



**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
TUESDAY, MARCH 16, 2021**

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.

In accordance with social distancing guidelines, public meetings will be held in a manner intended to separate, to the maximum practical extent, audience and presenters from personal contact with members of community, city staff, and city council. The meeting will be held via videoconference and broadcast at <http://www.pharr-tx.gov>

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 December 9, 2020-Regular Called Meeting.
- B) Status Report: 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 Parks.
- D) Discussion and action, if any, on any new potential fundraiser.
- E) Announcements from Public Works and Parks and Recreation Staff.
- F) Board Comments.

AGENDA REGULAR MEETING
March 16, 2021

3. ADJOURNMENT

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 12th day of March 2021 at 1:00 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 12th day of March 2021



HILDA PEDRAZA, TRMC
CITY CLERK





AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: March 10, 2021

MEETING DATE: March 16, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes December 9, 2020-Regular Called Meeting.

Classification: Regular

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

Issue: Staff is presenting minutes to the board

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/10/2021
Final Approval - 3/12/2021

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
DECEMBER 09, 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 Wednesday, December 09, 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: *Sergio Alanis*
 Isaac Escobedo
 Cynthia Bernal
 Lili Martinez

OTHERS PRESENT: *Crystal Medina*
 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 Olivia Ramirez made a motion to approve the minutes. Board member Romeo Robles Jr. seconded and the motion carried unanimously.

B) CONSIDERATION AND ACTION, IF ANY, ON SUBMITTING A GRANT APPLICATION FOR KEEP TEXAS BEAUTIFUL GOVERNOR'S COMMUNITY ACHIEVEMENT AWARD.

Mari Caballero introduced the item. Environmental Coordinator Crystal Medina began by informing the board that the Governor's Community Achievement Awards Program is almost ready to open. Ms. Medina advised there would be several webinars taking place to help educate us more in any parts we might need help in. She advised 'Part One' will be taking place on December 17, 2020, from 12:00pm-1:00pm. and 'Part Two' will be on January 21, 2021, from 12:00pm-1:00pm. Ms. Medina advised the board that the application will be opening on January 4, 2021, and the deadline to submit is on March 4 2021, at 5:00p.m. Mrs. Caballero asked for a motion to submit the grant application for Keep Texas Beautiful Governor's Community Achievement Award. Mr. Romeo Robles, Jr made a motion and Mr. Ricardo Carranza Seconded with the motion carrying unanimously.

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. Ms. Medina began by giving the board a brief summary on the Governor's Community Achievement Awards Grant that was submitted last year on, February 20, 2020. Ms. Medina also advised the board of changes Public Works Department has made in the past months due to COVID-19, as well as events they will be having for the upcoming year. Mrs. Caballero challenged the board to sign up for the 'Recycling Yard Signs Program.' Mrs. Caballero gave a brief summary on Adopt a Highway on having goals to utilize Tx-DOT on making sure there are signs up to adopt a few Right a Ways that led into the City of Pharr.

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. Mrs. Caballero began by giving the board a recap of ‘Keep Pharr Beautiful’ in South Pharr. The Board took a trolley ride through South Pharr and performed a survey, to come up with three target goal items to be looked at in the City. She then gave a brief discussion on the truck route signage and trucks that are driving into the City of Pharr’s main Boulevard. Interim Public Works Director Pilar Rodriguez clarified traffic signage regulations to the board. Mrs. Caballero then reported that the Development and Research Center is constructing a Time Capsule in front of the building where they will be storing items from this the year 2020. Mrs. Caballero then gave a brief summary on the NE corner 281 and Military Hwy and a possible “Welcome” sign in the future.

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

Mari Caballero introduced the item. Mrs. Caballero began by informing the board that due to COVID-19 they are unable to do any fundraisers at this time. The board and Mrs. Caballero agreed to Table the item for the next Meeting.

F) ANNOUNCEMENTS FOR PUBLIC WORKS AND PARKS AND RECREATION STAFF

Mari Caballero introduced the item. Parks and Recreation Director Sergio Alanis began by informing the board that all Parks and Recreation program are unable to resume due to the spike with COVID 19. Mr. Alanis advised the board of activities that were taking place in the City during COVID-19. Urban Ecologist Lili Martinez began by informing the board that Parks and Recreation will be giving away 100 trees on Friday, December 18, 2020, observance of Arbor Day. The City will be gifting two trees per car and it will be a drive -thru event beginning at 10:00 a.m. at the Jose “Pepe” Salinas Recreation Center parking lot. Environmental Supervisor Cyndy Puente than discussed monthly numbers. Ms. Puente advised the board that Public Works Department will be purchase a grapppler truck to assist with the dumping of waste materials. Crystal Medina gave a brief update on upcoming events.

G) BOARD COMMENTS

Mari Caballero introduced the item. Mrs. Caballero gave a brief discussion on connecting with social media to know what event are going on in the City. Mr. Carranza advised the board that this was a productive meeting and thanked staff for all the great thing that have been done in the City. Mr. Robles also thanked all of City of Pharr Staff.

ITEM 3: ADJOURNMENT

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

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

ON THE 09TH OF DECEMBER, 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.B.

DATE SUBMITTED: March 10, 2021

MEETING DATE: March 16, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Status Report: Keep Texas Beautiful Governor's Community Achievement Award.

Classification: Regular

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

Issue: Staff will provide a status report on Keep Texas Beautiful Governor's Community Achievement Award.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/10/2021
Final Approval - 3/12/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: March 10, 2021

MEETING DATE: March 16, 2021

FROM: Cindy Bernal, 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 Parks.

Classification: Regular

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

Issue: Staff will be reviewing target goals to the board for Keep Texas Beautiful.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/10/2021
Final Approval - 3/12/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: March 10, 2021

MEETING DATE: March 16, 2021

FROM: Cindy Bernal, 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.)

Issue: Staff will be presenting board with different options, if they so wish to proceed with fundraiser.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/10/2021
Final Approval - 3/12/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: March 10, 2021

MEETING DATE: March 16, 2021

FROM: Cindy Bernal, 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.)

Issue: Announcements from City departments.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/10/2021
Final Approval - 3/12/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.F.

DATE SUBMITTED: March 10, 2021

MEETING DATE: March 16, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Board Comments

Classification: Regular

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

Issue: Board Comments

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/10/2021
Final Approval - 3/12/2021