

# EDINBURG 2040

**BUILDING FOR TOMORROW'S FUTURE, TODAY!**

**EDINBURG 2040 COMMITTEES  
GOVERNMENT TRANSPARENCY/EQUITY/  
CIVIC ENGAGEMENT/COMMUNICATIONS  
CITY OF EDINBURG, HIDALGO COUNTY, TEXAS**

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

**DECEMBER 07, 2023  
REGULAR MEETING  
6:00 P.M.**

## **Government Transparency Committee Report - 12/07/23**

### **People in Attendance:**

- Kimberly Selber, Committee Chair
- Trisha Watts, Committee Member
- Yvette Salinas, Committee Member
- Aurelio Aleman, City Staff
- Pablo Arredondo, Committee Member
- Diane Teter, Committee Member
- Jacquelynn Hernandez, Committee Member
- Dahlia Guerra, Committee Member

### **Departments in Attendance:**

- City Manager's Department

## **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 COMMITTEE'S ACTION PLAN FOR GOALS AND STRATEGIES**

1. Evaluate the accessibility of council members.
  - Provide phone numbers for communication.

- Determine preferences for communication channels (email, phone, etc.).
  - Explore the possibility of monthly office hours.
  - Consider safety recommendations from the Police Department.
2. Enhance communication with the public.
    - Assess the visibility of contact information on the city's website.
    - Investigate the feasibility of walk-and-talk sessions with the mayor and council.
    - Collaborate with local businesses for promotional activities such as HEB.
    - Discuss the potential for including messages in utility bills.
  3. Improve engagement in local events.
    - Explore the idea of a pilot program for increased public participation.
    - Request a presentation from the communication office on the marketing plan.
    - Invite representatives from the Chamber of Commerce and the media department to share insights.
    - Discuss plans for upcoming elections and accessibility to polling stations.
  4. Address concerns about the customer service in the City of Edinburg
    - Consider implementing a ticket system for issue resolution.
    - Discuss the potential of customer service training for city employees.
    - Evaluate the effectiveness of existing communication channels.
    - Explore the possibility of creating committee chair email addresses on the website.
  5. Schedule a special committee workshop.
    - Propose a workshop to address specific goals and strategies.
    - Determine a suitable time for the workshop.

#### **IV. OTHER BUSINESS**

#### **V. ADJOURNMENT**

##### **Action Items:**

1. [CM Office] Evaluate council members' accessibility preferences.
2. [CM Office] Explore the feasibility of monthly office hours.
3. [IT Department and CM Office] Assess the visibility of contact information on the city's website.
4. [CM Office] Investigate walk-and-talk sessions with the mayor.
5. [CM Office] Discuss the potential for including messages in utility bills.
6. [CM Office] Explore the idea of a pilot program for increased public participation.

7. [CM Office] Request a presentation on the marketing plan from the communication office.
8. [Edinburg 2040 Committee] Invite representatives from the Chamber of Commerce and the media department.
9. [City Secretary and Edinburg 2040 Committee] Discuss plans for upcoming elections and accessibility to polling stations.
10. [IT Department] Consider implementing a ticket system for issue resolution.
11. [CM Office] Explore the possibility of customer service training for city employees.
12. [Media Department and Edinburg 2040 Committee] Evaluate the effectiveness of existing communication channels.
13. [CM Office and IT Department] Explore the possibility of creating committee chair email addresses on the website.
14. [Edinburg 2040] Propose a workshop to address specific goals and strategies through presentations with City Secretary, Edinburg Chamber, and Media Department.