

**Development Corporation of Mercedes, Inc.  
& City of Mercedes  
SPECIAL CALLED JOINT MEETING  
May 28, 2026 at 6:00PM  
320 S. Ohio**

**Development Corporation of Mercedes, Inc.  
& City of Mercedes  
Joint Meeting Agenda  
May 28, 2026 at 6PM  
320 S Ohio**

NOTICE, is hereby given that the Development Corporation of Mercedes, Inc. & City of Mercedes will be holding a **Special Called Joint Meeting on Thursday, May 28, 2026 at 6:00PM** at the **Development Corporation of Mercedes at 320 South Ohio** for the purpose of considering and taking formal action regarding the following items:

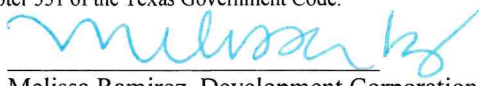
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1. Call meeting to order
2. Establish Quorum
3. Invocation
4. Pledge of Allegiance
5. Open Forum
6. Discussion and Action: FY26-27 Marketing Budget
7. Executive Session: Section 551.087: Economic development negotiations with Project A. Gonzalez, Project 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 Bert Ogden, 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 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, and on any regular agenda item requiring confidential, attorney-client advice necessitated by the deliberation or discussion of said item as needed.
8. Discussion and Action: item #7
9. Adjournment

The Board of Directors reserves the right to go into Executive Session at any time during the meeting to consult with its attorney in accordance with Section 551.071; deliberate the purchase or sale of real property in accordance with Section 551.072; deliberate personnel matters in accordance with Section 551.074; and/or deliberate economic development negotiations in accordance with Section 551.087. This notice is given in accordance with Vernon's Texas Code Annotated, Texas Government Code, Section 551.001 et. seq.

I hereby certify this Notice of a Meeting of the Development Corporation of Mercedes & City of Mercedes was posted in accordance with the Open Meetings Act on the outside bulletin board at City Hall of the City of Mercedes, located at 400 S Ohio, visible and accessible to the general public during and after working hours. This notice was posted on the 22<sup>nd</sup> day of May 2026 at 9:30AM. and will remain so posted continuously for at least 3 business days proceeding the scheduled time of this meeting in accordance with Chapter 551 of the Texas Government Code.

ATTEST:



Melissa Ramirez, Development Corporation of Mercedes

# **1. Call meeting to order**

## **2. Establish Quorum**

### **3. Invocation**

## **4. Pledge of Allegiance**

## 5. Open Forum

## **6. Discussion and Action: FY26-27 Marketing Budget**

FY26-27 Mercedes Marketing Plan

<u>ID</u>	<u>Project</u>	<u>Organization</u>	<u>Creative</u>	<u>Location</u>	<u>Time</u>	<u>25-26 Cost</u>	<u>26-27 Cost</u>
2.0	Marketing						
2.1	Publications						
2.1.1	Valley Business Report	City	Tourism	Regional	Annual	\$ 5,925	\$ 5,925
						\$ 5,925	\$ 5,925
2.2	Tradeshows						
2.2.1	ICSC Texas	EDC	Mix Use Development	San Antonio	November	\$ 15,000	\$ 15,000
2.2.2	ICSC Recon	EDC	Mix Use Development	Las Vegas	May	\$ 19,000	\$ 19,000
2.2.3	Retail Live!	EDC	Mix Use Development	Austin		\$ 8,540	\$ 8,540
						\$ 42,540	\$ 42,540
2.3	Online						
2.3.1	mercedeseadc.com	EDC	Organization	Mercedes	Annual	\$ 7,980	\$ 7,980
2.3.2	mercedeschamber.com	Chamber	Organization	Mercedes	Annual	\$ 4,000	\$ 4,000
2.3.3	cityofmercedes.com	City	Organization	Mercedes	Annual	\$ -	\$ -
2.3.4	facebook.com	Chamber/EDC	Social	Mercedes	Annual	\$ -	\$ -
2.3.5	Loopnet/CoStar	EDC	Mix Use Development	Mercedes	Annual	\$ 2,000	\$ 11,600
						\$ 13,980	\$ 23,580
2.4	Collateral						
2.4.1	Market Profile	EDC	Mix Use Development	Mercedes	Annual	\$ -	\$ 2,000
2.4.2	Boots	EDC	Mix Use Development	Mercedes	Annual		\$ 1,000
2.4.3	Popups	EDC	Mix Use Development	Mercedes	Annual		\$ 2,000
						\$ -	\$ 5,000
2.5	Billboards						
2.5.1	Benchmark	EDC	Tourism	Mercedes	Annual	\$ -	\$ -
2.5.2	Shared Billboard Chamber/DCM	Chamber/EDC	Tourism	Mercedes	Annual	\$ -	\$ -
2.5.3	Chamber	Chamber	Tourism	Mercedes	Annual	\$ -	\$ -
2.5.4	Lone Star Logos	City	Tourism	Mercedes	Annual	\$ 12,825	\$ 12,825
						\$ 12,825	\$ 12,825
2.6	Sponsorships						
2.6.1	Valley Morning Star	EDC	Tourism	Mercedes	October	\$ 250	\$ 250
2.6.2	Smokin on the Rio	EDC	Tourism	Mercedes	February	\$ 12,500	\$ 12,500
	Smokin on the Rio	City	Tourism	Mercedes	February	\$ 12,500	\$ 12,500
2.6.3	RGV Livestock Show	EDC	Tourism	Mercedes	March	\$ 7,000	\$ 7,000
	RGV Livestock Show	City	Tourism	Mercedes	March	\$ -	\$ -
2.6.4	RGV Livestock Show GALA	EDC		Mercedes	December	\$ 3,000	\$ 3,000
2.6.5	RGV Livestock Show Fall Fest	EDC	Tourism	Mercedes	October	\$ 2,000	\$ 2,000
2.6.6	RGV Livestock Show Music Fest	EDC	Tourism	Mercedes	July	\$ -	\$ -
2.6.7	Aura House	EDC	Tourism	Mercedes	December	\$ 2,000	\$ 2,000
2.6.8	Aura House	EDC	Tourism	Mercedes	April	\$ 1,100	\$ 1,100
2.6.7	4th of July	EDC	Tourism	Mercedes			\$ 16,000
2.6.7	4th of July	City	Tourism	Mercedes			\$ 16,000
						\$ 40,350	\$ 72,350
2.7	Memberships						
2.7.1	Chamber	EDC	Tourism/Mixed Use Development	Mercedes		\$ 5,000	\$ 5,000
2.7.2	Chamber	City	Tourism/Mixed Use Development	Mercedes		\$ 6,000	\$ 6,000
						\$ 11,000	\$ 11,000
2.8	Television/Radio						
2.8.1	Merchant Campaign	City	Tourism/Investment	Regional	Annually	\$ -	\$ -
	Merchant Campaign	EDC	Tourism/Investment	Regional	Annually	\$ 6,000	\$ 6,000
2.8.2	Spectrum	City	Tourism/Investment	International	Annually	\$ 24,000	\$ 24,000
2.8.3	Advertising in Mexico	City	Tourism/Investment	International	Annually	\$ 13,000	\$ 13,000
						\$ 43,000	\$ 43,000
2.9	Chamber						
2.9.1	Texas Street Festival	City	Tourism	International		\$ 60,000	\$ 60,000
	Texas Street Festival	EDC	Tourism	International		\$ 15,000	\$ 15,000
2.9.2	Little Nashville	EDC	Tourism	Regional		\$ 30,000	\$ 30,000



**7. 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 American Legion, Project Hinojosa, Project Trevino, Project Sanchez, Project Bert Ogden, 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 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, and on any regular agenda item requiring confidential, attorney-client advice necessitated by the deliberation or discussion of said item as needed.**

## **8. Discussion and Action: item #7**

## 9. Adjournment