

EDINBURG 2040

BUILDING FOR TOMORROW'S FUTURE, TODAY!

EDINBURG 2040 COMMITTEES

HEALTH AND WELLNESS

CITY OF EDINBURG, HIDALGO COUNTY, TEXAS

Location: City of Edinburg
City Hall
415 West University Dr.
Edinburg, Texas 78541

NOVEMBER 13, 2023

REGULAR MEETING

5:30 P.M.

People in Attendance:

- Mayor Garza
- Committee Chair Sandra Alaniz
- Yvonne Salinas, Committee Member
- Belinda Torres, City Staff
- Laura Cerda, City Staff
- Jesus Saenz, City Staff
- Lizette Gomez, City Staff
- Brandon Alaniz, City Staff
- Dulce Cano, Committee Member
- AJ Aleman, City Staff
- Sylvia Verdooren, Committee Member
- Rene Hinojosa, Committee Member

Departments in Attendance:

- Human Resources
- City Management
- World Birding Center
- Parks and Rec.

Agenda:

I. Call to Order

II. Coordinator's Report

- Discussed total commitment funding for the 23-24 budget.
- Emphasized that although funding won't be immediately available, it will be addressed in future agendas/budgets.

III. Discuss and Consider the Challenge RGV

- The Challenge RGV is an initiative with UT Health to address health challenges faced by individuals.

- The challenge starts in January 2024.
- Precinct 4 and Precinct 1 are part of this challenge, extending beyond Edinburg residents.
- The committee will actively promote the event at 5Ks and engage with local businesses.
- Two packets were introduced: Wellness Partner Packets and Sponsorship Packets.

IV. Other Business

- Move with the Mayor initiative won in the medium-size category.
- Explore opportunities with J&D Produce.
- Create a one-page summary for public awareness.
- Develop a template letter for potential sponsors.
- Next meeting: December 11 at 5:30 PM.
- Goal: \$12,000 for Challenge RGV.

Action Items:

1. [AJ]: Coordinate with media department for a promotional day for Challenge RGV.
2. [AJ]: Tie the Challenge RGV to a Non Profit Organization
3. [Committee Members]: Each member to prepare one sponsor packet and one vendor packet.
4. [Sandra Alaniz]: Reach out to RGV Partnership.
5. [Media Department]: Create a "coming soon" promotional campaign.
6. [Committee Members]: Explore potential sponsors and compile names.
7. [All]: Attendees to promote the Challenge RGV through their networks.
8. [AJ]: Develop a template letter for potential sponsors.
9. [Sandra Alaniz]: Investigate opportunities with J&D Produce.
10. [AJ]: Prepare a one-page summary for public awareness.
11. [Media Department]: Update the website with Challenge RGV information.
12. [Committee Members]: Each member to bring in one potential sponsor and vendor packet.

For more information please contact Edinburg 2040 Committee Coordinator at (956) 388-8207 or 2040@cityofedinburg.com

Disability Access Statement

Persons with disabilities who plan to attend this meeting and who may need auxiliary aid or services are requested to contact the City Secretary Department at (956) 388-8204 at least two business days prior to the meeting so that appropriate arrangements can be made. The accessible entrance and accessible parking spaces are located at Edinburg City Hall, 415 West University.