



MINUTES OF THE SAN BENITO ECONOMIC DEVELOPMENT CORPORATION BOARD MEETING

On December 11, 2025, the San Benito EDC Board convened for a meeting at the San Benito EDC Building, 701 N. Bowie Street, San. Benito, Texas

Board Meeting Presided by Mrs. Anna Garza Llanes, EDC President

Board Members Present

Mrs. Anna Garza Llanes, Board President
Mr. Daniel Cortez, Vice President
Mr. Tom Goodman, Secretary/ Treasurer
Mrs. Deborah A. Morales, Board Member
Mayor Ricardo Guerra, Board Member
Mr. Hector Gomez, Board Member
Mr. Pedro A. Galvan, Board Member

Board Member Absent

None.

EDC Staff Present

Mr. Fred Sandoval, Executive Director
Mr. Mario Palomo, Assistant Executive Director

Others Present

Mr. Michael Pruneda, EDC Attorney
Roy Garcia, Carpe Nox Industries, LLC
Velma De Los Santos
Maria Hernandez, Major – Salvation Army - Harlingen Corps
Lisa Marie Garza, The Atkins Group
Jose L. Morales
Edward Enriquez, City of San Benito Director of Administrative Services
Diana Garza, City of San Benito Assistant City Manager

1. Determination of a quorum

[Mrs. Anna Garza Llanes](#) made welcoming remarks and determined there was a quorum.

2. Call to Order

[Mrs. Anna Garza Llanes](#) called the meeting to order at 12:01 PM.

3. Pledge of Allegiance; Texas Flag Pledge; Invocation

[Ms. Maria Hernandez](#) lead the Pledge of Allegiance and Texas Flag Pledge. led the invocation.

4. Public Comments

Maria Hernandez, Major- Salvation Army – Harlingen Corps: This Saturday, Mayor Guerra is going to be standing at the San Benito Wal-Mart. The mayor from Harlington has given a challenge to all the mayors in Cameron County to see who can raise the most funds this Saturday coming up for the Salvation Army. The (money) goes completely back into our community to help and sustain families of Cameron County and Willacy County, and the mayor here will be standing at the San Benito Wal-Mart from 2 to 5. So come out in support (Mayor Guerra) because the Harlingen mayor, she'll be standing at the Wal-Mart in Harlington from 11 to 2.

Mrs. Anna Garza Llanes: I just want to add to that the Salvation Army has been helping our community here locally. I Mayor (Guerra) has participated in some of these events. They have distributed fans to our elderly and to our community this past year. Salvation Army got with the school district, and they have what is called the Alfaro Shoes. They pick about 100 children and provide them shoes from our local Walmart. (Salvation Army) donated buckets with cleaning supplies during the storm event this year and sanitation bottles to our school district. They also provide coats to our children, our local children here from our school district.

Maria Hernandez, Major- Salvation Army – Harlingen Corps: Yes, we still have coats. **Mrs. Anna Garza Llanes:** Okay, so if there's a child that's in need that you know, then please direct them over there to the Salvation Army in Harlingen. They do provide to our local community here in Cameron and in Willacy County, they provide resources, that's what we enjoyed and that's what we like. Thank you so very much for your service and being here with us today. **Velma. Ms. Velma de los Santos:** I just want to remind them (families) that we also do have assistance for families that are in need for food assistance, for rental assistance, utilities assistance. And so please refer them to, I'm president this year, but I'm happy that I'm from San Benito and I do send them over there because we there for the whole community. We do have that available until funds run out, you know, just like any other agency.

Maria Hernandez, Major- Salvation Army – Harlingen Corps: And we also do the angel treat programs with families that have need for Christmas toys, and we have our angels at the Wal-Mart's here in San Benito. **Mrs. Deborah Morales:** Now the money that we raise here at our local Wal-Mart, it stays in our community or do y'all put it into one big pool and divide it? **Maria Hernandez, Major- Salvation Army – Harlingen Corps** We do it one big pool, but so many families come in for San Benito that we make sure that the families are taken care of them. **Mrs. Anna Garza Llanes:** Well, we've had our share of a lot of incidents. I think that we've had people calling us for assistance when their house has burned and so forth, so we've been able to provide mattresses. There's a lot of need, folks. **Mrs. Deborah Morales:** will be helping them dislocate families in Brownsville that just had the apartment complex burn. I think there's 20 of them. **Maria Hernandez, Major- Salvation Army – Harlingen Corps:** if they come over to us, then we'll be able to help them. **Mrs. Anna Garza Llanes:** Thank you so very much. Our communities... **Ms. Velma de los Santos:** And don't forget everybody, please take your money during those hours, like 2 to 5 on Saturday, so we will see you all there.

Maria Hernandez, Major- Salvation Army – Harlingen Corps: We also have the mayor's aprons and bells. **Mrs. Anna Garza Llanes:** Yes, yes, yes. Appreciate it. And his family is also here. Yeah, remember, we're trying to beat a Cardinal. You know, Greyhound, we never die. We never give up, come out and support the public and come support our mayor, local mayor. Our commissioners, I think, are going to... Commissioners, y'all going to be out there, commissioners? Yes. Okay, wonderful. We're going to have our commissioners out there. **Mr. Pedro Galvan:** Are you coming out? **Mrs. Anna Garza Llanes:** Absolutely. **Mr. Fred Sandoval:** She's delivering the bucket. Madam President, may I take a photo of the mayor, please? **Mrs. Anna Garza Llanes:** Yes, yes. Let's get the commissioners up there, too. Okay, perfect. Yeah. Oh, already? **Mr. Fred Sandoval:** Yeah. I'd like to put this on our social media.

Mrs. Anna Garza Llanes: Yes, absolutely. We're taking a little pause while we take some pictures because I know they've got to get going. No, that's fine. That's fine. Absolutely. It's a good cause. We want everybody to start writing checks to the Salvation Army

Anything else? That's it. Okay, number five, the executive director's report. Mr. Sandoval

5. Executive Director's Report

Status report presented by EDC Executive Director Fred Sandoval on the following projects and events:

Yes, ma'am. Madam President, members of the board, and those of y'all in the audience. We do have just housekeeping.

- I know that we forwarded you all the TEDC schedule for training for next year starting in January. There are some different trainings available, starting I think in January and then on through the rest of the year. Again, please review it, get with Mario, get with me or if y'all want to discuss it at our next meeting, we can come to an agreement of what kind of training y'all are going to want, what interests you all. There's some virtual stuff available as well. Again, we'll wait for you all to give us the direction and we'll set it up. The only thing I would ask is that if you do pick a training, please let us know as soon as possible because we want to make sure we take advantage of airfare and hotel and all that kind of stuff. Again, like I said, there's always some virtual options. We can host them here, we can do a lunch and learn, we can do a breakfast or whatever y'all need to accommodate you all. Again, the training's coming up so I want to make sure that we y'all have a copy. Everybody got a copy, right? We're all good? Perfect. I think the first one is in February and I think that's the one in El Paso if I'm not mistaken. If y'all are interested in that, please let me know. [Mrs. Anna Garza Llanes](#): Mario, is the schedule out already? Is it Houston? [Mr. Mario Palomo](#): Yes. [Mrs. Anna Garza Llanes](#): Is the schedule out already of classes? [Mr. Fred Sandoval](#): I got it here and I'll share it with you. I've got the breakdown from Tuesday, Wednesday, Thursday, and Friday. [Mrs. Deborah Morales](#): I thought El Paso was the first, but I see it's Houston. [Mr. Fred Sandoval](#): Alright, we didn't see the Houston one. I don't know what's coming up. I think El Paso's first, but I think Houston's a little more attainable and I mean, it's up to you all. Okay, so that was our housekeeping piece.
- On the economic development front, the mayor and I and Mario got invited to the Institute for Advanced Manufacturing, UTRGV in Edinburg. We took that meeting last week. We were able to meet with Dr. Jianzhi Li who heads it. Mr. Li is the person in charge and the mayor I think is going to make him an honorary citizen of San Benito, him and the mayor hit it off well. A lot of stuff that they're doing and it's going to be a good opportunity for us to co-mingle with them and see if we can get some of that training, some of that educational attainment here in San Benito. We also met with Martin Johansson who's from Sweden, this is kind of an interesting story, but he does a lot of manufacturing and high-end manufacturing and then Dr. Malik who's also part of UTRGV. UTRGV has a lot of government contracts, DOD, Pentagon, things like that. Working on a lot of different things that I think would behoove us to be a part of and they're offering that to me and to us. I'm going to continue that dialogue with them. They also have a good relationship with the Texas A&M. They do have a very good relationship with the Texas A&M campus in Edinburg so they're really doubling down on high-end manufacturing and advanced manufacturing. If y'all recall, they opened one up at the port right at the entrance of the port so they're looking to expand that footprint so we're hoping we can meet with those folks. It used to be Manny Vela that was running it, now it's Judge Aleiseda who's running it now. He's the guy running that Campus, so we've got a good relationship with him but anyway, we're going to continue that dialogue.
- One thing that kind of caught us by surprise, the mayor had to peel off to another meeting within that compound, but we had a couple of folks from Sweden that put on a festival in Sweden. It's a small little town. Their only claim to fame is the town is where they produce vodka. Their claim to fame is they make Absolut Vodka and which I think they played it down a lot, but they have this festival. They bring anywhere from 15 to 25,000 people in a town of 3,500 so they found out about our summer concert series. We were able to quickly show them some videos and believe it or not, they're very interested in bringing that festival to San Benito on behalf of their little town. We talked about the possibility of a sister city agreement and using that as kind of a springboard to cross-pollinate with them. It's a couple of different levels; it's obviously entertainment they bring in their brand of European rock or whatever it's one of the genres that was missing here. He guarantees people will come because he will pre-sell the tickets and it would be his concert so we would just host them, not only are we making waves here locally and around the state but internationally as well and they picked up on it themselves. I was caught by surprise. I thought we were talking economic development and manufacturing, and they had that one (festival) kind of in their back pocket. So again, these are the kind of things that I wanted to share with you all that we've been doing and again we're on the map folks, so we'll be bringing you all back more information on that and how these talks proceed and again, any questions I'm available Great. [Mrs. Anna Garza Llanes](#): Anybody have any questions? [Mr. Fred Sandoval](#): That's all I have Madam Chair. [Mrs. Anna Garza Llanes](#): Thank you so very much. We'll move to item we're going into our consent agenda and...

CONSENT AGENDA: The following are considered to be routine and will be approved by one motion. There will be no separate discussion of these items unless a member of the board of directors so requests, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the agenda.

6. Consideration and possible action on the SBEDC's Meeting Minutes for November 13, 2025

[Mrs. Anna Garza Llanes](#): Do we have a motion to approve? [Mr. Pedro Galvan](#): Motioned [Mrs. Deborah Morales](#): Seconded, the only thing I would if I was Mario, I know you put Ms in front of our last names if you put Mrs in the future

Mrs. Anna Garza Llanes: All in favor? Aye Anybody opposed? What is it? **Mr. Michael Pruneda:** Subject to the correction Mrs. vs. Ms., it has Mrs on some and then Ms on some too. **Mrs. Anna Garza Llanes:** making a motion We're making a motion based on the correction that needs to be made by what Mrs. Morales said. All in favor? 7. Anybody opposed? 0 Motion passes unanimously (7-0)

We're going into the individual agenda items.

INDIVIDUAL AGENDA ITEMS:

Mr. Fred Sandoval: Madam President I would ask that item 7 and item 8 be discussed in executive session and Mr. Garcia is on his way he had therapy this morning so he's a little delayed, but he will be here. If you would indulge me, we can move on item number 9.

7. Consideration and possible action on Professional Services Agreement with Carpe Nox Industries LLC

Mr. Tom Goodman: Motion to approve agreement. **Mr. Daniel Cortez:** Second. **Mrs. Anna Garza Llanes:** All in favor: 7 All opposed: 0 motion passes unanimously: (7-0)

8. Consideration and possible action on pending community events including Hog Waddle

No Action

9. Consideration and possible action on sponsorship for the Shop with a Cop and the Salvation Army Challenge

Mrs. Anna Garza Llanes: We'll do number 9 and we're going to put Salvation Army Challenge also on the closed session because we can't tell them what we're going to do. It's a secret on the amount because we've got to put an amount. The Salvation Army is a challenge to Mayor Sepulveda and Harlingen. Is that okay? **Mr. Daniel Cortez:** Since it's a challenge. Put the amount in the back. **Mr. Michael Pruneda:** I understand what you're saying I don't think that meets closed session criteria. **Mrs. Anna Garza Llanes:** What do we do? We don't want to say an amount. **Mr. Fred Sandoval:** Do you have a range? **Mr. Michael Pruneda:** You can put a cap on it. **Mr. Fred Sandoval:** Who's going to be issuing the I don't mind saying this in open session I'll say a dollar and I'll go from there **Mrs. Anna Garza Llanes:** This is for the..., because what it is, it's a challenge. Basically, she is going to be at the same time at the Wal-Mart in Harlingen between the times of 2 to 5 and then they're going to see who wins the challenge. If she can bring more or we do. **Mrs. Deborah Morales:** It's not from that whole time until 7 o'clock? **Mrs. Anna Garza Llanes:** No, it's 2 to 5 it's when he's going to be there. He only chose those hours. **Mr. Daniel Cortez:** He's going to be there from 11 to... **Mrs. Anna Garza Llanes:** she's got to do the same hours. **Mr. Daniel Cortez:** No. **Mrs. Deborah Morales:** they said a different time. She's doing from 11-3. Whatever time the mayor is there. **Mr. Ricardo Guerra:** For her, that's why it's locked. **Mrs. Deborah Morales:** We're not going to know We'll have to put like an IOU in there. **Mr. Fred Sandoval:** We could come up with an amount, and I know that you don't want to show our hand but there's going to be other donations if that makes sense. Any other Mayor could do if they find out how much we're giving to that cause from here, the only thing they could do is have their EDC match it. I don't know I'll defer to legal on this. **Mr. Daniel Cortez:** They'd have to have a special meeting They'd have to have a special meeting for that, wouldn't they? If they haven't already done it. **Mr. Fred Sandoval:** Pretty much, **Mrs. Anna Garza Llanes:** I'm not going to tell them that we're going to win. We need to win. **Mr. Michael Pruneda:** You can say "not to exceed" that way it's still ambiguous. **Mr. Fred Sandoval:** You could say not to exceed \$10,000 and we'll stay in that range and scare them. **Mr. Pedro Galvan:** Are these two items? Shop with a Cop and Salvation Army? Are we talking about Salvation Army challenge? **Mrs. Anna Garza Llanes:** Let's consider individual action sponsorship for the Shop with a Cop first. **Mrs. Deborah Morales:** If I may take that first, last year was our first annual Shop with a Cop which I participated in and got some donations as well for the school district. This is an event that you probably won't want to miss you to go and witness. Last year there was 100 children that went to participate from different schools, from elementary to high school of low-income families that may need the help and support. They go and shop with our local police officers, our sheriff's department, constables, you name it they're out there, border patrol and they go and get \$100 each to go and spend and buy gifts. I witnessed about probably 90% of them kids shopping. Some were doing grocery shopping, some were coming out with fishing rods for two and you would ask them, hey, why are you getting two? "Oh, it's because me and my dad are going to go fishing, we've never gone fishing before", buying dog food, cat food. You witness this stuff and I tell you, it brings tears to your eyes because seeing the act of our children that they aren't selfish when it comes to things like this and I just wanted to bring it to you guys because I want all of us to be a part of that, to witness that and see what our community does just like the Salvation Army. What's the date on that? December 17th is the date on it. She'll send out a massive email

to everybody when to come. It's an amazing event like I said, I hope the city be involved as well, EDC and anybody else that can sponsor as well. **Mr. Daniel Cortez:** Just to add to that, I've been a part of Shop with a Cop in Harlingen, and we've done it for years. We also go and take gifts to the hospital the kids, we do the Blue Santa so that and yeah, you're right, it does it's sometimes heartbreaking you see kids going over there and getting little toys for two, three year olds and you say, but you're older than that and "it's for my little brother and they don't get anything for them" and a lot of times the officers will end up buying more stuff and taking it to their houses out of their own pocket but it is very touching and there is a need in the Valley.

Mrs. Deborah Morales: I would like to make a motion to do the Shop with a Cop for the \$2,500. **Mr. Daniel Cortez:** seconded. **Mrs. Anna Garza Llanes:** Okay, so we're making a motion first motion is going to be by Mrs. Morales for the 2,500 and Mr. Cortez second. All in favor? 7 Anybody opposed? 0 motion passes unanimously (7-0).

Okay, do we resolve the Salvation Army? **Mr. Daniel Cortez:** Make a motion to make a donation to the mayor's bucket challenge for Salvation Army not to exceed \$10,000. **Mr. Hector Gomez:** I second. **Mrs. Anna Garza Llanes:** Okay, so we have a motion for the Mayor's Salvation Army challenge not to exceed \$10,000. It's motion by Mr. Cortez and second by Mr. Gomez Everybody All in favor? 7 Anybody opposed? 0, motion passes unanimously (7-0)

Mrs. Deborah Morales: Mayor, you better show some legs. **Mr. Ricardo Guerra:** I don't want to scare them. **Mrs. Anna Garza Llanes:** You're going to be out there doing the Biden look Rub my leg Rub my leg here. It should be fun We're all cooperating. It should be a fun day. Anything you can put on A Grinch I'm trying to get the Grinch out there to go Maybe that will help a little bit I know that Mr. Galvan probably can dress up too. Mr. Galvan I'm sure you have a little hat somewhere.

It is now 12:27 And we're going into executive closed session in accordance with the chapter 551 Oh, I'm sorry I apologize Number 10 Presentation by the Atkins Group

10. Presentation by the Atkins Group

Lisa Marie Garza, The Atkins Group: I want to go ahead and get started by first thanking everybody for allowing us to come and present Madam President and the listeners. We really appreciate the time. We're so excited ever since we met with this group last year Steve Atkins and I really came away from this feeling the heart and the passion here in San Benito. I'm from the valley but honestly, I didn't really know that much about San Benito until I started working on this project. It's a gem. There's just so much here, culturally speaking. Everything, it's amazing and so we were very thrilled to be able to work on the new brand and the logo that we already showcased last year earlier this year and now we're delighted to be able to work on this plan because the question came up now that we have this wonderful logo and this brand, what do we do with it? What do we do? Where do we show it? How do we utilize this? What story do we tell the community? We worked on this plan working collaboratively with Diana and Fred. We worked on what are the main areas where we need where we want to see this showcase and areas where we can grow and expand and there's so much going on. The Summer Concert Series was a hit last summer and it's only going to be even grander this year and then what are all the different ways what are all the different manners in which we can showcase. At the heart of this plan, we want to tell the story of why San Benito matters celebrating its cultural richness economic opportunities and deep community spirit by establishing a solid communications and brand foundation now, all future marketing and outreach efforts will become one cohesive connected and impactful plan. This initiative will align internal teams, unify messaging under one voice and provide the tools needed to confidently represent San Benito as the true heart and soul of the region. The purpose of the brand launch is to define and introduce the new brand identity to ensure clear alignment with the city of San Benito administration and EDC goals. Some of the goals are to drive internal adoption and advocacy across the city and EDC, establish brand consistency across all channels and touchpoints build community awareness engagement and pride and attract new business, residents and visitors which is the goal. There are many ways that we can accomplish this plan. Participation and understanding internally among staff and externally with the community the strategy emphasizes a three-phase approach inspire, integrate and involve. The goal of this first strategy is to bring the new San Benito brand to life across every touch point, and the objective is to establish a consistent authentic and inspiring brand experience that unites internal stakeholders and connects meaningfully with residents, businesses, and visitors. How do we do this? We first have an internal adoption of the plan so one idea is to have a leadership launch event that would be hosted by staff, it would be a host as a staff meeting led by the mayor and city manager to introduce the brand's purpose, meaning and visual identity.

The brand ambassador kit, we would distribute t-shirts, caps and pins featuring the new logo to foster early enthusiasm and a sense of ownership and the time, all of this are suggestions by the way this plan is a suggestion you all own the plan you

have complete ownership of when things happen how they happen, this is just merely some ideas for you to think about okay, it's a living breathing document that will evolve. One idea would be to distribute t-shirts, caps and pins featuring the new logo to foster early enthusiasm and a sense of ownership and the time frame for this one would be January okay, the start of the year new year and a new look. Brand guidelines and tools establish a full brand system including associated iconography. Color palettes, typography clear usage guidelines for online and offline use, develop print and digital collateral templates upload logo tool kit and the city's website intranet. All that would happen in January and then internal storytelling. Launch a "We Are San Benito" internal campaign spotlighting city employees and their contributions to the community. Last time we were here I don't remember if it was the city commissioner or somebody in the group mentioned that there's a lot of there are a lot of employees who've been working here for a long time like 30 years or more and they have a real sense of pride in what they do and they have a story to tell because they really love San Benito and they have been serving San Benito for all their whole life, their whole adult life. There's to me that's a gold mine, it's like what are those stories, like what do they have to say, and I think that when other people hear their story like the way it impacted me it creates like a sense of ownership and pride within San Benito. We want to seek and find those employees and get those stories so that we can in turn, turn that into something that we can use as a part of the history of San Benito. Branding application and adoption, physical touch points. Some things are like the assets in the city, like where you can apply the logo to the monument signing like uniforms, you know basics, like city trucks, the fire truck. Which I saw one fire truck that had the logo that was displayed at the Christmas parade. Pole banners and wayfinding signage, the highway 77 gateway wall, it struck me that coming driving in from Harlingen to San Benito there was this wall and there was just like this prime opportunity as people are coming in and flying into the valley from the airport and they're coming to the concerts and they're coming to all the different activities and businesses that we should be welcoming them with our new brand and make them aware that they're moving into a city where there's culture and pride and so how do you do that by changing up that wall and putting the new brand. Refreshing up the wall the water towers and I understand that there's a project that the water towers need to be updated.

Mr. Fred Sandoval: just got my bid it's fantastic the only thing anybody's going to care about is what's on the tower, they don't care they don't care that they're structurally sound, they don't care that they're completely redone, cleaned out, blasted, painted, they don't care just want to make sure that that logo's up. Kind of go out on a limb and put the new Freddy Fender one that they came up with, not quite what I would want, but still we're right in that we should be taking it to the council for approval on the 16th and these guys are ready to rock and roll probably starting January. We'll be looking at that and before you know it, those towers are ready to get painted, so we have some ideas on that. The mayor, mayor pro tem, commissioner, all of these we have been talking about that so we're going to need your guidance.

Lisa Marie Garza, The Atkins Group: Public art integration and the soul of south texas campaign part over local businesses artists and residents to tell the authentic stories that reflect San Benito's heritage, and future local business spotlights and city historian oral history project. I understand that this is underway or about to be underway where we're going to start to document and share stories that connect residents and personal histories of the city, there's so much richness. It's like the older we get, I'm going to turn 60 this next year. One day it's like one day I was a kid and the next day I'm my mom but I remember hanging out with the family and I loved to hear the stories from my older cousins and my aunts and my uncles, my mom, and they would tell stories in our case they would talk about charro days and the way it used to be and when the bridge was open and people would just come and go you didn't have to have a card. That kind of richness, I love that it stayed with me and then I tell that story to my kids and now I have a granddaughter and she's two so when she's old enough to understand I'm going to tell her the story, and it goes on and on. San Benito has so much of that, and I feel that that is something that could easily be branded and we could turn that into something special and hear those stories from the people that know the stories and then branded city gifts like when you were talking about the people from Sweden right? They have pens and mugs and things that we can when you need them you have something to give them and it shows who you are, and it shows that you've got this cohesiveness happening here in San Benito. Channel specific strategy. What are the different platforms and how we are going to showcase. The website, we talked a little bit about working with a local vendor, and also Cristina with the city. Aligning how this looks, how this is going to be so when people hop on the website, it's easily navigated very clean very visually appealing website that's going to look like something that they want visit where they can get the information quick, if there's a summer concert happening this is where they can get it. You know we're going to see the new water tower with whatever the new Freddy Fender image is, the brand vendor images or whatever it is that you all decide is going to be displayed on the water tower, all of that new fresh look is going to be seen on this website, it's going to be easy to navigate. **Mr. Tom Goodman:** That becomes important to me from a lot of standpoints. I look at that and I think great talk about new neighborhoods that are going up you can purchase. Economic development opportunities, what's going on with the clubs in town, what's going on in the parks, what are the activities, all those things need to be equally visible and findable and easily findable to give that whole community soul feeling.

[Lisa Marie Garza, The Atkins Group](#): exactly and you know what is the first thing that anybody does when they hear about San Benito and they're thinking about starting up a business here. The first thing they do is they go to the website, and they want to see how you tell your own story. Like what is your story? How do you represent yourself? What is your visual identity? That counts for a lot, it tells them if they want to proceed to the next level, to go ahead and make a call and have a meeting. It really is very important how you showcase yourself and then of course you cannot you know underestimate the power of social media because that's the other way that people get on, especially anybody under you know the age of 40. They don't even go to websites; they go directly to social media. What are we saying on social media? How do we account ourselves? How do we showcase the summer concert series? You know, I'm planning to come down for in March for spring break to visit my family. I live in you know Dallas or I live in San Antonio or somewhere else. I want to come down and visit my family, let's see what's happening in San Benito so we can plan around a fun event. You know, the consistency and the framework would also be seen in social media, and then of course public relations. Whenever there is a new announcement or something big that's happening here, we obviously would be working closely with Christina to help share that story not just locally like some. Some news is very local, just local as in the valley, other news is like the summer concert series or even like Hog Waddle, all of that, the bigger events. That's where I'm able to identify which stories have legs, which ones are the ones that San Antonio Express News are going to want to write about or Texas Monthly, even like if there's something really cool and different anything cultural, that's Texas Monthly especially if it's unique or if it's an old event that used to happen that you're bringing back, that's also cool anything that's rich with culture. The idea is to work hand in hand and identify what are those opportunities and then of course video storytelling. We talked about producing a sizzle reel, there was a sizzle reel that was created last year for the for one of state of the city address that the mayor had and that was put together very quickly, but it was really effective and this time the idea would be to create a sizzle reel that's similar to that but a little bit more thought out and planned out so that could also be used and showcased on the website, and in social media, and also just be embedded in emails that you're communicating with whomever, try to track them. Having said all this, and Commissioner Goodman brought up a good point. When we were putting this together, he said we must be able to measure our success. How do we know that all this time and effort and money that's being spent, how do we know that it's working? What do we do? How do we have something concrete to be able to measure it? These are just some suggestions. We can conduct staff feedback surveys, post launch like we have the mayor's and the city managers launch in January, then immediately after that we can survey the audience and ask them what they think .like, what are their thoughts. That's one form of measurement. Do people like this? Do they have feedback on this? It's very important for people to be heard when you do something new. Monitor public sentiment. That is done by social media, you start checking out all the comments and see what kind of feedback you're seeing from the community. Maintain a brand compliance checklist for all departments to ensure consistency in application so that has more to do with you know is the public works department and different department, let's say the police department, are they saying the same things. Are they showcasing themselves in the same manner? Is everybody aligned or is everybody just out doing whatever they want to do. That's important to make sure that you have control over that and then revisit implementation progress quarterly to identify additional opportunities for accessibility. It's very important that whenever you have something new like this that you don't let too much time go by before you stop and you sit down and you analyze the data. You know because you still have time after the first quarter you have time to make tweaks. You have time because again this is a living breathing document, you can still tweak if something was a huge success and we weren't expecting it to be but now we know it is okay we're going to run with that and we're going to make some alterations down the road. Because that's the point, right? Okay so memorable events, so we you know last when I say last year I don't mean the year I mean the fiscal year so last fiscal year we had a lot of great you know planned events that happened that I think were a lot more successful than what was anticipated so how can we take that and keep moving forward with it so we know that that is going to be a critical role in San Benito. That's going to bring the brand to life. [Mrs. Deborah Morales](#): ma'am I don't mean to interrupt but I know we're all looking at time and some need to go back to work speed up a little bit. [Mrs. Anna Garza Llanes](#): I think this requires a little workshop, ma'am we thank you for the information. [Mr. Ricardo Guerra](#): If not, we can come back after the executive session some of us can stay. [Mrs. Anna Garza Llanes](#): yeah sorry. [Lisa Marie Garza, The Atkins Group](#): No, you're fine. Wrap it up. [Mrs. Anna Garza Llanes](#): You can stay. [Lisa Marie Garza, The Atkins Group](#): Then the idea is that you have this with you and we have some new concepts we have some ideas on here to consider, the hog waddle run, the monarch festival, a conjunto heritage week. There's a lot of different ideas in here to chew on and so all of it is with it in mind of answering the question of now that we have this new brand identity. What do we do with it? How do we showcase it? What are all the way's that we can possibly make this grow and be seen. [Mr. Daniel Cortez](#): As you said, this is a guideline, and we can tweak it any way we need to make changes. [Lisa Marie Garza, The Atkins Group](#): We had a lot of brainstorming; we had instant ideas planned, and this is an example of how it can be executed throughout the year. There're time frames in there and you all look at it. You can say love it love it love it let's put a hold on this one you know that's what it's for, any questions so far?

[Mrs. Anna Garza Llanes](#): Those that want to stay are you able to stay? in case anybody has any additional questions I know that the presentation is on our laptops but if you have any additional questions or you want to hear more of it any questions for her then we can do it after we come out of executive session

CLOSED SESSION: In accordance with Chapter 551 of the Texas Government Code, the Board of Directors hereby gives notice that it may meet in a closed, non-public session to discuss matters in accordance with the following:

Pursuant to §§551.071 and 551.129, the Board of Directors may convene in a closed, non-public meeting with its attorney and discuss any matters related to legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter:

- a. Consult with attorney on the following litigation:
 - (i) Case 2025-DCL-03735

Pursuant to §551.072, the Board of Directors may convene in a closed, non-public meeting to discuss any matters related to real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the Board of Directors and a third party in an open meeting:

- b. Consult with attorney and staff on interlocal agreement with South Texas ISD;
- c. Consult with attorney and staff on interlocal and performance agreement between the San Benito Economic Development Corporation, Inc., San Benito Municipal Utility District No. 1, Komerco, LLC, and City of San Benito

Pursuant to §551.074, the Board of Directors may convene in a closed, non-public meeting to discuss any matters related to appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee;

Pursuant to §§551.087(1-2), the Board of Directors may convene in a closed, non-public meeting to discuss any matters regarding economic development issues;

- d. Consult with attorney and staff on interlocal agreement with South Texas ISD;
- e. Consult with attorney and staff on interlocal agreement between the San Benito Economic Development Corporation, Inc., San Benito Municipal Utility District No. 1, Komerco, LLC, and City of San Benito

Entered closed session at: 12:51PM

Returned from closed session: 2:52PM

RECONVENE from Closed Session:

[Ms. Llanes](#): The time is 2:52, and we are out of closed session. We're going back to the regular agenda.

11. PUBLIC HEARING: No Public Hearing

- a. Consideration and possible action on proposed interlocal agreement with South Texas ISD (Executive Director);

No Action

- b. Consideration and possible action on interlocal and performance agreement between the San Benito Economic Development Corporation, Inc., San Benito Municipal Utility District No. 1, Komerco, LLC, and the City of San Benito (Executive Director);

No Action

[Mr. Michael Pruneda](#): Number 11, there will be no public hearing since we're not taking action on 11A and B.

12. Consideration and possible action, if any, on Case 2025-DCL-03735

[Mr. Michael Pruneda](#): would ask for a motion by the board to authorize participation in the mediation on December 16th, 2026 and allowing EDC attorneys to represent the EDC and authorizing the payment for the mediation fee.

[Mr. Tom Goodman](#): Motioned. [Mr. Daniel Cortez](#): Seconded. [Mrs. Anna Garza Llanes](#): All in favor: 7 Anybody opposed: 0 motion passes unanimously (7-0)

13. Meeting Adjournment:

Meeting adjourned at 2:56 PM.

Approved this 26th day of March 2026.

Anna Garza Llanes, President	Tom Goodman, Secretary/Treasurer