



Board of Directors Meeting

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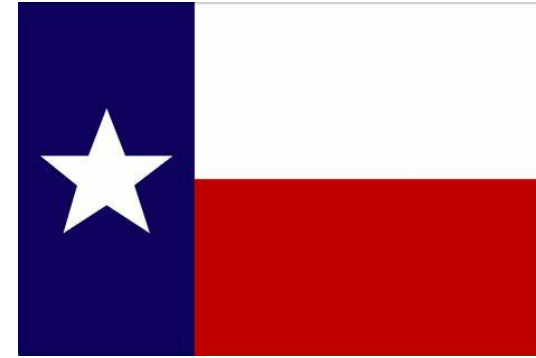
Confirmation of a Quorum

Pledge of Allegiance to the United States



I pledge allegiance to the flag of the
United States of America and to the
Republic for which it stands, one Nation
under God, indivisible, with liberty and
justice for all.

Texas Pledge



Honor the Texas flag, I pledge allegiance
to thee, Texas, one state under God,
one and indivisible.



BROWNSVILLE
PUBLIC UTILITIES BOARD



Workshop or Public Hearing(s)

Consent Agenda Items

1. Consideration and Possible Action to Amend Brownsville Public Utilities Board Personnel Policies and Procedures Policy No. 8 -Sick Leave-Dr. Emilia Guerra
2. Consideration and Possible Action to Amend Brownsville Public Utilities Board Personnel Policies and Procedures Policy No. 9 -Vacation Leave-Dr. Emilia Guerra
3. Consideration and Possible Action to Amend Brownsville Public Utilities Board Personnel Policies and Procedures Policy No. 14 -Worker's Compensation-Dr. Emilia
4. Consideration and Possible Action to Amend Brownsville Public Utilities Board Personnel Policies and Procedures Policy No. 25 -Harassment Policy-Dr. Emilia Guerra
5. Commercial Paper Funding Adjustments to Reimburse Expenditures for Electric, Water, and Wastewater Capital Improvement Projects for the Period of October 2023 through December 2023-Miguel A. Perez



Consent Agenda Items

6. Consideration and Possible Action to Award Bid for the Downtown Wastewater Improvements – American Recovery Program Act (ARPA) Project 1 (B014-24) to be Funded through the 2021 ARPA and Other Funding Sources ARPA-2021-1112—Marie C. Leal
7. Consideration and Possible Action to Award Bid for the Downtown Water and Wastewater Improvements – American Recovery Program Act (ARPA) Project 1 (B014-24) to be Funded through the 2021 ARPA and Other Funding Sources ARPA-2021-1112—Marie C. Leal
8. Consideration and Possible Action to Approve Phase 2 Pole Yard Expansion of the FM 511 Service Center Yard—Marie C. Leal
9. Consideration and Possible Approval to Extend the Contracts for the Annual Supply of Sludge Dewatering Polymer for the Belt Press Systems at the Wastewater Treatment Plants—Jaime Estrada



Consent Agenda Items

10. Consideration and Possible Approval to Select a Firm as Bond Counsel—Miguel A. Perez

11. Consideration and Possible Action to Approve Amendment No. 4 of the USIC Locating Services, LLC Service Contract and Purchase Order—Cesar A. Cortinas





Individual Consideration Items

General Manager's Report

- a. Board Calendar-Marilyn D. Gilbert
- b. Industry and BPUB Updates-Marilyn D. Gilbert

Board Calendar

January 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Monthly Scheduled Meetings

None	SRWA Board Meeting
Jan 8	BPUB Board Meeting
Jan 17	PUBCAP Meeting
Feb 5	SRWA Board Meeting
Feb 12	BPUB Board Meeting
Feb 21	PUBCAP Meeting
Mar 4	SRWA Board Meeting
Mar 11	BPUB Board Meeting
Mar 20	PUBCAP Meeting

Other Events

Jan 17	RGV Legislators Appreciation Reception, McAllen, TX
Jan 18	South Texas Community Summit, Austin, TX
Feb 6-7	TPPA Marketing & Customer Service Conference, SA
Feb 7	Finance Committee Meeting
	TPPA Legal Seminar, SA
Feb 21-23	8th Annual Water & Wastewater Regional Conference, Eagle Pass
Feb 26-28	2024 APPA Legislative Rally, Washington, DC
Mar 11-13	NWC Legislative Summit, Washington, DC
Mar 11-14	2024 Water Reuse Symposium, Denver, CO

(Spring Break—March 11-15, 2024)

BPUB Holidays (BPUB Offices Closed)

Jan 1	New Year's Day
Jan 15	Martin Luther King Day
Feb 19	Presidents Day
Mar 29	Good Friday



BROWNSVILLE
PUBLIC UTILITIES BOARD



Public Comments



Consideration and Action on Items Pulled Out of Consent

Staff Reports and Presentations to the Board

- a. Financial Report-Monica Cavazos
- b. Engineering and Legal Fees Monthly Expenses-Monica Cavazos
- c. City of Brownsville Capital Work Orders Report-Monica Cavazos
- d. Drought Communication Update-Lupe Garcia/Ryan Greenfeld/Miguel Collis



Drought Update

JANUARY 8, 2024

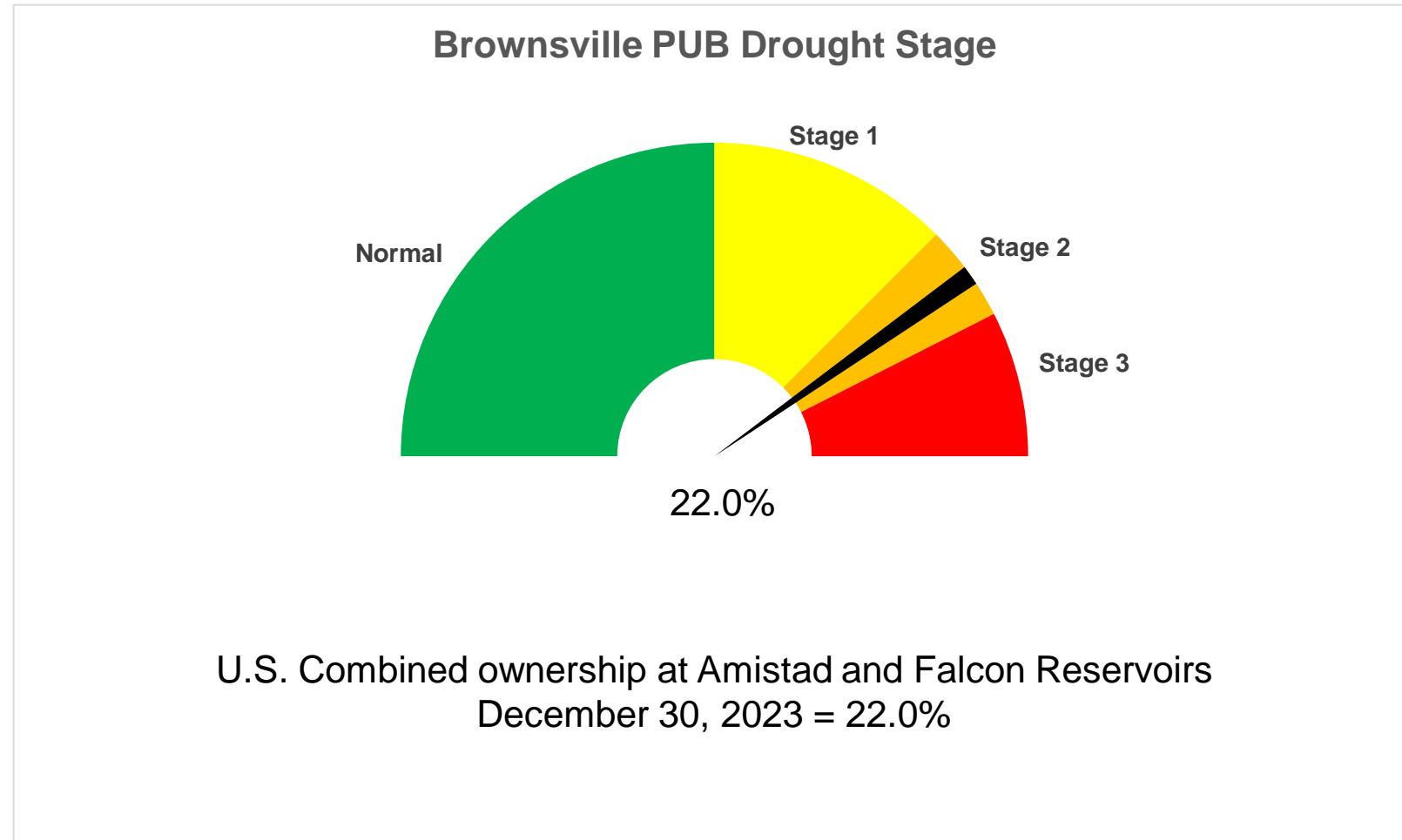
● ● ● B O A R D O F D I R E C T O R S M E E T I N G

Stage 1 – 51%
Voluntary

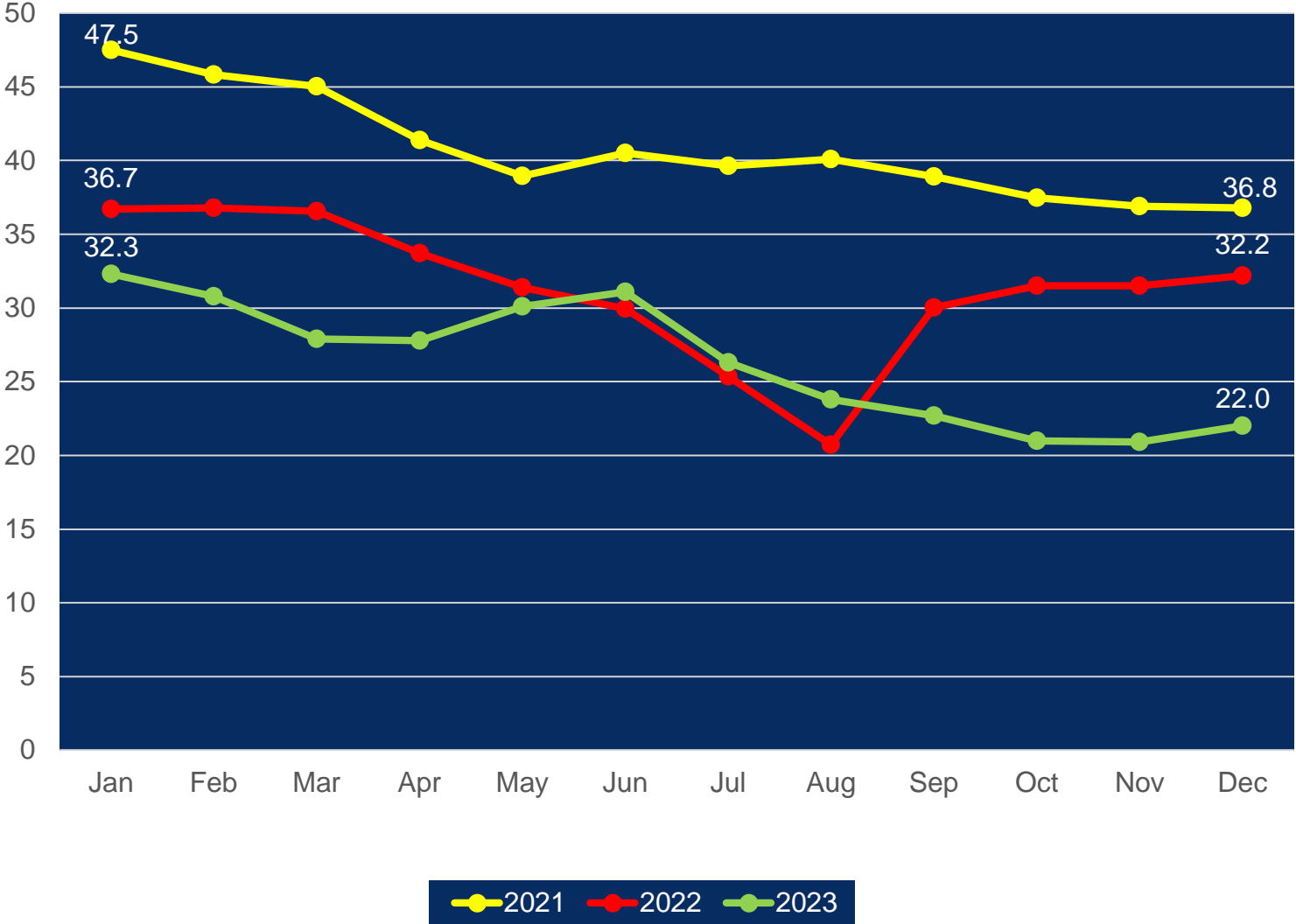
Stage 2 – 25%
Restrictions

Stage 3 – 15%
Surcharges

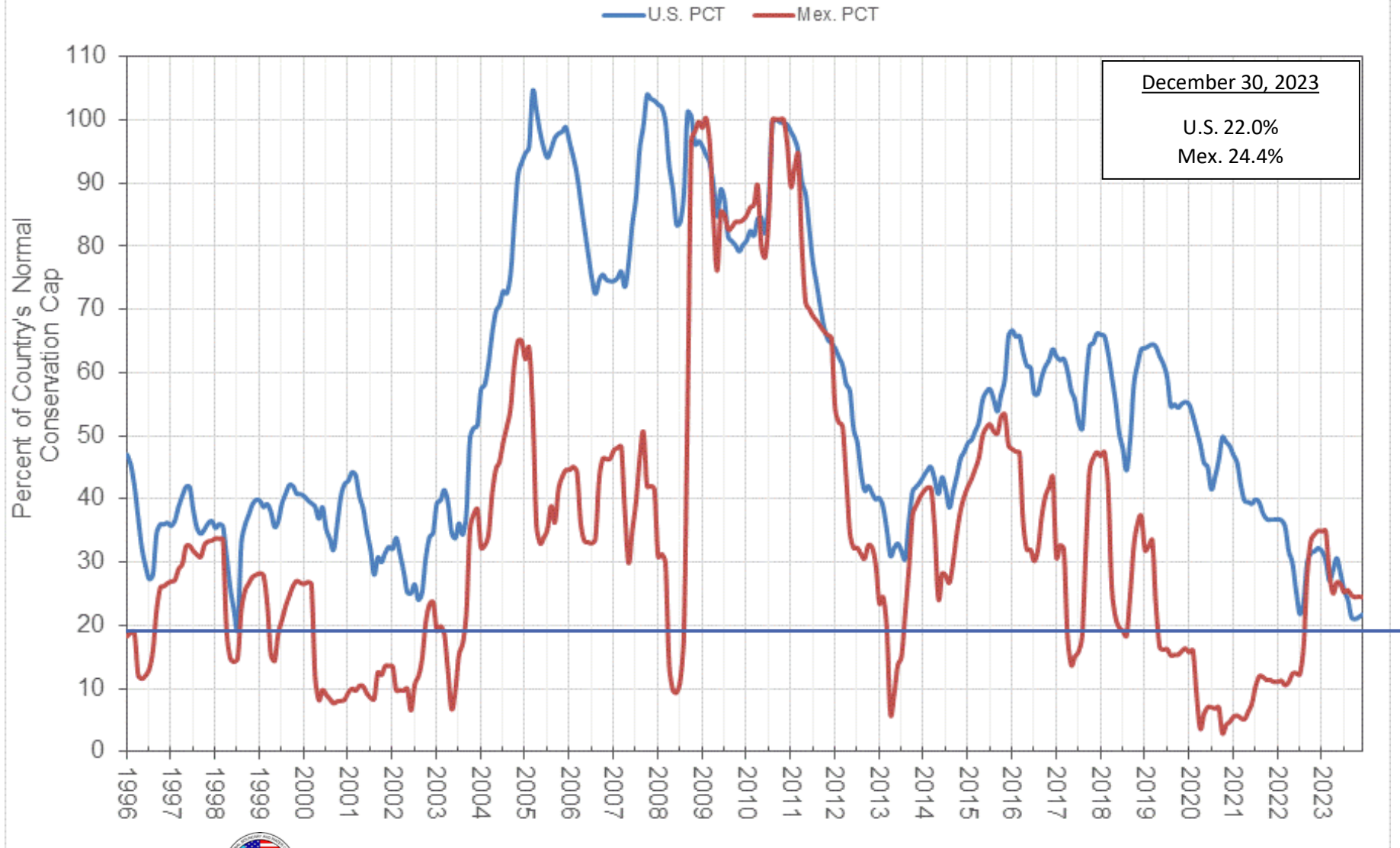
Stage 4 – Emergency
Rationing



U.S. Combined Ownership at Amistad/Falcon



Amistad-Falcon Percent of Conservation Capacity



International Boundary and Water Commission Data



Conserve Water Every Drop Counts

Guadalupe Garcia III
Water Resources Administrator

www.brownsville-pub.com

www.brownsville-pub.com/drought



Communication Update

DROUGHT

● ● ● B O A R D O F D I R E C T O R S M E E T I N G

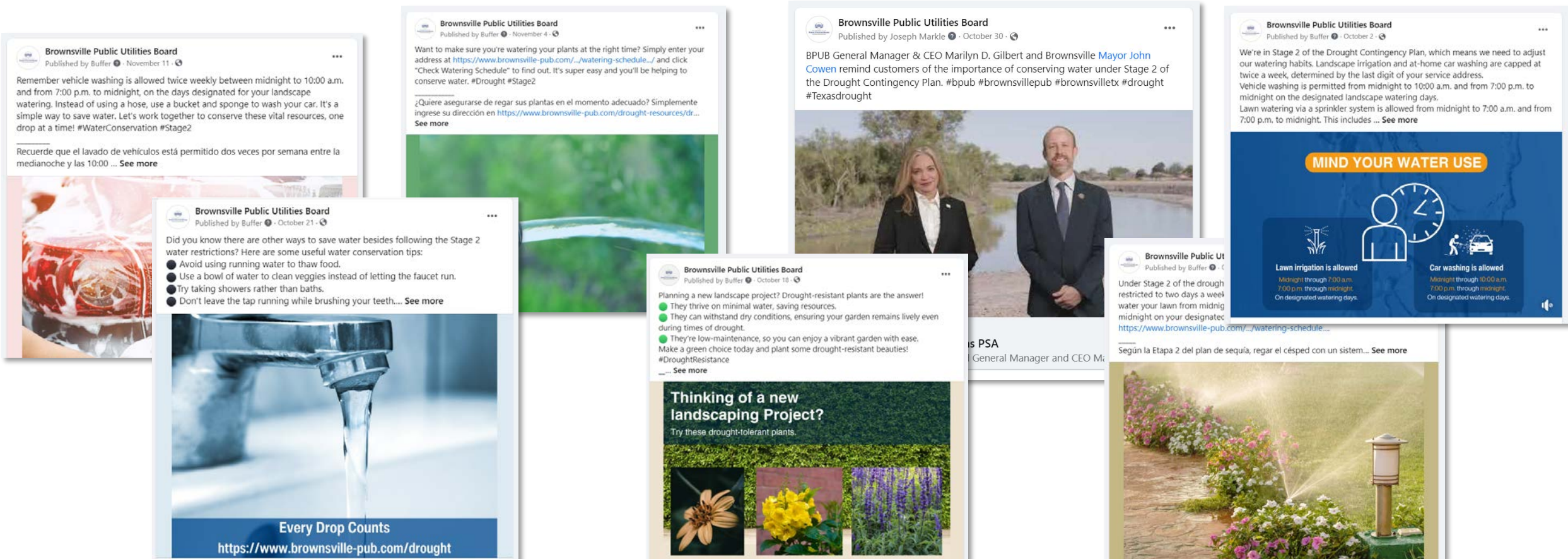
Drought Campaign Plan – Stage 2

- ✓ Website Drought Resources – drought-related pages: **15**, page views to drought-related pages: **9626**
- ✓ Develop press release announcing stage 2
- ✓ Develop billboard ads – Impressions: **24.9K**
- ✓ Create stories for internal newsletters – 3 stories created
- ✓ Create educational videos for social media – total videos: 6, **Views:** 191
- ✓ Place ad in Brownsville Herald – 2 ads run
- ✓ Posts on BPUB's social media – **Facebook:** 50 posts, **X (Twitter):** 41, **Total Reach:** 114.6K, **Engagement:** 9.7K
- ✓ BPUB Central video – 3 new videos created
- ✓ Contact local news stations for interviews – **interviews conducted:** 7
- ✓ Utilize KXIQ 105.1 to reinforce messaging on radio – stage 2 PSAs in rotation
- ✓ Community presentations about drought – outreach events for resaca crews at schools: 5
- ✓ Get quotes for TV advertising campaign for stage 3 (IN PROGRESS)

Additional Activities – Stage 2

- ✓ Utilize lobby TVs for additional messaging - foot traffic: 26K
- ✓ Updating email signature for BPUB employees
- ✓ Social media advertising campaign to begin
- ✓ PUBCAP presentations

Examples



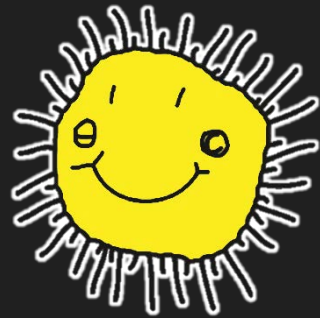
Drought Campaign Plan – Stage 3

- Develop press release announcing stage 3
- Develop additional bilingual billboard ads
- Create emergency digital newsletter focused on water
- Create emergency video series on providing updates to water situation
- Create educational videos for social media
- Place ad in Brownsville Herald
- Run posts on BPUB's social media
- BPUB Central video
- Contact media outlets about interviews
- TV advertising campaign, get quotes for possible radio
- Continue to utilize KXIQ 105.1, run additional radio advertising
- Community presentations about drought

Consideration and Possible Approval of Sponsorship Request from the Children's Museum of Brownsville

CONSTANZA MINER

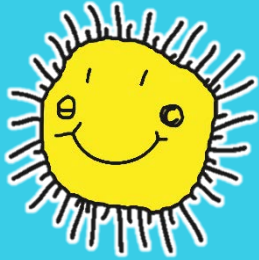




Children's Museum
of Brownsville

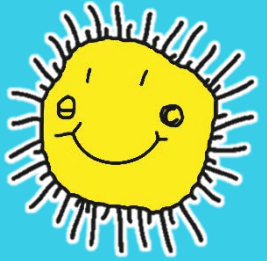
Year Long
Sponsorship Opportunity

Brownsville Public Utilities Board



- Year Long Sponsorship
- Supports brand awareness through community engagement year-round
- Engage with a target audience focused on families and children
- Exclusive opportunities to be part of the museums special events
- Cost effective for the organization to make a one time commitment
- It showcases social responsibility on behalf of the company and giving back to the community
- Also strengthens each other's network

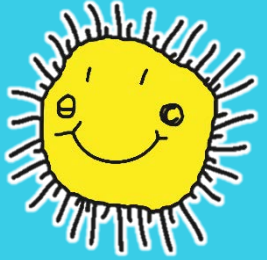
Brownsville Public Utilities Board



- Year Long Sponsorship - \$15,000 Investment
- Night at the Museum Fundraiser
- Girls' Night Out Bingo Fundraiser
- Teddy Bear Clinic
- Polar Express
- Chalk Art Festival
- Christmas Card Lane



Impact



- Support our mission of introducing children to a world of learning through play
 - Over 60,000 annual visitors
- All the museum to go into the community e.g. Mini Makers Studio
 - Every BISD elementary school 1st & 5th grade
- Ongoing exhibit upkeep and development
- Increased local community involvement
- Increased local economic impact

Business Journal Study Results:

1. consumers are more willing to offer support to a nonprofit if they believe the nonprofit has extensive sponsorship engagement.

2. people's perceptions of their donations' impact on the nonprofit transmit the positive effects of sponsorship engagement to willingness to donate.

*<https://www.sciencedirect.com/science/article/pii/S0148296320308705>



Recess to Closed Meeting

Closed Meeting Items

1. Meeting with Board's legal counsel for advice about contemplated and pending court and administrative litigation and on matters in which the duty of the attorney under the Texas Disciplinary Rules of Professional Conduct conflicts with Chapter 551 (Sec. 551.071).
2. Discussion and consultation with Board Counsel of any contemplated and pending litigation involving Brownsville Public Utilities Board (Sec. 551.071).
3. Presentation, discussion, and possible recommendation of information upon pricing of purchased power, generation, and fuel and their impact upon the Fuel, Purchased Energy, and Marketing Charge (Sec. 551.086).
4. Discussion and possible action to select a firm for Bond Counsel Services (Sec. 551.074 and 551.071).
5. Discussion and possible action regarding the annual performance evaluation and compensation of the General Manager and Chief Executive Officer (Sec. 551.074).





Consideration and Action on Closed Meeting Items



Consideration and Action on Future Agenda Items



Adjournment
