



**TAKE NOTICE THAT A REGULAR MEETING
OF THE KEEP PHARR BEAUTIFUL COMMITTEE
OF THE CITY OF PHARR, TEXAS
WILL BE HELD AT CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 5:30 PM ON
WEDNESDAY, DECEMBER 9, 2020**

The City of Pharr has called this meeting as allowed pursuant to Texas law, city charter, and city ordinances. The governing body may recess from day to day when it does not complete consideration of a particularly long subject as authorized by law.

1. CALL TO ORDER:

- A) Roll call and possible action on the excusing of any absent member.
- B) Invocation.

2. ADMINISTRATIVE:

- A) Approval of minutes February 18, 2020-Regular Called Meeting.
- B) Consideration and action, if any, on submitting a grant application for Keep Texas Beautiful Governor's Community Achievement Award.
- C) Review of target goals for Keep Texas Beautiful: Adopt a highway, Youth Clean Pharr, Keep Pharr Beautiful, and Downtown City Park.
- D) Review recommendations by Keep Pharr Beautiful on South Pharr: 281 truck route signage, Development and Research Center, NE Corner 281 and Military "Welcome" Signage.
- E) Discussion and action, if any on any new potential fundraiser.
- F) Announcements from Public Works and Parks and Recreation Staff.
- G) Board Comments.

3. ADJOURNMENT

AGENDA REGULAR MEETING
December 9, 2020

I, the undersigned authority, do hereby certify that the above notice of said Regular Meeting of the Keep Pharr Beautiful Committee of the City of Pharr was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 4th day of December 2020 at 3:00 p.m. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 4th day of December 2020



A handwritten signature in blue ink, reading "Hilda Pedraza", is written over a horizontal line.

HILDA PEDRAZA, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: December 3, 2020

MEETING DATE: December 9, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes February 18, 2020-Regular Called Meeting

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason: N/A

Issue: Staff wishes for board to approve the minutes

Financial Consideration:

Staff Recommendation: Board approval.

Alternatives: N/A

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 12/3/2020
Final Approval - 12/4/2020

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
FEBRUARY 18, 2020, 5:30 P.M.
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, February 18, 2020, at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: *Mari Caballero*
 Richard Carranza
 Romeo Robles Jr.
 Olivia Ramirez

MEMBERS ABSENT: *Frank Santana*

STAFF PRESENT: *Isaac Escobedo*
 Cynthia Bernal
 Lili Martinez

OTHERS PRESENT: *Rey Cano*
 Pilar Rodriguez
 Cyndy Puente

ITEM 1: CALL MEETING TO ORDER

There being a quorum established, President Mari Caballero called the meeting to order.

A) ROLL CALL AND POSSIBLE ACTION ON THE EXCUSING OF ANY ABSENT MEMBER OF THE GOVERNING BODY

Mari Caballero introduced the item. Board member Romeo Robles Jr. made a motion to excuse absent Board member Frank Santana. Board member Olivia Ramirez seconded and the motion carried unanimously.

B) INVOCATION

Mari Caballero introduced the item and led invocation.

ITEM 2: ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JANUARY 21, 2020-REGULAR CALLED MEETING

Mari Caballero introduced the item. Board member Romeo Robles Jr. made a motion to approve the minutes. Board member Olivia Ramirez seconded and the motion carried unanimously.

B) INTRODUCTION OF URBAN ECOLOGIST-LILI MARTINEZ

Mari Caballero introduced the item. Urban Ecologist Lili Martinez began by informing the board that she is a resident of Weslaco. She is attending UTRGV to complete her Master's in Biology. She has her Bachelor's in Biology with a Minor in Psychology.

C) REVIEW OF TARGET GOALS FOR KEEP TEXAS BEAUTIFUL: ADOPT A HIGHWAY, YOUTH CLEAN PHARR, KEEP PHARR BEAUTIFUL, AND DOWNTOWN CITY PARK

Mari Caballero introduced the item and informed the board that the item was placed on agenda so we target goals for Keep Texas Beautiful and keep in mind. She advised on the Youth Clean Pharr are acquiring more ideas for names with the youth men and women who are volunteering to participate at OCS every month. The goal should be to have a name by Hubphest. She advised that Keep Pharr Beautiful Board is now under the Parks and Recreation Department and the idea is for "The Keep Pharr Beautiful" emblem be placed on signage the City produces as well as City parks. A brief discussion then took place.

D) REVIEW RECOMMENDATIONS BY KEEP PHARR BEAUTIFUL ON SOUTH PHARR: 281 TRUCK ROUTE SIGNAGE. DEVELOPMENT AND RESEARCH CENTER, NE CORNER 281 AND MILITARY "WELCOME" SIGNAGE.

Mari Caballero introduced the item and informed the board that the item was placed on agenda so staff can continue on updating the board.

E) CONSIDERATION AND ACTION, IF ANY, ON GOALS FOR DOWNTOWN PHARR: CLEANLINESS AND LANDSCAPING

Mari Caballero introduced the item. A brief discussion took place on suggestions and ideas on goals for downtown cleanliness and landscaping.

F) DISCUSSION AND ACTION, IF ANY, ON ANY NEW POTENTIAL FUNDRAISER

Mari Caballero introduced the item. She asked the board on ideas for a potential fundraiser. She advised for the first fundraiser she would donate her home for a "Dinner/Dance". A brief discussion took place and it was consensus to continue the item for the next meeting.

G) REVIEW AND APPROVE GRANT APPLICATION FOR KEEP TEXAS BEAUTIFUL GOVERNOR'S COMMUNITY ACHIEVEMENT AWARDS

Mari Caballero introduced the item. Mrs. Caballero began by asking were we were at in the Grant Application for Keep Texas Beautiful. She then thanked all City Departments for all their hard work they had done for the Grant Application for Keep Texas Beautiful Governor's Community Achievement Award. Cyndi Puente informed the board that the grant was 99% complete. Ms. Puente advised the only thing that was pending were the pictures and then it would be ready to submit before the deadline of Thursday, February 20, 2020, 5:00 p.m.

H) ANNOUNCEMENTS FROM PUBLIC WORKS AND PARKS AND RECREATION STAFF

Mari Caballero introduced the item. Interim Public Works Director Pilar Rodriguez began by informing the board that Public Works is working on an initiative to establish a citizen collection station drop of area at the Public Works Department. He advised the goal is to have a drop of stations for citizens to drop of municipal household waste, tires, construction debris, and green waste. The plan to go live is set for April 2020. He advised Ms. Puente has started the grant process. Parks and Recreation Assistant Director Isaac Escobedo invited the board to the St. Patrick's Day 14th Annual 5K event that will take place on Saturday, March 14, 2020 at 9:00 a.m.

I) BOARD COMMENTS

Mari Caballero introduced the item. Mr. Carranza advised the board that this was a very productive meeting, and many things had been accomplished.

ITEM 3: ADJOURNMENT

There being no other business, Romeo Robles Jr. moved to adjourn. It was seconded by Richard Carranza, and the motion carried unanimously.

**STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF PHARR**

ON THE 18TH OF FEBRUARY, 2020, the Beautification Advisory Board of the City of Pharr, Texas, convened in a Regular Called Meeting at City Hall, 2nd Floor, 118 S. Cage, the meeting being open to the public notice of the said meeting, giving the date, place and subject hereof, having been posted in accordance with chapter 551, Texas Government Code (Open Meeting Act) and there being a present quorum, I Cynthia Bernal, Parks and Recreation Administrative Assistant, of the City of Pharr, Texas, certify that this is true and correct copy of the minutes.

ATTEST:

Cynthia Bernal, Administrative Assistant

APPROVED DATE: _____



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: December 3, 2020

MEETING DATE: December 9, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Review of target goals for Keep Texas Beautiful: Adopt a highway, Youth Clean Pharr, Keep Pharr Beautiful, and Downtown City Park

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Staff and board wish to review target goals for the City.

Financial Consideration:

Staff Recommendation: N/A

Alternatives:

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 12/3/2020
Final Approval - 12/4/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: December 3, 2020

MEETING DATE: December 9, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Review recommendations by Keep Pharr Beautiful on South Pharr: 281 truck route signage, Development and Research Center, NE Corner 281 and Military "Welcome" Signage.

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Staff and Board wish to review recommendations for the City.

Financial Consideration:

Staff Recommendation: N/A

Alternatives:

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 12/3/2020
Final Approval - 12/4/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: December 3, 2020

MEETING DATE: December 9, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion and action, if any on any new potential fundraiser

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Staff is wishing to discuss any upcoming fundraiser with board.

Financial Consideration:

Staff Recommendation: Board to approve any new potential fundraiser.

Alternatives:

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 12/3/2020
Final Approval - 12/4/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.F.

DATE SUBMITTED: December 4, 2020

MEETING DATE: December 9, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Announcements from Public Works and Parks and Recreation Staff

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: City staff announcements.

Financial Consideration:

Staff Recommendation: N/A

Alternatives:

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 12/4/2020
New -



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.G.

DATE SUBMITTED: December 3, 2020

MEETING DATE: December 9, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Board Comments

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Exclude Material from Public Packet? No

Reason:

Issue: Board comments

Financial Consideration:

Staff Recommendation: N/A

Alternatives:

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 12/3/2020
Final Approval - 12/4/2020