



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

**Location: City of San Juan City Hall
E.O.C. Room, 2nd Floor
512 S. Nebraska Ave.
San Juan, Texas 78589**

**Tuesday, January 20, 2026
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

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

1. Discussion and Possible Action, if any, on Sponsoring the Superintendent's Scholarship Golf Classic, on Saturday, March 7, 2026, at the Topgolf located at 1901 W. Interstate 2, Pharr, TX 78577.
2. Discussion and Possible Action, if any, on Approving the Downtown Assistance Program Application for Serna Irrevocable Trust.
3. Discussion and Possible Action, if any, on Approving the Downtown Assistance Program Application for Villanueva Upholstery.
4. Discussion and Possible Action, if any, Regarding the Approval of Amending the Regular Meeting Dates.

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 and Texas Government Code §551.074 Personnel Matters.

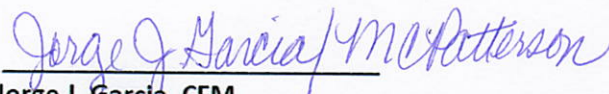
- A. Pursuant to Section §551.071 Consultation with Attorney and Section §551.087, ECONOMIC NEGOTIATIONS: Deliberation Regarding EDC Real Estate Properties. Lot 1 Block A Original Townsite of San Juan.
- B. Project Update Regarding.
 - A. Project Less Cow
 - B. Santa Barbara Subdivision
- C. Pursuant to Section §551.071 Consultation with Attorney and Pursuant to Section §551.074 Personnel Matters; Discussion Regarding the Appointment, Employment, Evaluation, Reassignment, Duties, Discipline or Dismissal of a Public Officer or Employee: Marketing Director.
- D. Discussion Regarding the Downtown Revitalization Plan.

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 §551.071 Consultation with Attorney and Section §551.087, ECONOMIC NEGOTIATIONS: Deliberation Regarding EDC Real Estate Properties. Lot 1 Block A Original Townsite of San Juan.
 - B. Project Update Regarding.
 - A. Project Less Cow
 - B. Santa Barbara Subdivision
 - C. Pursuant to Section §551.071 Consultation with Attorney and Pursuant to Section §551.074 Personnel Matters; Discussion Regarding the Appointment, Employment, Evaluation, Reassignment, Duties, Discipline or Dismissal of a Public Officer or Employee: Marketing Director.
 - D. Discussion Regarding the Downtown Revitalization Plan.

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 14th of January, 2025. and will remain posted continuously for three business days preceding the scheduled time of the said meeting in compliance with Chapter 551 Texas Government Code (Open Meeting Act).



Jorge J. Garcia, CFM
 Executive Director
 San Juan Economic Development Corporation

AGENDA ITEM AND RECOMMENDATION SUMMARY
EDC BOARD REGULAR MEETING
JANUARY 20, 2026

Discussion and Possible Action, if any, on Sponsoring the Superintendent's Scholarship Golf Classic, on Saturday, March 7, 2026, at the Topgolf located at 1901 W. Interstate 2, Pharr, TX 78577.

STAFF COMMENTS AND RECOMMENDATIONS:

San Juan EDC has sponsored this event in the past for the amount of \$1,500.00.

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative
Assistant III

APPROVED BY:

Jorge Garcia, CFM. Executive
Director

SPONSORSHIP PLEDGE FORM

SPONSORSHIP LEVEL: _____

BUSINESS NAME: _____

POINT OF CONTACT: _____

PHONE NUMBER: _____

EMAIL: _____

PLAYER #1: _____

PLAYER #2: _____

PLAYER #3: _____

SIGNATURE: _____

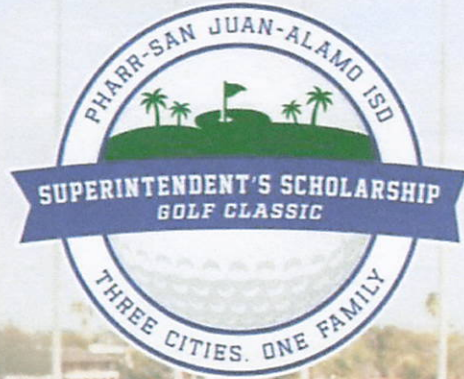
PAYMENTS ACCEPTED: CHECK CREDIT CARD

SPONSORSHIP DEADLINE: **FRIDAY, FEBRUARY 20, 2026**



SCAN TO SIGN-UP!
WWW.PSJAISD.US/GOLFLCLASSIC
 SPONSORSHIP DEADLINE: FRIDAY, FEBRUARY 20, 2026
*LIMITED AVAILABILITY PER SPONSORSHIP LEVEL
QUESTIONS?
 CALL 956.354.2027

DONATE A RAFFLE ITEM! CONTACT US AT 956.354.2027



SATURDAY, MARCH 7, 2026

REGISTRATION: 9:00 AM | TEE OFF: 10:00 AM

PRIZES AWARDED TO 1ST, 2ND & 3RD PLACE



TOPGOLF

1901 W. INTERSTATE 2,
 PHARR, TX, 78577

The PSJA Education Foundation is a 501 (c)(3) tax-exempt philanthropic organization. All proceeds benefit scholarships and teacher grants.

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SPONSORSHIP OPPORTUNITIES



*TITLE SPONSOR \$10,000

- Three-person team registration
- Prominent logo placement on event printed & digital signage
- Spotlight on tournament highlight video
- Premier Lounge Seating with Table Top Bar
- Sponsor Table
(Sponsors may display their own branded tablecloth, marketing materials, and outreach items.)
- Sponsor logo in Bay area
- Logo on Thank You ad on Billboard
- Logo placed on Thank You graphics
- Social media recognition
- Verbal recognition at start of event
- Sponsor Certificate of Recognition
- 3 Guest passes



*PLATINUM SPONSOR \$7,500

- Three-person team registration
- Logo placement on event printed & digital signage
- Premier Lounge Seating with Table Top Bar
- Sponsor Table
(Sponsors may display their own branded tablecloth, marketing materials, and outreach items.)
- Sponsor logo in Bay area
- Logo on Thank You ad on Billboard
- Logo placed on Thank You graphics
- Social media recognition
- Verbal recognition at start of event
- Sponsor Certificate of Recognition
- 2 Guest passes



Rise & Shine BREAKFAST

Buffet served at 9:00 AM

*Sponsorship packages include breakfast & lunch for three-person team and guests with passes

Fajita Fiesta LUNCH

Buffet served at 11:30 AM



*DIAMOND SPONSOR \$5,000

- Three-person team registration
- Logo placement on event printed & digital signage
- Sponsor Table
(Sponsors may display their own branded tablecloth, marketing materials, and outreach items.)
- Lounge Seating
- Sponsor logo in Bay area
- Logo placed on Thank You graphics
- Verbal recognition at start of event
- Sponsor Certificate of Recognition
- 1 Guest pass



*GOLD SPONSOR \$2,500

- Three-person team registration
- Logo placement on event printed & digital signage
- Logo placed on event banner
- Sponsor Table
(Sponsors may display their own branded tablecloth, marketing materials, and outreach items.)
- Table Top Seating
- Logo placed on Thank You graphics
- Verbal recognition at start of event

*SILVER SPONSOR \$1,500

- Three-person team registration
- Logo placement on event printed & digital signage
- Logo placed on Thank You graphics

TEAM SPONSOR \$750

- Three-person team registration

SIGN SPONSOR \$500

- Logo placement on event signage

BAY SPONSORS \$600

- Bay Sponsored By: "Sponsor Name"
(Will be displayed in Bay)

IN-KIND DONATIONS WELCOMED!

Contact us at 956.354.2027

Donations accepted include:

- Gifts • Raffle items • Printed materials • Other

AGENDA ITEM AND RECOMMENDATION SUMMARY
EDC BOARD REGULAR MEETING
JANUARY 20, 2026

Discussion and Possible Action, if any, on Approving the Downtown Assistance Program Application for Serna Irrevocable Trust.

STAFF COMMENTS AND RECOMMENDATIONS:

Downtown Assistance Program is a small business facade improvement grant program offered by the San Juan Economic Development Corporation (SJEDC) to enhance storefronts, attract more customers, retain and expand jobs, and stimulate economic activity in San Juan.

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative
Assistant III

APPROVED BY:

Jorge Garcia, CFM. Executive
Director



Downtown Assistance Program Application

Small Business Grant For Businesses in Downtown San Juan, Texas

Downtown Assistance Program is a small business façade improvement grant program offered by the San Juan Economic Development Corporation (SJEDC) to enhance storefronts, attract more customers, retain and expand jobs, and stimulate economic activity in San Juan. The program provides up to \$10,000 in funds for each approved project.

Recipients of the grant are subject to the terms of the grant and final approval from the SJEDC Board of Directors. Program eligibility is discretionary and may be discontinued by the SJEDC Board of Directors at any time.

The SJEDC is now accepting Pre-Approval Applications for the San Juan Downtown Assistance Program. Funding is available on a first-come, first-served basis until all funds have been encumbered or spent.

First Name * Laura

Last Name * Ramirez

Phone Number * (956) 802-1818

Email * Swtram5@yahoo.com

Mailing Address * 1003 W Inspiration St
Pharr, Tx 78577

Name of Business * Serna Irrevocable trust

Business Address * 118 N Nebraska
San juan Tx

Number of Employees: _____

Summary of the project and work for which the grant is requested.

Replace or Repair and paint exterior facade .

Replace existing windows and doors.

Add awning to south side of building

Add signage to building

512 S. Nebraska Ave. * San Juan, Texas 78589 * (956) 223-2280

www.sanjuanedc.com



Improvements (check all that apply). Proposed improvements must be within public view of the street. Additionally, improvements being submitted for grant funding must be completed by a professional contractor with a valid Tax ID Number.

- Exterior painting, re-siding, cleaning, or other improvements that revitalize the storefront appearance.
- Exterior restoration of significant architectural details.
- Replacement or installation of doors, windows, or awnings.
- Installation of permanent landscaping.
- Repair, removal, and replacement of old signage (all signage must be attached to the building; Free-standing signs will be considered case-by-case).

The Application certifies and agrees to the terms and conditions set forth below.*

The Applicant is the owner or tenant of a property in the City of San Juan, TX, as outlined in the Downtown Assistance Program Guidelines, and is in good standing with the City of San Juan in terms of payment of taxes and utilities.

The Applicant agrees to adhere to all rules and eligibility requirements as outlined in the following Guidelines.

- Must be located on Nebraska Avenue from Expressway 83 to City Hall and/or a block East or West of Nebraska Avenue
- Must be legally registered and in good standing with local tax entities
- Provide a detailed project plan with verified cost estimates and a timeline
- Businesses that have received SJEDC funding in the last two (2) years are ineligible to apply
- Submit a completed application to the SJEDC
- All buildings that receive assistance and are being painted shall be painted white with black trim in order to create a harmonious and uniform appearance

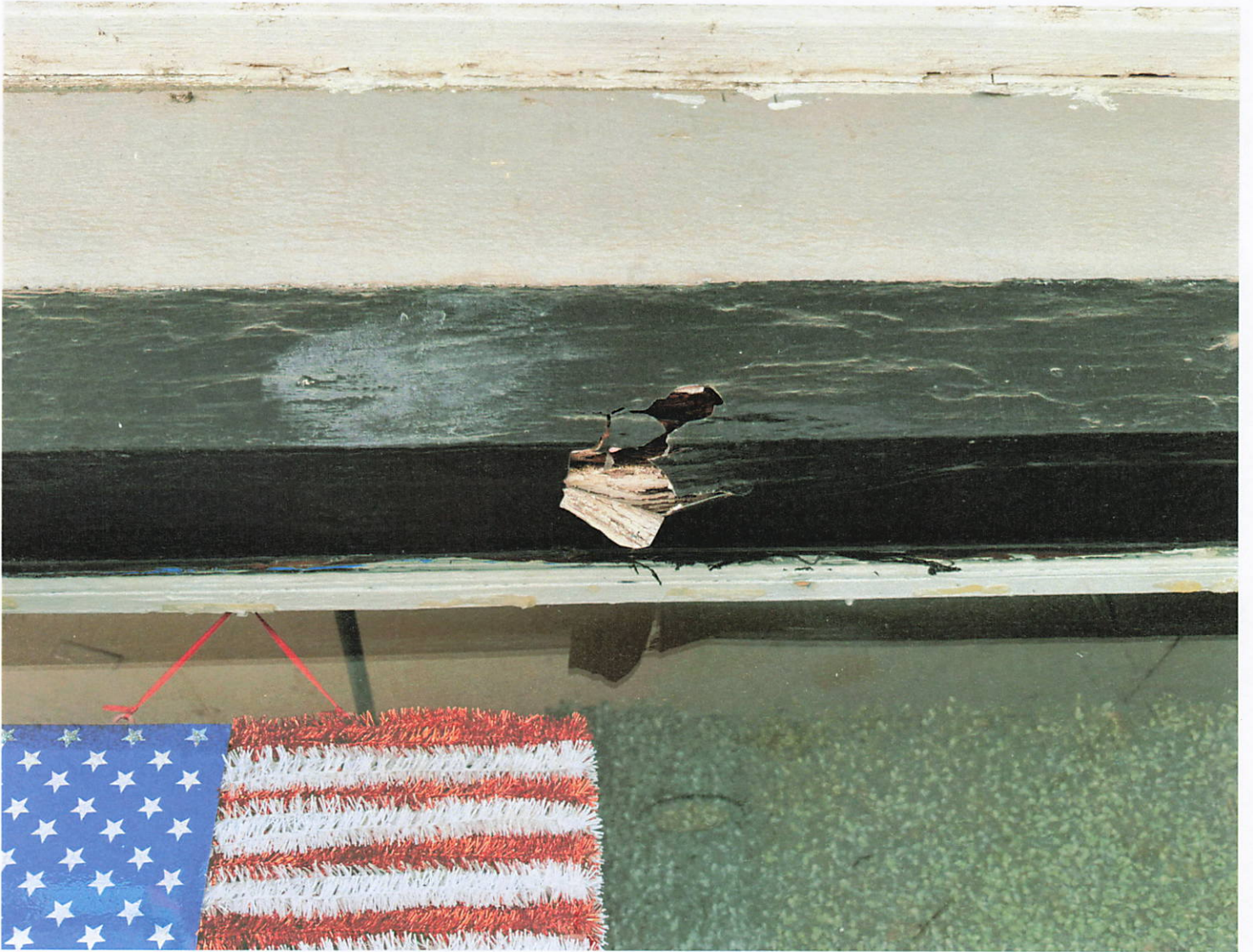
Downtown Assistance Program grant funds awarded shall not exceed the amount as outlined in the Downtown Assistance Program Guidelines.

Applicants will enter into an agreement with the San Juan EDC prior to any disbursement of funds.

Laura L. Ramirez
Applicant Signature

Laura L. Ramirez
Print Name

1/14/2026
Date













AGENDA ITEM AND RECOMMENDATION SUMMARY
EDC BOARD REGULAR MEETING
JANUARY 20, 2026

Discussion and Possible Action, if any, on Approving the Downtown Assistance Program Application for Villanueva Upholstery.

STAFF COMMENTS AND RECOMMENDATIONS:

Downtown Assistance Program is a small business facade improvement grant program offered by the San Juan Economic Development Corporation (SJEDC) to enhance storefronts, attract more customers, retain and expand jobs, and stimulate economic activity in San Juan.

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative
Assistant III

APPROVED BY:

Jorge Garcia, CFM. Executive
Director



Downtown Assistance Program Application

Small Business Grant For Businesses in Downtown San Juan, Texas

Downtown Assistance Program is a small business façade improvement grant program offered by the San Juan Economic Development Corporation (SJEDC) to enhance storefronts, attract more customers, retain and expand jobs, and stimulate economic activity in San Juan. The program provides up to \$10,000 in funds for each approved project.

Recipients of the grant are subject to the terms of the grant and final approval from the SJEDC Board of Directors. Program eligibility is discretionary and may be discontinued by the SJEDC Board of Directors at any time.

The SJEDC is now accepting Pre-Approval Applications for the San Juan Downtown Assistance Program. Funding is available on a first-come, first-served basis until all funds have been encumbered or spent.

First Name* Edgar
Name* _____

Last Villanueva _____

Phone Number* 956.789.4823

Email* Eivillanueva10@gmail.com

Mailing Address* 5319 N Winona Dr. Pharr, Tx 78577

Name of Business* Villanueva Upholstery

Business Address* 217 N Nebraska
San Juan, Tx 78589

Number of Employees: 2

Summary of the project and work for which the grant is requested.

Storefront replacement, repaint, awning, landscape



Improvements (check all that apply). Proposed improvements must be within public view of the street. Additionally, improvements being submitted for grant funding must be completed by a professional contractor with a valid Tax ID Number.

- Exterior painting, re-siding, cleaning, or other improvements that revitalize the storefront appearance.
- Exterior restoration of significant architectural details.
- Replacement or installation of doors, windows, or awnings.
- Installation of permanent landscaping.
- Repair, removal, and replacement of old signage (all signage must be attached to the building; Free-standing signs will be considered case-by-case).

The Application certifies and agrees to the terms and conditions set forth below.*

The Applicant is the owner or tenant of a property in the City of San Juan, TX, as outlined in the Downtown Assistance Program Guidelines, and is in good standing with the City of San Juan in terms of payment of taxes and utilities.

The Applicant agrees to adhere to all rules and eligibility requirements as outlined in the following Guidelines.

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- Businesses that have received SJEDC funding in the last two (2) years are ineligible to apply
- Submit a completed application to the SJEDC
- All buildings that receive assistance and are being painted shall be painted white with black trim in order to create a harmonious and uniform appearance

Downtown Assistance Program grant funds awarded shall not exceed the amount as outlined in the Downtown Assistance Program Guidelines.

Applicants will enter into an agreement with the San Juan EDC prior to any disbursement of funds.

Applicant Signature

Edgar Villanueva

Print Name

01/14/26

Date

AGENDA ITEM AND RECOMMENDATION SUMMARY
EDC BOARD REGULAR MEETING
JANUARY 20, 2026

Discussion and Possible Action, if any, Regarding the Approval of Amending the Regular Meeting Dates.

STAFF COMMENTS AND RECOMMENDATIONS:

The Approval of Amending the Regular Meeting Dates

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative
Assistant III

APPROVED BY:

Jorge Garcia, CFM. Executive
Director

AGENDA ITEM AND RECOMMENDATION SUMMARY
EDC BOARD REGULAR MEETING
JANUARY 20, 2026

Discussion Regarding the Downtown Revitalization Plan.

STAFF COMMENTS AND RECOMMENDATIONS:

Regarding the Downtown Revitalization Plan.

RECOMMENDATION:

PREPARED BY:

Martha Patterson,
Administrative
Assistant III

APPROVED BY:

Jorge Garcia, CFM. Executive
Director
