

**MINUTES of a Special 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, August 04, 2016 at 5:30 P.M. with the following members present:**

**ED CYGANIEWICZ )**  
**LARRY HOLTZMAN )**  
**EDER HERNANDEZ )**  
**MARCO S. OCHOA )**  
**AVI K. SCHWARCZ )**  
**LUIS URQUIETA )**  
**ANA HERNANDEZ )**  
**SARAH DIERLAM )**

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

**MAINSTREET MANAGER**  
**ADMINISTRATIVE SPECIALIST II**

**EXCUSED ABSENCE:**

**LARRY JOKL**

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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 July 29<sup>th</sup>, 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 29th day of July at the Brownsville City Hall.

**2. CONSIDERATION AND ACTION TO APPROVE MINUTES FOR MEETINGS HELD AUGUST 04, 2016.**

Minutes were reviewed by board members.

Chairman Larry Holtzman made a motion to approve minutes with corrections discussed during meeting. The motion was seconded by Vice Chairman Eder Hernandez and carried unanimously.

**3. CONSIDERATION OF MARKETING AND BRANDING AND POSSIBLE ACTION TO APPROVE A MISSION STATEMENT FOR MAIN STREET BROWNSVILLE**

Board Member, Luis Urquieta,, presented a Marketing Plan to the Board. Marketing ideas and suggestions were discussed among board members and given to Miriam Suarez, Main Street Manager. Mission statements were presented and discussed by all board members. Suggestions regarding a special meeting being held on August 31<sup>st</sup> were given to Miriam Suarez.

**4. PUBLIC COMMENT**

Mrs. Rose Timmer, commented on how the Board can increase knowledge of downtown businesses.

Juan Flores, owner of Terra's Bar & Grill, introduced himself and expressed his interest in the Main Street Program.

Engineer, Alex Martinez, introduced himself and provided information on rehabilitation of areas that other cities like San Antonio have done and the impact it's made for that city.

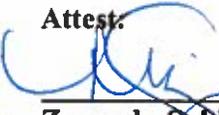
**5. ADJOURNMENT**

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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.

  
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**Larry Holtzman**  
**Chairman**

Attest:

*for*  MIRIAM SUAREZ  
**Zorayda Saldana**  
**Administrative Specialist II**

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