

**MINUTES of a Regular Meeting of the Main Street Advisory Board of the City of Brownsville, Texas, held at the Planning and Development Services Department Office, located at 1034 E Levee St, 2<sup>nd</sup> Floor, Brownsville, Cameron County, Texas, on Wednesday, June 15, 2016 at 5:30 P.M. with the following members present:**

**EDER F. HERNANDEZ )**  
**LARRY HOLTZMAN )**  
**LARRY JOKL )**  
**AVI K. SCHWARCZ )**  
**LUIS URQUIETA )**  
**ANA HERNADEZ )**  
**SARAH DIERLAM )**  
**MARCO OCHOA )**

**MIRIAM SUAREZ**  
**ZORAYDA SALDANA**

**MAIN STREET MANAGER**  
**ADMINISTRATIVE SPECIALIST II**

**EXCUSED ABSENCE:**

**EDMUND CYGANIEWICZ**

**\*\*\*\*\***

A quorum being present, Chairman Larry Holtzman read the call to consider the following matters as posted and filed for the record in The Office of the Planning Department on June 13, 2016.

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**1. CALL TO ORDER**

With a quorum present, the meeting was called to order by Larry Holtzman, at 5:30 p.m., to consider the following matters, as posted by the Planning Department, on the 13th day of June at the Brownsville City Hall.

**2. CONSIDERATION AND ACTION TO APPROVE MINUTES FOR MEETINGS HELD MAY 19, 2016 AND JUNE 8, 2016**

Minutes were reviewed by board members.

Board Member Larry Jokl made a motion to approve the minutes being presented. The motion was seconded by Board Vice-Chair Eder Hernandez and carried unanimously.

**3. CONSIDERATION AND ACTION TO APPROVE BYLAWS**

Discussion among the board members regarding by-laws.

Board Member Avi K. Schwarcz made a motion to approve corrections to the by-laws and resubmit to the Legal Department for review. The motion was seconded by Board Member Larry Jokl and carried unanimously.

**4. PRESENTATION OF THE NEILSEN CROSS-BORDER STUDY BY THE CHAMBER OF COMMERCE**

Melinda Rodriguez, presented the Neilsen Cross-Border Study by the Chamber of Commerce.

**5. PRESENTATION OF THE DOWNTOWN COMPONENT OF THE 2009 IMAGE BROWNSVILLE COMPREHENSIVE PLAN BY THE CHAMBER OF COMMERCE**

Miriam Suarez, Main Street Manager, presented an overview of the Downtown Component of the 2009 Image Brownsville Comprehensive Plan.

**6. DISCUSSION AND POSSIBLE ACTION OF SETTING PROCESSES FOR DOWNTOWN EVENTS**

No action was taken. Item was tabled for the following meeting.

**7. DISCUSSION AND POSSIBLE ACTION OF MARKETING AND BRANDING MAIN STREET BROWNSVILLE**

No action was taken. Item was tabled for the following meeting.

**8. PUBLIC COMMENT**

Rose Timmer, from Healthy Community Center, introduced herself and volunteered her organization to help the Main Street Board with anything they may need.

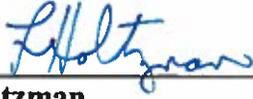
Christina Houle from the BC Workshop, introduced herself and gave a brief description of bcWorkshop and the Activating Vacancy Arts Incubator.

Brownsville Arts and Musicians Operation Manager, Michelle Serrano, introduced herself and gave a brief description of the organization and the artist co-op they plan to set up.

**9. ADJOURNMENT**

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There being no further business to come before the Commission, upon duly made motion, the meeting adjourned at 7:15 p.m.



**Larry Holtzman**  
**Chairman**

Attest:



MIRIAM SUAREZ

FOR **Zorayda Saldana**  
**Administrative Specialist II**

*Respectfully submitted by:*  
*Zorayda Saldana, Administrative Specialist II*  
*Office of the Planning & Zoning Department*