



**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, MAY 26, 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 March 16, 2021 Regular Called Meeting.
- B) Status Report: Keep Texas Beautiful Governor's Community Achievement Award.
- C) Status Report: 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.

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 20th day of May 2021 at 9:00 a.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).

AGENDA REGULAR MEETING
May 26, 2021

WITNESS MY HAND AND SEAL, this 20th day of May 2021



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

HILDA PEDRAZA, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: May 18, 2021

MEETING DATE: May 26, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes March 16, 2021 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: Board approval

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 5/18/2021
Final Approval - 5/18/2021

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
MARCH 16, 2021, 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, March 16, 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
 Frank Santana

STAFF PRESENT: *Sergio Alanis*
 Isaac Escobedo
 Cynthia Bernal
 Lili Martinez

OTHERS PRESENT: *Crystal Medina*
 Pilar Rodriguez
 Roy Rodriguez
 Ricardo Gamboa

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. All members were present.

B) INVOCATION

Mari Caballero introduced the item and led invocation.

ITEM 2: ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR DECEMBER 9, 2020-REGULAR CALLED MEETING

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

B) STATUS REPORT: 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 Award application had been turned in and the winner will be announced at the end of April. Mrs. Caballero thanked the City of Pharr staff for the work done in submitting the Governor's Community Achievement Award application.

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. Mrs. Caballero gave a brief discussion on the Great American clean up program and the Keep Texas Beautiful annual conference that will be held on June 28, 2021, thru July 1, 2021, via virtual. She then gave a brief discussion on Adopt -a-Highway, Youth Clean Pharr, and The Downtown City parks.

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

Mari Caballero introduced the item. Mrs. Caballero informed the board due to Covid-19 it will be hard to have any fundraisers at this time. The Committee agreed to postpone any fundraisers until restrictions are lifted.

E) ANNOUNCEMENTS FROM PUBLIC WORKS AND PARKS AND RECREATION STAFF

Mari Caballero introduced the item Environmental Coordinator Crystal Medina discussed Public Works monthly statistics to the board. She then gave a brief discussion on the City of Pharr first Monarch Butterfly garden that will be placed in front of Public Works Department on 1018 E. Ferguson St. Pharr, Tx. 78577. Urban Ecologist Lili Martinez then informed the board of seeding to be done at the City parks to encourage Native Wildlife and habitats. She advised that Parks and Recreation staff began trimming and maintaining plants and trees that were damaged due to the freeze at City parks. Code Compliance Inspector Ricardo Gamboa briefly spoke about discussion the Assistance Program to help the elderly and Keeping Pharr Beautiful

project. Mr. Gamboa then briefly discussed illegal dumping going on throughout the City.

F) BOARD COMMENTS

Mari Caballero introduced the item. Board Members thanked the City of Pharr Employees for all the work they do for our Community.

ITEM 3: ADJOURNMENT

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

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

ON THE 16TH OF MARCH, 2021, 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: May 18, 2021

MEETING DATE: May 26, 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 - 5/18/2021
Final Approval - 5/18/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: May 18, 2021

MEETING DATE: May 26, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Status Report: 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, Adopt a highway, Youth Clean Pharr, Keep Pharr Beautiful, and Downtown City Parks.

Fiscal Consideration:

Staff Recommendation: N/A

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 5/18/2021
Final Approval - 5/18/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: May 18, 2021

MEETING DATE: May 26, 2021

FROM: Cindy Bernal, Administrative
Assistant

DEPARTMENT: Parks

DIRECTOR:

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

Classification: Regular

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 5/18/2021
Final Approval - 5/18/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: May 18, 2021

MEETING DATE: May 26, 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 - 5/18/2021
Final Approval - 5/18/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.F.

DATE SUBMITTED: May 18, 2021

MEETING DATE: May 26, 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 - 5/18/2021
Final Approval - 5/18/2021