



**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, FEBRUARY 18, 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 January 21, 2020-Regular Called Meeting
- B) Introduction of Urban Ecologist- Lili Martinez
- C) Review of target goals for Keep Texas Beautiful: Adopt a highway, Youth Clean Pharr, Keep Pharr Beautiful, Downtown City Park.
- D) Review recommendations by Keep Pharr Beautiful on South Pharr: 281 truck route signage, Development & Research Center, NE Corner 281 & Military "Welcome" Signage
- E) Consideration and action, if any, on goals for Downtown Pharr: Cleanliness and Landscaping.
- F) Discussion and action, if any, on ant new potential fundraiser
- G) Review and approve grant application for Keep Texas Beautiful Governor's Community Achievement Awards
- H) Announcements from Public Works and Parks and Recreation Staff
- I) 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 14th day of February at 4:00 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 14th day of February 2020.

HILDA PEDRAZA, TRMC
CITY CLERK

AGENDA REGULAR MEETING
February 18, 2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: February 12, 2020

MEETING DATE: February 18, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes January 21, 2020-Regular Called Meeting

Classification: Regular

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

Issue: Staff is requesting approval of the January 21, 2020-Regular Called Meeting

Fiscal Consideration:

Staff Recommendation: Board approve the minutes.

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 2/12/2020
Final Approval - 2/14/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.B.

DATE SUBMITTED: February 14, 2020

MEETING DATE: February 18, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Introduction of Urban Ecologist- Lili Martinez

Classification: Regular

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

Issue: Staff wishes to introduce board Urban Ecologist.

Fiscal Consideration:

Staff Recommendation: N/A

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 2/14/2020
Final Approval - 2/14/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: February 14, 2020

MEETING DATE: February 18, 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, Downtown City Park.

Classification: Regular

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

Issue: Staff wishes to update board on City's target goals

Fiscal Consideration:

Staff Recommendation: N/A

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 2/14/2020
Final Approval - 2/14/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: February 14, 2020

MEETING DATE: February 18, 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 & Research Center, NE Corner 281 & Military "Welcome" Signage

Classification: Regular

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

Issue: Staff and board will review recommendations by Keep Pharr Beautiful on the South side of Pharr areas.

Fiscal Consideration:

Staff Recommendation: N/A

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 2/14/2020
Final Approval - 2/14/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: February 14, 2020

MEETING DATE: February 18, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Consideration and action, if any, on goals for Downtown Pharr: Cleanliness and Landscaping.

Classification: Regular

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

Issue: Board will consider and approve if any on up-coming goals for the Downtown Pharr area.

Fiscal Consideration:

Staff Recommendation: Board approve goals for downtown Pharr.

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 2/14/2020
Final Approval - 2/14/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.F.

DATE SUBMITTED: February 14, 2020

MEETING DATE: February 18, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

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

Classification: Regular

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

Issue: Staff will present options to the board for any potential fundraisers to award a scholarship.

Fiscal Consideration:

Staff Recommendation: Board approve a fundraiser.

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 2/14/2020
Final Approval - 2/14/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.G.

DATE SUBMITTED: February 14, 2020

MEETING DATE: February 18, 2020

FROM: Elva Guajardo, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Review and approve grant application for Keep Texas Beautiful Governor's Community Achievement Awards

Classification: Regular

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

Issue: Review and approve grant application for the Keep Texas Beautiful Governor's Community Achievement Awards.

Fiscal Consideration:

Staff Recommendation: Approve application.

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 2/14/2020
Final Approval - 2/14/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.H.

DATE SUBMITTED: February 14, 2020

MEETING DATE: February 18, 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.)

Issue: Staff announcements from Public Works and Parks and Recreation Staff.

Fiscal Consideration:

Staff Recommendation: N/A

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Elva Guajardo
Sergio Alanis

Created/Initiated - 2/14/2020
Final Approval - 2/14/2020



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.I.

DATE SUBMITTED: February 14, 2020

MEETING DATE: February 18, 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.)

Issue: Board Comments

Fiscal Consideration:

Staff Recommendation: N/A

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Elva Guajardo

Created/Initiated - 2/14/2020