



**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, OCTOBER 19, 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.

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 for September 21, 2021 -Regular Meeting
- B) Status Report: Keep Texas Beautiful, Keep Pharr Beautiful, and State of Texas Alliance for Recycling
- C) Discussion on raffle fundraiser
- D) Announcements from Development Services, Parks and Recreation, and Public Works Staff
- E) 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 15th day of October 2021 at 11:00Am 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 15th day of October 2021.




MELDA BARRERA, TRMC
ASSISTANT CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: October 12, 2021

MEETING DATE: October 19, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for September 21, 2021 -Regular 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 - 10/12/2021
Final Approval - 10/15/2021

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
SEPTEMBER 21, 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, September 21, 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: *Juan Govea*
 Olga Garza
 Luis Marin

ITEM 1: CALL MEETING TO ORDER

With 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 Richard Carranza seconded and the motion carried unanimously.

B) INVOCATION

Mari Caballero introduced the item and led the invocation.

ITEM 2: ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR AUGUST 17, 2021-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) STATUS REPORT: KEEP TEXAS BEAUTIFUL, AND KEEP PHARR BEAUTIFUL

Mari Caballero introduced the item. Mrs. Caballero began by advising the board that the Governor's Community Achievement Award application date has not been posted at this time. She then advised once application becomes available will commence the application process for the Governor's Community Achievement Award grant.

C) DISCUSSION ON RAFFLE FUNDRAISER

Mari Caballero introduced the item. Mrs. Caballero and the board had a brief discussion on selling the Keep Pharr Beautiful Raffle tickets at the City of Pharr's Trail of Terror Event that will be taking place throughout the month of October. The Board then had a brief discussion on the prize items to be given.

D) ANNOUNCEMENTS FROM DEVELOPMENT SERVICES, PARKS AND RECREATION, AND PUBLIC WORKS STAFF

Mari Caballero introduced the item. Parks and Recreation Assistant Director Isaac Escobedo began by giving the board a brief discussion on the Trail of Terror Event the City of Pharr will be hosting at the Pharr/Vanguard Academy Nature & Birding Center every weekend and last week of October. Mr. Escobedo advised it will be a ticketed event and tickets will be given at the Parks and Recreation office located at 1011 W. Kelly. Code Compliance Coordinator Juan Govea provided the board a status report on the roll-off dumpsters, recycling bins, and watch cameras that are located at different areas throughout the City of Pharr. Mr. Govea thanked the Public Works Department for the assistance they provided to the Development Services Department. Public Works Director, Olga Garza, began by giving the board a brief discussion on monthly performance indicators. Mrs. Caballero advised there will be a State of Texas Alliance for Recycling 2021 Summit on October 4th-6th via virtual meeting. Urban Ecologist, Lili Martinez, began by informing the board that Parks and Recreation and Public Works Departments will be giving away 100 trees on Friday, November 5, 2021, in observance of Arbor Day at 10:00 a.m. at the Jose "Pepe" Salinas Recreation Center parking lot.

E) BOARD COMMENTS

Mari Caballero introduced the item. Board Members had brief discussion on the drawing date for the Raffle Fundraiser.

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 21st OF SEPTEMBER 2021, the Keep Pharr Beautiful 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: October 12, 2021

MEETING DATE: October 19, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Status Report: Keep Texas Beautiful, Keep Pharr Beautiful, and State of Texas Alliance for Recycling

Classification: Regular

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

Issue: Staff will provide a status report on Keep Texas Beautiful, Keep Pharr Beautiful, and State of Texas Alliance for Recycling

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 10/12/2021
Final Approval - 10/15/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: October 12, 2021

MEETING DATE: October 19, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion on raffle fundraiser

Classification: Regular

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

Issue: Discussion on fundraiser

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 10/12/2021
Final Approval - 10/15/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: October 12, 2021

MEETING DATE: October 19, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Announcements from Development Services, Parks and Recreation, and Public Works 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 - 10/12/2021
Final Approval - 10/15/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: October 12, 2021

MEETING DATE: October 19, 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 - 10/12/2021
Final Approval - 10/15/2021