



**REGULAR MEETING MINUTES OF THE  
SAN BENITO EDC BOARD OF DIRECTORS  
MEETING HELD  
By In Person, Videoconference or Telephone Call,  
on Wed, April 13, 2022 AT 5:30 PM**

**APPROVED MINUTES** of a Regular Meeting of the San Benito Economic Development Corporation held By In Person, Videoconference or Telephone Call, on Wednesday, April 13, 2022 AT 5:30 PM.

**Board Meeting Presided by Mr. Julian Rios, President**

**Board Members Present**

Mr. Julian Rios, President  
Commissioner Rene Garcia  
Mr. Jeremy Maya, Member  
Mrs. Deborah Morales, Member

**Board Members Absent**

Mr. Encarnacion Lopez, Vice President  
Mr. Adrian Gonzalez, Secretary/Treasurer  
Mr. Mario Silva, Member  
Mayor Ricardo Guerra

**EDC Staff Present**

Mrs. Rebeca Castillo, EDC Executive Director  
Ms. Katarina Guerra, Business & Downtown Development/Marketing Coordinator

**Others Present**

Mr. Fred Bell, Assistant City Manager  
Nicki Serrano, Special Projects Planner

**1. Determination of a quorum**

Mr. Julian Rios made welcoming remarks determined that there was a quorum.

**2. Call to Order**

Mr. Julian Rios called the meeting to order at 12:17 PM.

**3. Pledge of Allegiance and Texas Flag Pledge**

Mrs. Kat Guerra led the Pledge of Allegiance and Texas Flag Pledge.

**4. Invocation**

Mrs. Rebeca Castillo led the invocation.

**5. Public Comments**

No Public Comments

**6. Consideration and Possible Action on the Sponsorship of the 2022 San Benito Hog Waddle Concert scheduled for May 19, 2022**

The EDC Board of Directors discussed the Sponsorship options for the 2022 San Benito Hog Waddle concert. Mrs. Rebeca Castillo clarified that the date of the event is on May 14, 2022 and not May 19.

**Mrs. Rebeca Castillo** explained that this event had not been held in the past two years due to the pandemic. That the funding is available in the EDC budget for this sponsorship and it is under the 10% cap amount that the EDC may program towards Marketing.

**Mr. Julian Rios** mentioned that if the board considered the Platinum sponsorship there would be a savings compared to the amount funded in the past.

**Commissioner Rene Garcia** asked for further information as the sponsorship package, like explaining further what the Christmas Parade entry will entail. **Ms. Nick Serrano** explained that the EDC could participate on the Christmas parade the entry fee was covered as part of the sponsorship. Discussion as to the breakdown of the sponsorship, from the digital signage on the highway to the number of tickets on the sponsorship was entertained.

A motion to approve the \$10,000 sponsorship was entertained, but it did not pass. **Mr. Julian Rios** explained the idea of wanting to include more VIP tickets to make them available as part of promoting shopping local and the EDC having an activity where individuals could show receipts that they had shopped local and have an opportunity to obtain free VIP tickets for the event. **Mr. Fred Bell** explained the structure and scale of the VIP concept and that only a limited number of tickets were going to be available. **Commissioner Rene Garcia** added that probably part of the VIP setup and limitation was due to security measures at the event.

**Commissioner Rene Garcia** stated that he liked the Title Sponsorship due to the highway digital board being included. **Mrs. Deborah Morales** and **Mr. Julian Rios** discussed the option of seeking two Platinum sponsorships to obtain 16 VIP tickets, while the Title Sponsorship only included 10 VIP tickets.

**Mrs. Rebeca Castillo** explained that in the past when there has been a limited number of tickets, they have been offered at a first come first serve basis. She also suggested that the VIP tickets on the sponsorship package could be offered as prizes to the community, instead of being issued to the EDC Board members.

**Mrs. Rebeca Castillo** stated that if she could make a recommendation, she will recommend the Title sponsorship because it seems to go more aligned with the aggressive marketing efforts that the EDC is currently working on. She also mentioned that in the past two years there has been savings since this events have not been hosted during 2020 and 2021.

There was discussion about opportunities to maximize the stays at local hotels. **Mr. Julian Rios** encouraged the City to promote the local hotels similarly like they do with the event sponsors. He also added that perhaps there can be an event discount offered. This will encourage visitors to stay in San Benito rather than within other neighboring communities.

**Mr. Jeremy Maya** asked if there was a difference from this request to the ones on the past. **Mrs. Rebeca Castillo** responded that this item is a request for a sponsorship compared to on the past in was an application under the Community Events grant application. The sponsorship does not require an application or final report.

**Mr. Jeremy Maya** asked if the use for the funds was different. **Mrs. Rebeca Castillo** explained that the sponsorship funds could be used for all event related expenses contrary to the Community Events grant limits the funds use to only Marketing related expenses.

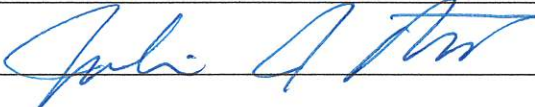
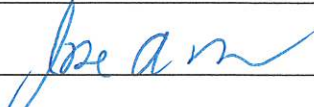
Main concern remained on the amount of VIP tickets available for the Title Sponsorship. **Mr. Fred Bell** stated that he will post the request to Mr. De La Rosa and considering that the City & EDC are to be collaborating partners, and the highway digital signage aligning with the EDC Marketing efforts, he considers that a few more passes might be a viable option. He will follow up on this request.

After no further discussion a motion to approve the Title Sponsorship in the amount of \$20,000 for the San Benito Hog Waddle 2022 was made by Mrs. Deborah Morales. The motion was seconded by Mr. Rene Garcia. Upon a unanimous vote the motion carried.

**7. Meeting Adjournment**

The meeting adjourned at 1:00 PM

Approved this 28<sup>th</sup> day of April 2022.

	
<b>Julian Rios, President</b>	<b>Adrian Gonzalez, Secretary/Treasurer</b>