



**RECORD OF WORKSHOP
WESLACO CITY COMMISSION
WEDNESDAY, MAY 6, 2026**

On the 6th day of May 2026 at 4:04 p.m., the City Commission of the City of Weslaco, Texas convened in a Workshop in the Legislative Chamber Room located at 255 S. Kansas Avenue with the following members present:

PRESENT:

Mayor	Adrian Gonzalez
Mayor Pro Tem	Pete Garcia Jr.
Commissioner	Letty Lopez
Commissioner	Israel Gonzalez Jr.
Commissioner	Josh Pedraza
Commissioner	Adrian Farias

ABSENT: Commissioner JP Rodriguez

STAFF PRESENT:

Xavier Salinas	City Manager
Norma A. Cantu	City Secretary
Benjamin Castillo	City Attorney

Also present: Omar Rodriguez Asst. City Manager, Antonio Lopez, Asst. City Manager/Fire Chief, Aida Vega, Deputy City Secretary, Sonia Flores, Asst. Finance Director, Peter Hermida, City Engineer, Robert Lopez, Police Chief, Nick Castillo, Public Works Director, Marco A. Ortiz, Sanitation Director, David Arce, Utilities Director, Eddie Serna, Parks & Recreation Director, Arnold Becho, Library Director, Krista Cheramie, Animal Care Services, Rick Mendoz, IT Director, Celine Pardo, Municipal Court, Magali Vega, Media Director, Lucio Garza, Inframark and other staff members.

I. CALL TO ORDER

A. Certification of Public Notice.

Mayor Gonzalez called the meeting to order and certified the public notice of the meeting as properly posted Thursday, April 30, 2026.

B. Roll Call.

Norma A. Cantu, City Secretary, conducted roll call to show attendees.

II. NEW BUSINESS

A. Discussion and presentation on Airport Marketing.

Xavier Salinas, City Manager, introduced Lori Waldrich, who specialized in branding and marketing and focused exclusively on general aviation airports.

Ms. Waldrich provided her background and qualifications, noting her 30 years of experience in branding work, was a licensed pilot. Stated her focus was on helping general aviation airports

establish intentional brands to drive growth, economic development, and community engagement and went over the following assessment:

Airport Overview

Mid Valley Airport is positioned between McAllen and Harlingen, featuring a 6,000-foot runway, RNAV approaches, private cargo, international aviation, military activity, a customs/international terminal, one flight school, and roughly equal jet and piston activity. She noted that the airport is marginally self-sufficient, which she characterized as uncommon and commendable compared to most general aviation airports she works with.

Current Brand Assessment

The airport does not yet have an intentional brand; a sign and a logo exist but no clearly defined positioning — no articulated statement of what the airport is, who it serves, or where it is headed; distinguished between an "accidental" or "inherited" brand (one that forms on its own through others' perceptions) and an intentional brand that the airport controls; stated the airport's positioning relative to competitors is currently undefined, and that its history, economic significance, and community role are largely absent from public-facing materials; the airport's online presence (web page) is embedded within the City's website rather than existing as a standalone site and can limit a pilot's ability to efficiently research the airport; highlighted on the airport's Google Business Profile — carrying a 4.7-star rating across 20 reviews — as an unmanaged but positive asset, noting that no staff member is currently monitoring or responding to reviews. The airport's Facebook page, with 296 followers, was described as an untapped marketing tool and noted the absence of an organized event calendar.

Strategic Opportunities

Ms. Waldrich identified several strategic opportunities for the airport, including becoming an iconic and preferred destination for aviators; differentiating from competing airports; leveraging the airport's international features, customs presence, and foreign trade zone; increasing self-sufficiency through greater frequency of use; and connecting with schools, colleges, and STEM programs to attract younger demographics; emphasized the importance of timing branding work to coincide with the planned facility expansions — including the new terminal and FBO — so that a ribbon cutting could launch both simultaneously. The concept of a restaurant on the airport field was voiced by Mayor Gonzalez. Ms. Waldrich stated restaurants reliably attract both pilots and community members, generating fuel sales and broader airport revenue.

Proposed Scope and Fees

Ms. Waldrich outlined a two-phase engagement. Phase 1, Brand Development, consists of a one-time flat fee of \$24,500, covering brand positioning, logo redesign, tagline development, a standalone website (noting that the domain flymidvalley.com is available), Google Business Profile management, social media setup, print collateral, and an event strategy. Marketing would

be structured as a monthly subscription of \$1,000 per month for 12 months, covering regular social media posts, website maintenance, event marketing materials, and on-call design and consulting services. She noted that outside costs such as web hosting, printing, and travel expenses are not included in these fees. Terms are negotiable, with a typical structure of half down and the balance upon delivery for Phase 1.

Randy Summers, Airport Board Chairman, expressed appreciation for the presentation, noting that the board had met with Ms. Waldrich at multiple aviation conferences over the past two to three years and had been consistently impressed with her work. Xavier Salinas noted that the airport currently has no history of intentional marketing, and that this presentation was intended to inform the Commission as budget season approaches,

B. Discussion and presentation on Library Construction.

Arnold Becho, Library Director, stated the project architect, Bob Simpson, Halff Engineers representatives Gabriel Benavazos and Leah Sandoval along with construction foreman Jerry Garcia of NM Contracting were in attendance.

Bob Simpson reported that the library project is approximately 80 percent complete, with 77 percent of the contract value paid to date; building is fully enclosed and dried in; exterior work included a TPO roof (95% complete), an EIFS wall system (nearly complete), an aluminum curtain wall system (nearly complete), and the east parking lot (80% complete). East-west colonnades with bench seating are under construction. On the interior, drywall, ceilings, and wall finishes are approximately 75 percent complete; ceramic tile in restrooms are 30 percent complete; and suspended light fixture installation is approximately 50 percent complete. All HVAC duct work is complete and awaiting startup, and electrical systems have been wired. Furniture, fixtures, and equipment are in off-site storage awaiting delivery.

Stated a significant delay was the delivery and installation of an AEP electrical transformer, required to energize the building's new electrical system. Without power, critical subsequent work — including HVAC startup, testing and balancing, building climatization, and the acid-etched concrete flooring process (a 30-day process that cannot begin until the building is climate-controlled) cannot proceed and stated AEP had estimated delivery in six weeks to two months. Staff stated the easement required by AEP for the new transformer contributed to the delay and confirmed it has been acquired and an ongoing issue with Frontier Communications, whose overhead cables remain on-site, creating visual and logistical complications. Bob Simpson added that unforeseen underground conditions in the old alley — including old pipes and the need to relocate utility lines also contributed to delays.

The construction cost was originally awarded as \$9,571,600. Change Order No. 1 deducted bid alternates of \$427,308, resulting in a current contract sum of \$9,144,292. Change Orders No. 2 and No. 3 extended the substantial completion date, primarily due to unforeseen foundation remnants on-site and rain days. The original contingency allowance of \$200,000 has been drawn

down to a remaining balance of \$66,538.73, with \$133,461.27 expended to date. The current substantial completion date in the contract is March 31, 2026.

Bob Simpson stated Halff Engineers had completed an assessment of the Gene Braught Theater's air conditioning system. Xavier Salinas stated the initial assessment findings suggest the scope of work will be significantly more extensive than anticipated. The report will be provided for their review, and back at the next meeting for a full discussion and presentation by Halff Engineers.

The commission did not convene in the closed session portion of the agenda.

III. EXECUTIVE SESSION

A. Personnel — Discussion regarding the goals, objectives, and evaluation of the City Manager for the City of Weslaco as authorized by Section §551.074 of the Texas Government Code.

B. Legal Consultation — Consultation with City Attorney regarding Liquid Environmental as authorized by Section §551.071 of the Texas Government Code.

C. Legal Consultation — Consultation with City Attorney regarding Military Highway Water Supply Corporation as authorized by Section §551.071 of the Texas Government Code.

At 5:02 p.m. Mayor Gonzalez stated the City Commission had completed its Executive Session and reconvened the workshop as open to the public.

IV. ADJOURNMENT

Commissioner Pedraza seconded by Commissioner Lopez moved to adjourn the workshop meeting of May 6, 2026 at 5:03 p.m. The motion carried unanimously; Mayor Gonzalez was present and voting.

CITY OF WESLACO

Adrian Gonzalez, **MAYOR**

ATTEST:

Norma A. Cantu, **CITY SECRETARY**