

8. Discussion and Action: MISD-Scoreboard



Memo

To: DCM Board of Directors
From: Zefra Mascorro, Administrative Coordinator
CC: File
Date: 1/30/2026
Re: MISD-Scoreboard

Mercedes ISD has requested a sponsorship for their proposed new scoreboard. There are Tiger Stadium Scoreboard Packages as well as Football In-Game Sponsorships.

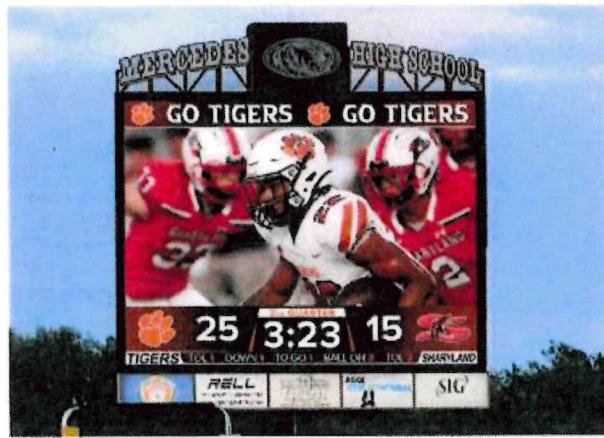
Please see attached flyers.

Recommendation: Will of the board.

EXISTING



PROPOSED



Tiger Stadium Scoreboard Packages

Stadium seats up to 6,000 fans | 15+ Football Games Per Season | Local, regional & area events year round

FEATURES	Tiger Fan (6) (\$5,000/yr)	Tiger Pride (2) (\$7,500/yr)	Tiger Champion (4) (\$10,000/yr)	Tiger Legacy (2-4) (\$15,000/yr)
Stadium Scoreboard Signage	✓	✓	✓	✓
JFK Administration Building Digital Signage <small>LEGACY: 8-sec spots at a minimum of 1,000 impressions/day CHAMPION: 8-sec spots at a minimum of 500 impressions/day</small>			✓	✓
PA Announcement During Home Game	✓ (1)	✓ (1)	✓ (2)	✓ (3)
Reserved regular football season tickets	✓ (2)	✓ (4)	✓ (4)	✓ (4)
(1) :10 Sec Commercial Per Home Game	✓	✓ (1)	✓ (1)	✓ (2)
Reserved VIP Parking Pass	✓	✓ (1)	✓ (1)	✓ (1)
Sponsor Graphic for Home Team	✓		✓	✓
Signage at MHS Baseball and MHS Softball fields	✓		✓	✓

EXISTING



PROPOSED



Football Season In-Game Sponsorships

1ST & 10 SPONSOR (Tiger Legacy)

1st & 10 Sponsor Graphic (Home team) will show when Home Team reaches the 1st & 10 (Announcement will also be made). "That's a **"Sponsor Name"** 1st down".

TOUCHDOWN SPONSOR (Tiger Champion)

Touchdown Sponsor (Home Team) Sponsor Logo will show on Scoreboard after Home Team scores a touchdown. "That's a **"Sponsor Name"** Touchdown!"

HALF-TIME SPONSOR (Tiger Pride)

Half-time is presented by **"Sponsor Name,"** with logo will be incorporated into custom graphic shown on screen at the start and end of the halftime during each home game.

EXTRA POINT SPONSOR (\$2,000/year)

Sponsor logo will show on scoreboard after Home Team scores any extra points. "Good for a **"Sponsor Name"** extra point!"

KICK-OFF SPONSOR (\$2,500/year)

Presented by **"Sponsor Name,"** with logo incorporated into a custom graphic shown on screen at the start of the first and third quarter during each home game.

QUARTER SPONSOR (\$500/quarter per year)

Sponsor Logo will show on and off throughout the quarter. One Sponsor per quarter.

*Other graphics will be played throughout the quarter along with the Quarter sponsor graphic

DEFENSE SPONSOR (\$2,500/year)

Defense Sponsor is presented by **"Sponsor Name,"** with logo to be incorporated into a custom graphic shown on screen once per quarter when the home team is on Defense.

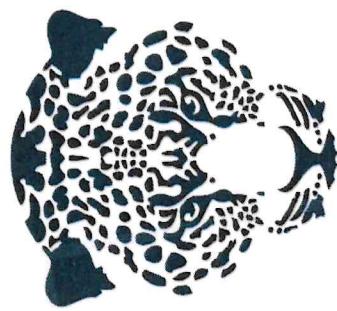
9. Discussion and Action: South Texas College Boot

Memo

To: DCM Board of Directors
From: Zefra Mascorro, Administrative Coordinator
CC: File
Date: 1/29/2026
Re: South Texas College Boot

South Texas College contacted the DCM with a new logo and colors and provided a mockup of their boot. South Texas College requested that their boot be redone due to the changes they've made. A cost estimate was requested from Mr. Alejandro Viera of Viera's Paint & Body Shop and the estimated cost to repair the boot is \$1,070.00.

Recommendation: Will of the board.



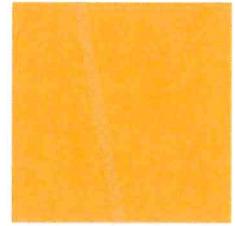
FRONT BOOT



PMS 2767
HEX: #12284C



SIDE LOGO



PMS 123
HEX: #FFFC629

MERCEDES RE-BOOT



Boot South Texas College.
(Change color, logos)

Viera's Paint & Body Shop
17675 San Jose Rd.
Mercedes, Tx 78570
Phone: 956-474-0758

QUOTE

INVOICE:141

DATE: 12/17/2025

TO:

The Development Corporation of
Mercedes, Inc
320 S. Ohio Avenue
Mercedes, Texas 78538

FOR:

Repair of City of Mercedes
South Texas College Boot

DESCRIPTION	AMOUNT
Logos	\$200.00
Paint	\$150.00
Clear Coat	\$100.00
Labor	\$500.00
Remove & install boot	\$120.00
TOTAL	\$1,070.00

10. Discussion and Action: Angels of Love Sponsorship

11. Discussion and Action: Sponsorship for RGVLS 5K Boot Run

Memo

To: DCM Board of Directors
From: Zefra Mascorro, Administrative Coordinator
CC: File
Date: 1/29/2026
Re: Sponsorship for RGVLS 5K Boot Run

The RGVLS is hosting their 2nd 5K Boot Run to kick off the RGVLS Livestock Show and Smokin on the Rio. The event will take place on February 21, 2026. The DCM sponsored their water station at a total sponsorship cost of \$1,500.00 last year and the RGVLS is presently requesting the DCM's sponsorship for this year's event.

Please see attached flyer.

Recommendation: Sponsor the Water station at a total sponsorship cost of \$1,500.00.

WATER STATION SPONSOR

1. Sponsorship of Water Stations with signage at each station
(sponsor to provide banners)
 1. 1 Sponsor Booth at location of your choice.
 2. Mentions on all Social Media Posts
 3. Sponsor Thank you post on RGVL S Social Media Pages
 4. Logo on all print materials/signage/flyers etc.
 5. Sponsor Mentions on PA System
 6. Sponsor banners on side of fence- main entry. (sponsor to provide banners)
 7. Sponsor banners on side of fence (1x on each side) -parking
(sponsor to provide banners)
8. Provide inserts/ samples for Swag Bag
9. Complementary race entry x 1

Total Investment \$1,500

12. Discussion and Action: Mural

Memo

To: DCM Board of Directors

From: Mario A. Salinas, Marketing Specialist

CC: File

Date: 1/30/2026

Re: 2nd Downtown Mercedes Mural – Concept, Cost & Location Overview

As part of our ongoing Downtown Mercedes revitalization efforts, the EDC has commissioned its **second public mural**, designed in a **postcard-style graphic format**, to further enhance community pride, encourage foot traffic, and strengthen downtown's visual identity. The mural will once again be created by **Leo's Murals – Victoriano Rivera**, who previously collaborated with the EDC on the first downtown mural and brings a proven understanding of the community's vision, character, and branding goals to this next phase of public art investment.

Project Overview

- **Location:** 320 S. Ohio Street (Chamber Building), Mercedes, TX
- **Purpose:** Serve as a visual landmark within the downtown district and provide a vibrant photo opportunity.
- **Artist:** Leo's Murals - Victoriano Rivera
- **Timeline:** Project start date will be dependent upon Board approval

Cost Breakdown

Total Project Cost: \$6,490

- Materials Total: \$973.50 (15% of \$6,490.00)
- Acrylic paints: \$450.00
- Primer and sealant: \$225.00
- Brushes, rollers, and supplies: \$198.50
- Drop cloths and masking materials: \$100.00
- Labor: \$5,516.50 (estimated based on artist rates)
- Subtotal: \$6,490.00
- **Additional Cost:** Scissor Lift Rental – 2 Weeks - \$500 Est.

Recommendation: Review and approve the revised mural concept for production.

Howdy from

TEXAS





13. Discussion and Action: Lights on 3rd Street

Memo

To: DCM Board of Directors

From: Zefra Mascorro, Administrative Coordinator

CC: File

Date: 1/29/2026

Re: Lights on 3rd Street

A request to keep the lights on for 3rd street during the evening hours was made to the DCM. The total estimated cost to provide electricity for the string lights and pole is \$1,500.00 annually.

Recommendation: Will of the board.

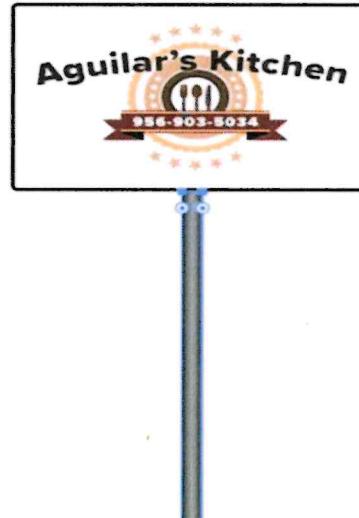
**14. Discussion and Action: DCM Signage Improvement
Program- Maria E. Aguilar, Maria Acosta, Juan San
Miguel**

Memo

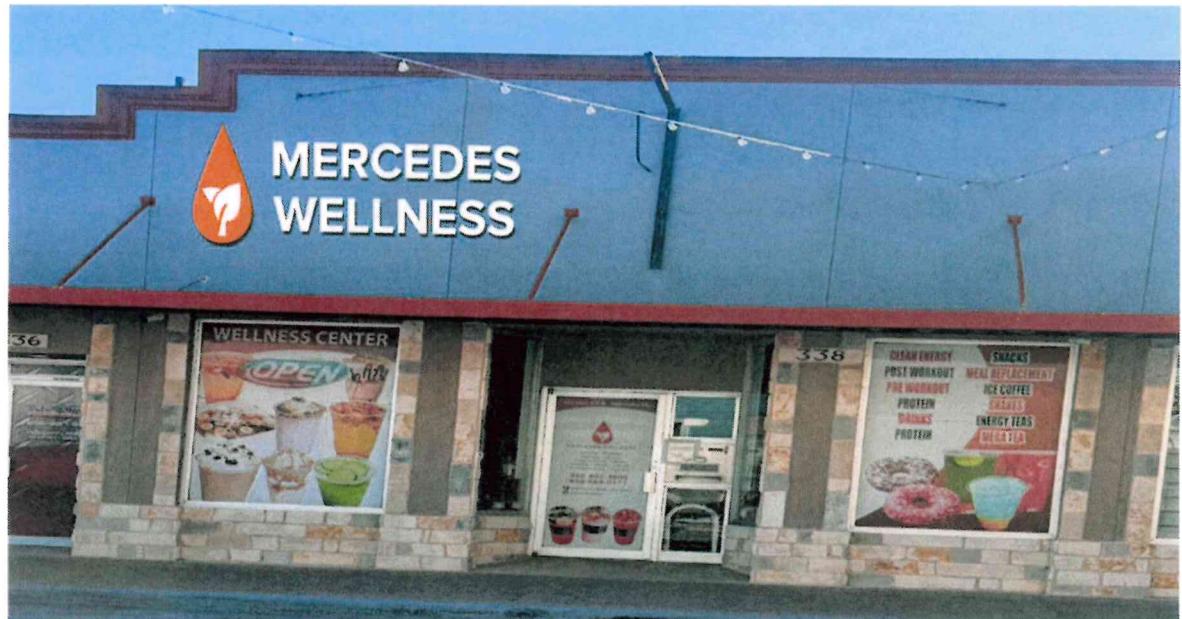
To: DCM Board of Directors
From: Zefra Mascorro, Administrative Coordinator
CC: File
Date: 1/28/2026
Re: Signage Grant Program

The following businesses have turned in new applications for the Signage Grant Program:

1. Grant applicant Maria E. Aguilar, Aguilar's Kitchen, grant request \$4,500.00.



2. Grant applicant Maria Acosta, Mercedes Wellness, grant request \$4,500.00.



3. Grant applicant Juan San Miguel, Top Gym, rendering & sign quote are still being negotiated. Applicants' grant request will be reviewed at next board meeting.

All have met criteria.

Recommendation: Will of the board. If all applicants are approved the program's total grant expenditures would amount to \$49,250.00, leaving \$20,750.00 to continue the program's signage investments towards the total \$70,000.00 that was budgeted.

15. Discussion and Action: Tabled items- Film Grant

16. Executive Session: Section 551.087: Economic development negotiations with Project Anchor, Project American Legion, Project Hinojosa, Project Trevino, Project Sanchez, Project Kamel, Project M30, Project Food, Project M. Rivera, Project PE, Project Petro, Project More, Project ZIWA, Project Gomez, Project J. San Miguel, Project Stay, Project ASHTI, Project Arts, Project QSR, Project 150, Project M2, Project Cruz, Project Bert Ogden, Project RGVLS, Project G. Schwarz, Project Coffee, Project Carwash, Project Rios and Project UT, Section 551.072: Acquisition and Sale of Real Estate- BIXBY S735.5'-W862.43' IRR TR -S OF HWY 83 LOT 5 & AN IRR TR E202.58'-S665.51' LOT 6 17.338 AC GR 17.118 AC NET and section 551.071: pending legal issues, delinquent loans: MD International and on any regular agenda item requiring confidential, attorney-client advice necessitated by the deliberation or discussion of said item as needed.

17. Discussion and Action: item #16

18. Adjournment