

# Board Minutes

## Public Improvement Assessment District

### Regular Meeting

Tuesday, September 7, 2021

**MEMBERS PRESENT :** Lars Keim, Bill DeBrooke, June Ramirez, Robert Rodriguez, Stephanie Sokolosky, John Percy, Charlie Perez, Frank Hale, Steve Aune, Raymond Reyes, Jesus Alonso, Wayne Lowry

**ABSENT MEMBERS :** Jaime Rodriguez, Jo Wagner

**OTHERS PRESENT :** Alexis Alaniz, Downtown Director; Norma Gonzalez, Redevelopment Specialist; Gabriel Gonzalez, Assistant City Manager; Kelsey Garcia, Guest: Lori Swayze, Guest: Rey Cantu, Guest: Isabel Zepeda, Guest: Officer Orlando Gonzales, Guest

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Vice Chairman John Percy called the meeting to order at 12:04p.m, September 7, 2021, at 209 W. Jackson, Harlingen, Texas.

**Agenda Item No. I WELCOME AND INTRODUCTIONS**

Mr. Percy welcomed board members, staff, and guests. Mr. Percy turned over the meeting to Mr. Keim.

**Agenda Item No. II CITIZEN COMMUNICATION**

None.

**Agenda Item No. III MINUTES FOR APPROVAL: REGULAR MEETING OF AUGUST 3, 2021| SPECIAL MEETING OF AUGUST 17, 2021.**

Mr. Keim asked members of the board if there was a motion to approve the minutes of the regular meeting of August 3, 2021 and August 17, 2021. After brief review, Mr. Percy made a motion to approve the minutes. Mr. DeBrooke seconded the motion with a correction to item 6 on August 3<sup>rd</sup> board meeting. It should be stated Mr. DeBrooke made a motion to close Jackson Street west of "West" Street and also close east of "F" Street. Mr. Keim called for a vote. The motion carried unanimously.

**Agenda Item No. IV CONSIDER AND TAKE ACTION TO APPROVE OF PAINT COLOR FOR THE DOWNTOWN IMPROVEMENT DISTRICT OFFICE LOCATED AT 209 W. JACKSON IN ACCORDANCE WITH ARTICLE XVIII- DOWNTOWN OVERLAY.**

Ms. Alaniz explained the D.I.D. Office wants some outside transformation and we want to add new color to our awnings. The Color Swatch is called In the Navy from Sherwin

Williams. The glass door is still in the works, but we may just change the locks or update the door. Mr. Percy made a motion. Mrs. Ramirez second the motion. Mr. Keim called for a vote. The motion carried unanimously.

**Agenda Item No. V PRESENTERS FROM KRGV CHANNEL 5 NEWS/KVEO CHANNEL 4 ARE HERE TO SPEAK ON THIS ITEM.**

Kelsey Garcia from Channel 5 explained we have done campaigns for the past 3 years with the Downtown District. The City of Harlingen Downtown Fall Image Campaign would reach 180,900 homes with a total of 107 + 100k digital ad spots. The total investment would be \$9,200 and this includes production of :30 spot in English and Spanish, plus banner ads. Scheduled to run November 22<sup>nd</sup>-December 12<sup>th</sup>. The Harlingen Downtown Merchants Fall 2021 Campaign is scheduled to reach over 105,300 homes. With a total of 42 (:30) spots for 12 merchants. The total value per package is \$1,200 and is scheduled to run November 22<sup>nd</sup>-December 5<sup>th</sup> OR November 29<sup>th</sup>-December 11<sup>th</sup>. Lori Swayze with Channel 4 introduced herself and Rey Cantu who is the Digital Sales Manager. The 2021 Fall Campaign would reach a total of CBS impressions by 1,897,700, Estrella TV by 270,000 impressions, ValleyCentral.com 80,000 impressions, OTT 50,000 impressions with a total of 2,317,700 combined. The total investment would be \$9,200. The Merchant's Fall schedule would be a total of 40 - :30 sec shared commercials on CBS4 valued at \$1,200 for the package. The Downtown Harlingen Investment would be \$3,600. Mr. DeBrooke made a motion for KGBT Channel 4. Mrs. Rodriguez seconded. Mr. Keim called for a vote. The motion carried.

**Agenda Item No. VI CONSIDER AND TAKE ACTION TO APPROVE OF "JUNIOR LEAGUE OF HARLINGEN WINE WALK" TO BE HELD ON DECEMBER 11, 2021 FROM 5PM-8PM.**

Ms. Alaniz explained this event will be held on December 11, 2021 on Jackson Street. Mr. Percy made a motion. Mr. DeBrooke seconded. Mr. Keim called for a vote. The motion carried unanimously.

**Agenda Item No. VII CONSIDER AND TAKE ACTION TO APPROVE OF THE STREET CLOSURES FOR "JUNIOR LEAGUE OF HARLINGEN WINE WALK" TO BE HELD ON DECEMBER 11, 2021 FROM 3PM-9PM.**

Ms. Alaniz explained the recommended street closures are from 1<sup>st</sup> Street to Commerce Street. Mr. DeBrooke made a motion. Mr. Aune seconded. Mr. Keim called for a vote. The motion carried unanimously.

**Agenda Item No. VIII CONSIDER AND TAKE ACTION TO APPROVE OF THE "RUN WITH HEROES 5K" TO BE HELD ON OCTOBER 9, 2021 AT 8:00AM.**

Ms. Alaniz explained this is an annual event that is held Downtown Harlingen. Mr. Lowry made a motion. Mrs. Percy second the motion. Mr. Keim called for a vote. The motion carried unanimously.

**Agenda Item No. IX CONSIDER AND TAKE ACTION TO APPROVE OF THE STREET CLOSURES FOR “RUN WITH HEROES 5K” TO BE HELD ON OCTOBER 9, 2021 FROM 7AM-12PM.**

Ms. Alaniz explained the street closures are attached in your packet. Mr. DeBrooke made a motion. Mrs. Aune second the motion. Mr. Keim called for a vote. The motion carried unanimously

**Agenda Item No. X CONSIDER AND TAKE ACTION TO APPROVE OF “SMALL BUSINESS SATURDAY MARKETPLACE” TO BE HELD ON NOVEMBER 27, 2021 FROM 5PM-10PM.**

Ms. Alaniz explained this event was held about 2 years ago on the W. Van Buren side that invited local small business to set up at a market. This will bring another event to the La Placita area. Mr. Percy made a motion. Mrs. DeBrooke second the motion. Mr. Keim called for a vote. The motion carried unanimously

**Agenda Item No. XI CONSIDER AND TAKE ACTION TO APPROVE OF THE STREET CLOSURES FOR “SMALL BUSINESS SATURDAY MARKETPLACE” TO BE HELD ON NOVEMBER 27, 2021 FROM 3PM-11PM.**

Ms. Alaniz explained the Street Closures that are recommended are West Street through “D” Street on W. Van Buren. Mr. Lowry made a motion. Mr. Percy second the motion. Mr. Keim called for a vote. The motion carried unanimously

**Agenda Item No. XII CONSIDER AND TAKE ACTION TO APPROVE A RESOLUTION ADOPTING THE HARLINGEN DOWNTOWN IMPROVEMENT DISTRICTS BUDGET FOR FISCAL YEAR 2022.**

Mr. Alaniz explained attached is the Fiscal year 2022 budget. Mr. Perez made a motion. Mrs. Ramirez second the motion. Mr. Keim called for a vote. The motion carried unanimously

*Mr. DeBrooke excused himself from the room at this time and meeting continued with quorum.*

**Agenda Item No. XIII CONSIDER AND TAKE ACTION TO APPROVE OF SIGNAGE FOR “LEXI LO SALON” LOCATED AT 316 E. JACKSON IN ACCORDANCE WITH ARTICLE XVIII-DOWNTOWN DISTRICT OVERLAY.**

Ms. Alaniz explained that all signage meets allowance. Mr. Percy made a motion. Mr. Lowry second the motion. Mr. Keim called for a vote. The motion carried unanimously

**Agenda Item No. XIV CONSIDER AND TAKE ACTION TO APPROVE OF SIGNAGE FOR “MOFI NUTRITION” LOCATED AT 214 W. JACKSON IN ACCORDANCE WITH ARTICLE XVIII-DOWNTOWN DISTRICT OVERLAY.**

Ms. Alaniz explained that all signage meets allowance. Mr. Aune made a motion. Mr. Percy second the motion. Mr. Keim called for a vote. The motion carried unanimously

*Mr. DeBrooke returned and the meeting continued with a quorum.*

**Agenda Item No. XV CONSIDER AND TAKE ACTION TO APPROVE ONCE A MONTH TRASH PICK-UP CONTRACT WITH THE CITY OF HARLINGEN PUBLIC WORKS DEPARTMENT.**

Ms. Alaniz explained this is a recommendation from our D.I.D. Executive Board to get a quote from Public Works to help with the alley pick up throughout our Downtown District. Mr. DeBrooke made a motion. Mr. Rodriguez second the motion. Discussion followed. Mr. Perez made a motion to table the item. Mr. DeBrooke second. Mr. Keim called for a vote. The item was tabled.

**Agenda Item No. XVI DIRECTOR’S REPOT**

Ms. Alaniz asked if they had any question on the manager’s report. No questions were given.

**Agenda Item No. XVII ADJOURN**

With no further items to discuss. Mr. Keim called a motion to adjourn. Mr. Lowry made a motion. Mr. Percy seconded. Mr.Keim adjourned the meeting.

The meeting was adjourned at approximately 1:05p.m

Respectfully submitted,



Norma Gonzalez