

DEVELOPMENT CORPORATION OF HARLINGEN, INC.  
BOARD OF DIRECTORS' REGULAR MEETING  
September 30, 2025

Notice is hereby given that the above Board of Directors will hold a Regular Meeting on Tuesday, September 30, 2025, at 5:30 p.m., at **City of Harlingen, Town Hall, 118 East Tyler Avenue, Harlingen, Texas 78550.**

The Development Corporation of Harlingen, Inc., hereinafter "HEDC," reserves the right to meet in Executive Session on any agenda item should the need arise, and if applicable, pursuant to authorization by Title 5, Chapter 551 of the Texas Government Code. HEDC meetings are available to all persons regardless of disability. If you require special assistance, please contact the **HEDC office at (956) 216-5081 or e-mail us at info@harlingenedc.com at least 24 hours in advance of the meeting.** This is not a Meeting of the Harlingen Elective Commission; however, a quorum of the City Commission may be present.

**AGENDA ITEMS**

Call Meeting to Order

Roll Call

Pledge of Allegiance

Conflict of Interest

Under State law, a conflict of interest exists if a board member, or certain members of that person's family, has a qualifying financial interest in an agenda item. Members with a conflict of interest cannot participate in the discussion nor vote on the agenda item. Are there any known conflicts of interest to disclose at this time? (Board Attorney)

Public Comments

1) Consent Agenda.

The following items are of a routine or administrative nature. The Board has been furnished with background material on each item and/or it has been discussed at a previous meeting. All items will be acted upon by one vote, without being discussed separately, unless separate discussion of any item is requested by a Board Member. Items withdrawn from the Consent Agenda for individual consideration will be heard in their normal sequence after the remainder of the Consent Agenda has been acted upon.

- a) Consider approval of August 26, 2025 regular meeting minutes
  - b) Consider approval of August 31, 2025 financials reports
  - c) Consider approval of farm lease agreement with Jose Ricardo Guerrero, Exterior Design
- 2) Presentation, discussion, and possible action to authorize Harlingen EDC to engage Retail Strategies for retail recruitment and consulting services. (Orlando Campos)
  - 3) Consider funding approval for the Revitalize Harlingen grant to Rose Snell, Fast Signs, Anacleto Garcia, Electron Performance, and Alexandria Peralta, Forever Jade Candle Co. (Tania Hernandez)
  - 4) Presentation of final report for FY 24-25 Revitalize Harlingen program and consider approval of FY 2025-2026 Revitalize Harlingen revised guidelines. (Orlando Campos)
  - 5) Presentation, discussion, and possible action to approve the program guidelines for Boost Harlingen, a new small business marketing initiative. (Maria Escobar)

- 6) Consideration and possible action to approve the Fiscal Year 2025–2026 Annual Work Plan. (Orlando Campos)
- 7) Consideration and possible action appointing board members to participate in Small Business Subcommittee and in Entrepreneurial Hub Subcommittee.
- 8) Staff Reports
  - a) Marketing Coordinator's Report (Brandie Martinez)
  - b) Small Business and Startup Specialist's Report (Maria Escobar)
  - c) Business Retention and Expansion Manager's Report (Jane Lozano)
  - d) COO's Report (Beverly Loftus)
  - e) CEO's Report (Orlando Campos)
- 9) Executive Session pursuant to Government Code Section 551.071 – attorney consultation and contemplated litigation; Section 551.072 – deliberation regarding real estate; and Section 551.087 - economic development relating to the following projects:
  - a) Project Auntie
  - b) Project Tyler
  - c) Project Beach
  - d) Project DC
  - e) Project Skyline
  - f) Project Shrimp
  - g) Project Emerald Green
  - h) Project Smoke Signals
  - i) Project Roosevelt
  - j) Project Organic
  - k) State RFIs
  - l) Project Its Thyme
- 10) Consideration and possible action on any agenda item listed above in executive session, if necessary.
- 11) Adjourn.

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Board of Directors of the above named Corporation is a true and correct copy of said notice posted on the bulletin board at City Hall of said City of Harlingen, Texas in a place convenient and readily accessible to the general public at all times and on the Corporation's Internet Website and said Notice was posted on Tuesday, September 23, 2025 at or before 5:00 p.m. and remained so posted for at least three business days before the scheduled date of said meeting.

  
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Orlando Campos, Chief Executive Officer