

10. Discussion and Action: Retail Live! South Central 2026

Memo

To: DCM Board of Directors
From: Zefra Mascorro, Administrative Coordinator
CC: File
Date: 8/14/2025
Re: Retail Live! South Central 2026

Retail Live! South Central will take place on Wednesday September 2, 2026 beginning at 9:00AM with registration and ending at 5:00PM. Event sponsorship as an Industry partner is inclusive of 4 event passes per booth; there is one event pass left for one attendee to participate. Flights for the event are estimated at a cost of \$250 and Mileage and Per diem is estimated at \$150.00 to attend the event for one day. Retail Live was budgeted at a cost of \$8,540.00 and there is a current remaining budget of \$3,559.36.

Flight: Wednesday September 2, 2026

Take off: Harlingen, Texas to Austin, Texas at 6:25AM
Land: Austin, Texas at 7:45AM

Return: Austin, Texas to Harlingen, Texas at 7:05PM
Land: Harlingen, Texas at 8:10PM

Recommendation: Would anyone like to attend?

11. Discussion and Action: FY25-26 Texas Street Festival Influencer Contract

Memo

To: DCM Board of Directors
From: Mario A. Salinas, Marketing Specialist
CC: File
Date: 8/13/2026
Re: Texas Street Festival Influencer Marketing Campaign

The Texas Street Festival will once again partner with local social media influencer **RGV Taste (Ivanna Anirak)** as part of its 2026 marketing and promotional efforts. Building on the success and engagement generated through the partnership in previous years, staff will continue working with RGV Taste to promote this year's event.

The partnership includes **one event campaign consisting of four videos** that will be posted and promoted across RGV Taste's/Chamber social media channels. The campaign is designed to generate awareness leading up to the festival, showcase the event experience, and provide continued exposure through post-event content.

- **RGV Taste (Ivanna Anirak) - \$2,200 (1 Event / 4 Videos)**
- **Event videos posted/promoted to various social media channels**
- **Event: Texas Street Festival (4 Videos)**
- **Pre-Event / Food Recap / Things To Do / Full Event Recap**
- **<https://www.tiktok.com/@rgvtaste?lang=en> – 80.2K Followers**
- **<https://www.instagram.com/rgvtaste/?hl=en> – 30K Followers**
- **<https://www.facebook.com/RGVTaste/> - 4K Followers**

Recommendation: Approve

INFLUENCER CONTRACT

I. Parties

This Influencer Contract Agreement ("Agreement") is made between Development Corporation of Mercedes ("Client") with a business address at 320 S Ohio Ave. Mercedes, TX 78570 and Ivanna Mendoza RGV TASTE ("Influencer"), with a business address at 702 W Gore Ave Pharr TX 78577.

NOW, THEREFORE, taking into account the mutual agreements contained herein, the Parties agree to the following arrangements:

II. Payment and Services

The Influencer agrees to perform the following services.

Video content creation Instagram and Tik Tok bundle [45s-1.30 mins in duration each]

In the following topics:

- Pre-Event Video Promo
- 2nd Pre Event promo
- "Things To Do"
- Full Recap
- Carousel of pictures at event (lifestyle)

Covering "Texas Street Festival" taking place Saturday September 5th, 2026 and the Client agrees to pay for them the following rates \$2,200.00 on August 18 2026.

WHEREAS the Client desires to increase the reach, sales and visibility of its brand through entering an Agreement where the Influencer will promote clients product/ event in social media outlets or advertisements.

The Client should pay prior to the Services performed to secure dates and the Influencer should submit an invoice in order to get paid. This invoice should include an invoice number, the dates covered by the invoice and a summary of the services provided.

The Services must be performed from August 23rd - September 12th, 2025.

III. Promotion

Client and Influencer have agreed that Influencer will make the promotion in the next platforms:

- _Instagram_____
- _Tik Tok_____

The Parties agree the next types of promotion:

- . ☐ _4_ Video Posts
- 1st Pre- Event promo is to be published 1-2 Weeks prior to the event which will contain B-Roll from previous years. B-Roll will be provided by Client to influencer. All promotions must be approved first by the Client.

Day Of Event Post under

- Things To Do

Will be posted the day of the event to help promote. Made up by B-Roll and filmed content prior to event starting and or during event. Up to the discretion of influencer and content available the day of.

Day of event content such as

- Full Recap
- Carousel of pictures

Will be posted the following days after the event on September 5th between the dates of September 6th- September 8th

IV. Term

In consideration of the mutual terms and conditions, the Agreement will be effective since ___August, 2026___. Either the Client or the Influencer may terminate this Agreement, with reasonable cause, effective immediately upon giving written notice.

Reasonable cause includes:

- a material violation of this Agreement, or any act exposing the other party to liability to others for personal injury or property damage. OR Agreement by giving 30 days written notice to the other.

V. Expenses

The Client will be responsible for all expenses, including supplies, equipment that Influencer will show in the promotions including, food, drinks, ticket costs etc. The Client shall pay the Influencer within 30 days after receipt of each statement. Expenses not to be exceeding \$100 will be reimbursed.

Or provide influencer with an All Access Pass to help with entry and any other areas Influencer may need in order to complete duties and content.

VI. Intellectual Property Rights

The Influencer acknowledges that during the performance of the Services it will be necessary for the Client to disclose certain confidential and proprietary information to the Influencer in order to perform duties under this Agreement. Accordingly, the Influencer will not disclose or use, either during or after the term of this Agreement, any proprietary or confidential information of the Client that could irreparably harm him or her.

Proprietary or confidential information includes:

Written, printed, graphic, or electronically recorded materials furnished by the Client for the Influencer to use

Any written or tangible information stamped "confidential," "proprietary," or with a similar legend, or any information that the Client makes reasonable efforts to maintain the secrecy of

Business or marketing plans or strategies, customer lists, operating procedures, trade secrets, design formulas, know-how and processes, computer programs and inventories, discoveries, and improvements of any kind, sales projections, and pricing information

Information belonging to customers and suppliers of the Client about whom the Influencer gained knowledge as a result of the Influencer's services to the Client, and Other: _____.

VII. Confidentiality

After performing the services, or at the Client's request, the Influencer shall deliver to the Client all materials in the Influencer's possession relating to the Client's business. Any Confidential Information that the Influencer accesses or develops in connection with the services shall be subject to the terms and conditions of this clause.

The Influencer agrees to treat all Confidential Information as strictly confidential, not to disclose Confidential Information or permit it to be disclosed, in whole or part, to any

third party without the prior written consent of the Client, and not to use any Confidential Information for any purpose except as required in the performance of the services.

VIII. Relationship to the Parties

In its capacity as an independent contractor, the Influencer agrees and represents, and the Client agrees, as follows:

The Influencer has the right to perform services for other clients during the term of this Agreement. The Influencer has the sole right to control and direct the means, manners, and methods to follow in order to perform the Services properly.

The Influencer has the right to hire assistants as subcontractors or to use employees to provide the services required by this Agreement. The Client shall not hire, supervise, or pay any assistants to help the Influencer

The Client shall not give any training in the professional skills necessary to properly perform the Services to the Influencer or the Influencer's employees or contract personnel.

Neither the Influencer nor the Influencer's employees or contract personnel shall be required by the Client to devote full time to the performance of the services required by this Agreement.

IX. Governing Law

This Agreement shall be governed under the laws in the State of Texas.

X. Additional Terms and Conditions

B-Roll must be provided by the beginning of August but not after August 21st. __First video must be turned into client by August 20th for approval for posting the week of August 23rd Sunday.__

__If payment is made out in check form payment must be made out to Ivanna Mendoza.__

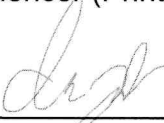
XI. Entire Agreement

This Agreement, along with any attachments or addendums, represents the entire agreement between the parties. Therefore, this Agreement supersedes any prior agreements, promises, conditions, or understandings between the Employer and Employee.

Influencer

Ivanna Mendoza

Influencer (Print Name)



Signature of Influencer

COMPANY/CLIENT

By: _____

Its: _____

Date: _____

Date 08/13/2026

12. Discussion and Action: Texas Class Transfer

Memo

To: DCM Board of Directors
From: Melissa Ramirez, Executive Director
CC: File
Date: 8/13/2026
Re: TXCLASS Transfer

The current balance for the general fund is over \$1 million and is not generating any interest. TXCLASS is the designated investment account.

Recommendation: Move \$800K into the TXCLASS investment account (0001).

13. Discussion and Action: Murals

Memo

To: DCM Board of Directors
From: Mario A. Salinas, Marketing Specialist
CC: File
Date: 8/13/2026
Re: Tiger Stadium Mercedes Mural - Cost & Location Overview

As part of the Development Corporation of Mercedes' ongoing Downtown Mercedes revitalization efforts, the DCM proposes its **fourth public mural project**, centered around a **Mercedes Tiger Mascot theme**. The project will feature coordinated artwork across **four buildings surrounding Tiger Stadium**, creating a unified visual identity that celebrates Mercedes' school spirit, community pride, and local heritage.

The murals are intended to enhance the area surrounding Tiger Stadium, create visually engaging landmarks, encourage community pride, and provide additional opportunities for photography and social media engagement. By incorporating the Mercedes Tiger mascot throughout the four-building project, the artwork will create a distinctive and recognizable gateway surrounding one of the community's most prominent athletic facilities.

The project will once again be completed by **Leo's Murals – Victoriano Rivera**, who has previously collaborated with the DCM on Downtown Mercedes mural projects and has demonstrated a strong understanding of the community's character, branding, and vision for public art.

Project Overview

- **Location:** Four buildings surrounding Tiger Stadium, Mercedes, TX
- **Theme:** Mercedes Tiger Mascot
- **Purpose:** Create a cohesive visual landmark surrounding Tiger Stadium while promoting community pride and enhancing the area's visual appeal
- **Artist:** Leo's Murals - Victoriano Rivera
- **Scope:** Four coordinated mural installations featuring a Mercedes Tiger-themed design
- **Timeline:** Project start date will be dependent upon Board approval

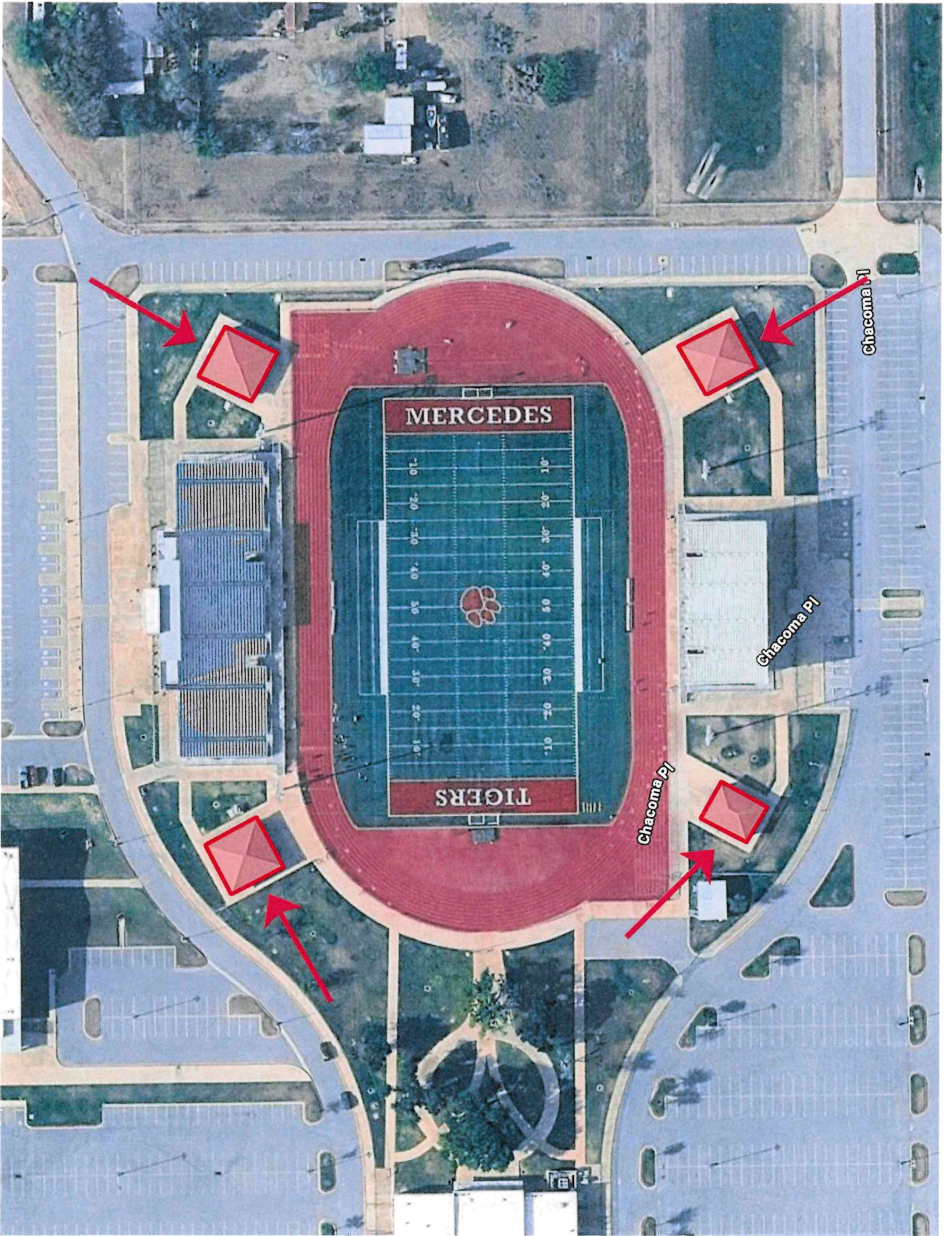
Cost Breakdown

Total Project Cost: \$4,000

- **Mural Artwork & Labor:** \$3,600
- **Materials, paint, tape and brushes:** \$300
- **Sealant:** \$100
- **Number of Buildings:** 4
- **Average Cost Per Building:** \$1,000

The proposed \$4,000 project represents a combined cost for the design, materials, and labor of the four murals.

Recommendation: Approve



**14. Discussion and Action: FY26-27 RGVLS Gala
Sponsorship**

Memo



To: DCM Board of Directors
From: Melissa Ramirez, Executive Director
CC: File
Date: 8/14/2026
Re: FY26-27 RGVLS Gala Sponsorship

The RGVLS Gala moved from December to October. The sponsorship for a table increased to \$1900 per table. Last year, DCM purchased two tables for \$3,000 which is the budget for next fiscal year. To keep within budget, RGVLS suggested: to purchase one table at \$1,900 and sponsor the side bar for \$1,100.

Recommendation: Will of the Board

15. Discussion and Action: Mercedes Knights of Columbus Sponsorship

Memo

To: DCM Board of Directors
From: Zefra Mascorro, Administrative Coordinator
CC: File
Date: 8/14/2025
Re: Mercedes Knights of Columbus Sponsorship

Mercedes Knights of Columbus Council 4554 Board president Juan Garza requested a sponsorship for their September 26, 2026 golf tournament taking place at the Llano Grande Golf Course.

Please see attached flyer.

Recommendation: Will of the board.

— **SAVE THE DATE** —
3rd Annual
KNIGHTS OF COLUMBUS #4554



4554

GOLF

★ **TOURNAMENT** ★



**INCLUDES
LUNCH, GOLF,
CART, PRIZES
AND MORE!**



**\$25,000
HOLE IN ONE!**



**COST: \$350
3 PLAYER TEAMS**

- 1ST PLACE \$350
- 2ND PLACE \$250
- 3RD PLACE \$150

SPONSORSHIPS



**\$250
HOLE SPONSOR**

**\$500
3 MAN TEAM &
HOLE SPONSORSHIP**

**YOUR SUPPORT HELPS US
SUPPORT OUR COMMUNITY!**



**SATURDAY,
SEPTEMBER 26, 2026**



**LLANO GRANDE
GOLF COURSE**



CHECK-IN: 7:30AM



**SHOTGUN STARTS
AT 8:30AM**

FOR MORE INFORMATION CONTACT:



**JAY GONZALES
956-975-4004**



**RICK CAMARGO
956-571-6325**



**MICHAEL DE LOS SANTOS
956-341-4197**



**RICHARD RAMIREZ
956-345-5993**

16. Discussion and Action: Tabled Items- Election of Officers, Crexi Platform

17. Executive Session: Section 551.087: Economic development negotiations with Project OG, Project Supply, Project J. Sun, Project C. Hinojosa, Project Blue, Project J .Martinez, Project A. Gonzalez, Project R. Lozano, Project N. Dosser, Project R30, Project J. San Miguel, Project A. Rosas, Project Travel Center, Project Anchor, Project American Legion, 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 551.074: Personnel Issues 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.

18. Discussion and Action: Item #17

19. Adjournment