

## Message from our Director



December 2021

Dear friends and supporters,

We are incredibly pleased that after a challenging couple of years during the worst of the Covid19 pandemic, we are well on our way to operating at a normal pace! I hope this message finds each of you well and healthy. Our priority will continue to be the safety of our visitors and staff members so we will follow any required Covid19 mandates and will make decisions best for our organization to keep everyone safe as we move forward into the future.

2021 was another stellar year for MHC as we continued to work to bring services to our community and maintain our collection and facility in top shape. Rotating exhibits with our partners from Humanities Texas, UTRGV Chaps and the Valley Land Fund continue to draw attendees are popular with area educators. We will continue to expand our historical McAllen displays and bring in other exhibits of interest pertaining to area history, Veterans programs along with nature and conservation. We will also continue to promote Valley artists and musicians as we have done since our origination in 2006.

The conversion of our museum store, La Tiendita, to online sales in early 2021 has proven highly successful. We have a range of historical books, videos, postcards, and apparel along with fun McAllen souvenirs and items made by local artisans. Our annual fundraiser: Chuckwagon Dinner was sold out and we also introduced online sales where buyers received a QR code as another way to reach out to more supporters.

Future plans also include continuing to promote our ongoing Video History project and the McAllen Historical Landmarks video which we hope to complete in 2022/23. Facilities improvements including the outdoor LED light project, beautification of the adjacent La Placita Park with the “Greeting from McAllen” mural completed in late 2021 is ongoing and we hope we continue to make our downtown a great destination for residents and visitors.

There are many projects in the works at the museum and I am very thankful for our dedicated staff: Joe Vidales-Curator, Steve Bravo-Museum Services and Gabriel Elizondo-Marketing, Nora Musule-Museum Services and Lily Hernandez along with our volunteers, student interns and loyal Board of Directors. As always, we thank all our friends in the community along with the City of McAllen for their ongoing support of MHC! Please visit the museum soon!

My best regards to each of you!

**Elva M. Cerda**

MHC Executive Director