire and empower the next generation of leaders, impacting their lives and our community. We're looking forward to partnering with your organization.

Respectfully,



Rose Hernandez

PSJA Early College Strategic Planning Coordinator

ABOUT PSJA ISD



Pharr-San Juan-Alamo Independent School District (PSJA ISD) has emerged as a leading force in providing diverse academic opportunities for students, earning recognition at both state and national levels. Serving a student population of over 30,000 across three cities and spanning from pre-kindergarten to 12th grade, PSJA ISD is committed to graduating students who are ready to succeed in today's global landscape.

Renowned for its effective dropout prevention strategies and commitment to college readiness, PSJA ISD boasts an impressive high school completion rate exceeding 97 percent. With all high schools designated as Early College, PSJA ISD has the only wall-to-wall Early College Program in the state and nation.

With an equity-focused approach, the Early College Program's success is rooted in a holistic approach, offering rigorous academics alongside unwavering support from dedicated teachers, counselors, and mentors. Each semester, over 3,000 high school students are enrolled in college-level courses through dual and concurrent enrollment initiatives through partnerships with South Texas College and other higher education institutions.

PSJA ISD's success stories include innovative programs like the Dual Language Enrichment Program, Early College, and Dropout Recovery Program, all of which have significantly narrowed the pathway to post-secondary education for students. At PSJA ISD, students can earn college credits, become bilingual and biliterate graduates, participate in top-notch athletic programs, and engage in renowned fine arts programs, ensuring a well-rounded and enriched educational experience.

Our commitment to empowering students remains unwavering. As we prepare to host the 2024 PSJA College for All Conference on October 22-24, 2024 in Mission, Texas, educators, district leaders, and higher education institutions from across the state and nation are invited to witness firsthand the impactful initiatives that are shaping futures and transforming our communities.

WHY SPONSOR?

In light of our commitment to fostering excellence in education and creating lasting impacts in our communities, we invite businesses and organizations to consider sponsoring the 2024 PSJA College for All Conference. This conference presents a unique opportunity for sponsors to engage with hundreds of educators and leaders from across the state and nation, showcasing their support for innovative educational initiatives and their dedication to empowering students.

We look forward to partnering with you in shaping a brighter future for our students and communities.

SPONSORSHIP OPPORTUNITIES

GENERAL SESSION LUNCH SPONSOR (\$10,000)

- Five (5) Conference registrations for sponsor representatives
- Time to welcome "College for All" Summit attendees by a single representative for a maximum of ten (10) minutes during the luncheon
- Company logo on the "College for All" website and "College for All" App linked back to your website
- Signage at luncheon
- Market your organization and network with attendees during the "College for All" Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Receive preliminary Conference attendee list
- Quarter-page advertisement in College for All Program Guide
- Company marketing materials for College for All Registrant Badge

BREAK SPONSOR (\$2,000)

- Two (2) Conference registrations for sponsor representatives
- Break sponsor recognition in College for All Program Guide
- Company logo on the College for All website and College for All App linked back to your website
- Signage at break
- Market your organization and network with attendees during the College for All Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Company marketing materials for College for All Program Registrant Bags
- Receive College for All Directory

PRE-CONFERENCE SMALL GROUP SPONSORSHIP SESSION (\$1,500)

(Select 1 of the Pre-Conference Sites; 40 attendees at each)

- Two (2) Conference registrations for sponsor representatives
- Conduct a 30 minute, pre-conference marketing session on your product or service during lunch break
- Pre-conference sessions sponsor recognition in College for All Program
- Company logo on the College for All website and College for All App linked back to your website
- Receive College for All Directory

TABLE TOP (\$500)

- One (1) Conference registration for sponsor representative
- Market your organization and network with attendees during the College for All Table Top Session which includes a 6 ft. draped table with electricity (not an exhibit hall)
- Company logo on the College for All website and College for All App linked back to your website
- Receive College for All Directory

ADDITIONAL PROMOTIONAL BENEFITS

Note: does not include a registration.

- Business Card ad- \$75
- Quarter-page advertisement in College for All Program Guide-\$125
- Half-page advertisement in College for All Program Guide-\$250
- Full-page advertisement in College for All Program Guide-\$500
- Company marketing materials for College for All Registrant Bags- \$500

PSJA ISD "COLLEGE FOR ALL" SPONSORSHIP INTEREST FORM

LEAD CONTACT NAME-----

TITLE-----

COMPANY NAME-----

ADDRESS-----

CITY-----

STATE-----

ZIP-----

PHONE-----

EMAIL-----

INVESTMENT TYPE (PLEASE CHECK ALL THAT APPLY)

- ☐ GENERAL SESSION LUNCH SPONSOR (\$10,000) *{Exclusive}*
- ☐ BREAK SPONSOR (\$2,000)
- ☐ PRE-CONFERENCE SMALL GROUP SPONSORSHIP SESSION (\$1,500)
(List of Site-Visit Locations to Follow)
- ☐ TABLETOP (\$500)

Interested in advertising in the "College For All" Conference Program

- Ad must be press ready.
- Hi-resolution PDF or jpeg with fonts embedded accepted; PDF preferred
- For additional ad specs contact: darline.gracia@psjaisd.us

- ☐ Full page color ad: \$500 (7.125" wide x 10" high)
- ☐ Half page horizontal color ad: \$250 (7.125" wide x 4.825" high)
- ☐ Quarter page vertical color ad: \$125 (3.625" wide x 4.825" high)
- ☐ Business Card ad: \$75 (3.625" wide x 2" high)

Pay by check.

Make checks payable to: PSJA ISD

All in-kind requests will be considered.