

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: 12-9-2020