

## **4. Discussion and Action: Angels of Love Sponsorship**

# Memo

**To:** DCM Board of Directors  
**From:** Zefra Mascorro, Administrative Coordinator  
**CC:** File  
**Date:** 5/22/2026  
**Re:** Angels of Love Sponsorship

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At the April 15, 2026 board meeting the DCM board requested staff from Angels of Love a 501(3)(C) non-profit organization dedicated to serving victims and families affected by domestic violence to attend a meeting to explain their program initiative.

The organization has extended an invitation for the EDC to sponsor their 15 City Summer Youth Tour 2026, taking place in June and July 2026. The Angels of Love organization offers three free programs **Girl Power, Expect Respect, and the Distinguished Gentlemen Initiative** which engages more than 1,500 youth participants across RGV communities. They are asking each City or City's EDC to consider a **\$1,000 sponsorship** to support programming for each individual city participating.

Please see attached documents.

Recommendation: Will of the Board



## Angels of Love

1305 East Nolana Avenue, Suite D, McAllen, Texas 78504

Phone (956) 972-0685

Email: [development@angelslovetexas.org](mailto:development@angelslovetexas.org)

RE: Sponsorship Request for the Angels of Love Summer Youth Programs 2026

Dear Community Partner:

We would like to extend an invitation to your business to become one of our Sponsors for the Angels of Love Summer Youth Programs 2026 which will help us to reach mutual goals. This summer we are offering **three FREE programs** for our community, youth and future leaders. We offer Girl Power (ages 9-11), Distinguished Gentlemen (ages 9-11) and Expect Respect (ages 12-14). We will be offering youth programs in various cities, and Boys & Girls Club locations throughout Hidalgo County. We anticipate reaching 1500 youth over the course of the summer of 2026. This summer we will extend our youth programs, which will be held in 15 cities' during the summer break. I am enclosing overviews for each of the programs.

We are **soliciting monetary and in-kind donations** to cover the costs of location, activities, T-shirts, promotion, advertising, door prizes, etc. All donations would be recognized as donated from your business. Your business logo will be printed on the T-shirts, advertising materials, Angels of Love social media pages and TikTok. Newspaper articles and press releases will be sent out announcing the programs and sponsors. Please see the enclosed sponsorship form and join us in making a difference in the lives of our youth.

**Please respond with your acceptance of a sponsorship as soon as possible.** For more information, please contact Daniela Zuniga, Director of Development (956) 217-9764. Angels of Love is recognized as a 501(3)(C) Non-Profit Organization and donations are tax deductible in accordance with the law. Our tax identification number is 74-3018501.

Thank you in advance for your support,

*Daniela Zuniga*

Director Of Development



## Youth Programs 2026

### Kind Girls, Distinguished Gentlemen and Expect Respect for Teens

Sponsor Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone (Daytime): \_\_\_\_\_

E-mail: \_\_\_\_\_

**\$10,000.00 - KIND GIRL SPONSOR** – Acknowledgement as a sponsor for the youth program series, event flyer, press releases, Tea-Time Tuesday interview and social media mentions. Opportunity to speak at a youth program. Business logo on the T-shirts and flyers.

**\$5,000.00 - GIRL POWER SPONSOR** – Acknowledgement as a sponsor for the youth program series, event flyer, press releases and social media. Business logo on the T-shirts and flyers.

**\$2,500.00 – EXPECT RESPECT SPONSOR**- Acknowledgement as a sponsor for the youth programs, press releases and recognition on social media. Business logo on the program T-shirts and flyers.

**\$1,000.00 - DISTINGUISHED GENTLEMEN SPONSOR** – Acknowledgement as a sponsor for the youth programs, business logo on the event flyer, photo recognition and press releases to include newsprint and social media. Business logo on the program T-shirts.

**\$500.00 - ANGEL SPONSOR** – Acknowledgement as a sponsor for the youth programs, business logo on the event flyer, Business logo on the program T-shirts and flyers.

Enclosed is My check made payable to ANGELS OF LOVE for \$ \_\_\_\_\_.  
ALL ADVERTISEMENTS AND CONTRIBUTIONS ARE TAX-DEDUCTIBLE AS ALLOWED BY LAW PLEASE  
MAKE CHECKS PAYABLE TO ANGELS OF LOVE. Tax ID #74-3018501. 1305 East Nolana Avenue, Suite D,  
McAllen, Texas 78504, (956) 217-9764 (phone)



## Youth Programs 2026

### Girl Power, Distinguished Gentlemen and Expect Respect for Teens

### YOUTH PROGRAMS OVERVIEW

The **Girl Power** Program is for tween girls, ages 9-11. The program teaches them that they are valuable and have a voice that can empower them. Girl Power encourages girls to build confidence, competence and pride within themselves. Tweens thrive when they receive messages of aspiration rather than limitation; when they have access to positive role models; and when they receive the resources necessary to overcome challenges. When girls feel confident about their bodies, their beauty, their uniqueness, their intelligence, and their worthiness, they will go into the world and fully express themselves to their highest potential. The Mission of the Girl Power program is to educate, empower and inspire girls by raising awareness, developing communication skills and cultivating self-respect. The motto for the program is "Be Strong, Be Smart, Be Amazing, Be Yourself".

The **Expect Respect** program is designed for teens ages 12-14 who can become role models, allies and peer educators at their school. Teens learn to speak out about bullying, harassment and dating abuse through youth-generated projects, campaigns, theatre, art, music, yoga, poetry and literature through the Angels of Love Expect Respect program. The primary program components and resources include School-based presentations, support groups and counseling. The mission of the Angels of Love Expect Respect program is to educate, empower and inspire teens by raising awareness, developing communication skills and cultivating self-respect, self-love and mutual respect for others.

The **Distinguished Gentlemen Initiative** represents a crucial step in shaping the next generation of respectful, empathetic, and confident young men. The program's curriculum is designed to guide participants ages 9-11 through key aspects of personal development and relational growth: Healthy Relationships, Manners and Conflict Resolution, Empathy and Boundaries, Confidence and Gratitude, and Emotional Intelligence and Accountability. The program concludes with a Sports Coat Ceremony, symbolizing the participants' readiness to embody the values of a distinguished gentleman. Through engaging activities and interactive lessons, the Distinguished Gentlemen Initiative empowers young men to develop life skills that will serve as a foundation for positive relationships and a sense of responsibility throughout their lives.

## **5. Discussion and Action: Texas National Bank Interest Buy Down Program**

# Memo



**To:** DCM Board of Directors  
**From:** Melissa Ramirez, Executive Director  
**CC:** File  
**Date:** 5/22/2026  
**Re:** Texas National Bank Interest Buy Down Program

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Many small businesses have cited high interest rates as a reason why they do not pursue traditional lending. At the last Board meeting, members discussed creating a program to assist seasoned business owners with traditional lending.

Staff has been working with TNB to create a subsidized lending program for DCM approved borrowers. The borrowers would need to qualify for traditional lending at TNB. At closing the DCM would have the opportunity to buy down the interest to around 5%. The lending capacity remains the same at \$150K. Please see attached draft framework.

The funds used to buy down interest would be considered a grant.

Recommendation: Approve the Interest Buy Down Program for \$45K. This is a trial run. If the program is successful, the Board can renew funds for next fiscal year.

## **6. Discussion and Action: Marketing-Boots**

# Memo

**To:** DCM Board of Directors  
**From:** Mario A. Salinas, Marketing Specialist  
**CC:** File  
**Date:** 5/22/2026  
**Re:** Boot Gift Initiative – Recognition & Parting Gifts

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DCM staff is proposing a recognition initiative utilizing commemorative boots provided through Rios of Mercedes for a select number of individuals who have made significant contributions to the community and our organization. The goal is to offer a distinctive and memorable parting or appreciation gift that represents the character and identity of Mercedes.

Rios of Mercedes confirmed that gift certificates can be provided and presented inside an adorned boot box for a more enhanced gifting experience. Additionally, the Mercedes Crown Logo will be integrated onto the boot pull straps, providing a custom branding element that reflects the identity of both the organization and the community.

## Giftng Options Overview

- **Custom Made-to-Measure Boots**
  - Starting at approximately \$1,000 per pair
  - Fully customized and made-to-measure
  - Estimated production timeline: 12 months
  
- **Rios of Mercedes Set Styles (Non-Custom)**
  - Starting at approximately \$500 per pair
  - Standard boot styles with no customization
  - Estimated production timeline: 4–6 months
  - View styles here:  
[Rios of Mercedes Stock Collection](#)
  
- **Horse Power Stock Boots**
  - Starting at approximately \$150 per pair
  - Made in Mexico and currently in stock
  - View styles here:  
[Horse Power Boots](#)

Recommendation: Staff is seeking Board direction regarding the preferred gifting option and budget range before proceeding further with the initiative.

## **7. Discussion and Action: Mural**

# Memo

**To:** DCM Board of Directors  
**From:** Mario A. Salinas, Marketing Specialist  
**CC:** File  
**Date:** 5/22/2026  
**Re:** 3rd Downtown Mercedes Mural – Concept, Cost & Location Overview

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As part of our ongoing Downtown Mercedes revitalization efforts, the DCM has commissioned its **third public mural**, centered around a vibrant **“Conchas” (Mexican Pan Dulce) theme** that celebrates the rich cultural traditions and local identity of the community. The mural is intended to further enhance community pride, encourage foot traffic, and strengthen downtown’s visual appeal through engaging and culturally inspired public art. The mural will once again be created by **Leo’s Murals – Victoriano Rivera**, who previously collaborated with the DCM on the first and second downtown murals and continues to bring a strong understanding of the community’s vision, character, and branding goals through public art investment.

## Project Overview

- **Location:** De La Garza Bakery – 230 N. Texas Ave, Mercedes, TX 78570
- **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

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





## **8. Discussion and Action: 4<sup>th</sup> of July Event Sponsorship**

# Memo



**To:** DCM Board of Directors  
**From:** Melissa Ramirez, Executive Director  
**CC:** File  
**Date:** 5/22/2026  
**Re:** 4<sup>th</sup> of July Event Sponsorship

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The City is going host a 4<sup>th</sup> of July event. Details are pending.

Recommendation: Will of the Board.

## **9. Discussion and Action: Tabled Items- Election of Officers**

**10. Executive Session: Section 551.087: Economic development negotiations with Project A. Gonzalez, Project R. Lozano, Project N. Dosser, Project R30, Project Blue, Project J. San Miguel, Project A. Rosas, Project OG, Project Travel Center, 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 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 MERCEDES LIGHT INDUSTRIAL PARK PH 1 LOT 8 BLK 1 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.**

## **11. Discussion and Action: item #10**

## **12. Adjournment**