

**MINUTES** of the **Regular Meeting** of the Main Street Advisory Board of the City of Brownsville, Texas, held at the Executive Conference Room at City Plaza, 1034 E. Levee Street Brownsville, Cameron County, Texas, on **Wednesday, January 24, 2018** at **5:30 P.M.** with the following members present:

- ED CYGANIEWICZ** )
- LARRY HOLTZMAN** )
- LARRY JOKL** )
- FRANCESCA LINDER** )
- MARCO OCHOA** )
- SYLVIA ORDEMAN** )
- LUIS URQUIETA** )
  
- MIRIAM SUAREZ** ) **DOWNTOWN DISTRICT MANAGER**
- BEN NEECE** ) **ABSENT**
- AVI K. SCHWARCZ** ) **ABSENT**

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A quorum being present, Chair Larry Holtzman read the call to consider the following matters as posted and filed for the record in the office of the Planning and Development Services Department on Friday, January 19, 2018.

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**1. CALL TO ORDER.**

With a quorum present, the meeting was called to order by Larry Holtzman, at 5:33 p.m.

**2. CONSIDERATION AND ACTION TO APPROVE MINUTES FOR THE SPECIAL MEETING HELD DECEMBER 13, 2017.**

Minutes were reviewed by all the Board members. Larry Jokl made a motion to approve minutes. The motion was seconded by Luis Urquieta and carried unanimously.

**3. MANAGER’S UPDATE.**

The Downtown District Manager provided the Board with an update on activities that happened during the month of December and January, in addition to announcing upcoming events.

**4. COMMITTEE UPDATES.**

No committee updates were presented.

**5. CONSIDERATION AND ACTION TO APPOINT BOARD MEMBERS TO SERVE ON ONE OF THE FOUR COMMITTEES.**

The Downtown District Manager proposed that every Board member serve on one of the four committees to facilitate the recruitment of volunteers and the implementation of the Downtown in Action Plan. Marco Ochoa made the motion to approve the volunteer roster listed below. The motion was seconded by Larry Jokl.

<b>Committee</b>	<b>Committee Chair</b>	<b>Board Volunteer</b>
Promotion	Luis	Sylvia
Organization	Avi	Francesca
Economic Vitality	Larry J.	Ben
Design	Marco	Ed

**6. DISCUSSION ABOUT SCHEDULING COMMITTEE MEETINGS IN ADVANCE.**

The Downtown District Manager proposed that committee meetings be scheduled in advance to ensure that the Board is actively working on the Downtown in Action Plan. The Board discussed possible meeting dates, time and location.

**7. CONSIDERATION AND ACTION TO APPROVE SCHEDULED MEETINGS.**

Luis Urquieta made the motion to approve the committee meeting details listed below. The motion was seconded by Larry Holtzman.

<b>Committee</b>	<b>Committee Chair</b>	<b>Board Volunteer</b>	<b>Meeting Date</b>	<b>Meeting Time</b>	<b>Meeting Location</b>
Promotion	Luis	Sylvia	Thursday, February 8	5:30 p.m.	WorkPub
Organization	Avi	Francesca	Wednesday, February 13	5:30 p.m.	City Plaza - Executive Conference Room
Economic Vitality	Larry J.	Ben	Thursday, February 15	5:30 p.m.	City Plaza - Executive Conference Room
Design	Marco	Ed	Wednesday, February 21	3:30 p.m.	San Fernando Building (tentative)

**8. DISCUSSION ABOUT VOLUNTEER RECRUITMENT CAMPAIGN.**

The Board discussed strategies to recruit volunteers to help implement the Downtown in Action Plan. Some of the strategies included setting up a booth at UTRGV events, recruiting retirees, offering letters of recommendation to students who participate, contacting the UTRGV student engagement office.

**9. DISCUSSION ABOUT INAUGURATION EVENT AT MARKET SQUARE.**

The Board discussed several options for the inauguration of Market Square.

**10. ANNOUNCEMENTS.**

No announcements were made.

**11. PUBLIC COMMENT.**

No public comments were provided.

**12. ADJOURNMENT.**

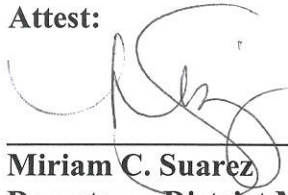
There being no further business to come before the Board, upon duly made motion, the meeting adjourned at 6:41 p.m.



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**Larry Holtzman**  
**Chairman**

**Attest:**



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**Miriam C. Suarez**  
**Downtown District Manager**

*Submitted by:*  
*Miriam C. Suarez, Downtown District Manager*  
*Planning and Development Services Department*