



**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, JUNE 15, 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 May 26, 2021 Regular Called Meeting.
- B) Status Report: Keep Texas Beautiful, and Keep Pharr Beautiful
- C) Discussion and action, if any, on any new potential fundraiser (TABLE)
- 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 10th day of June 2021 at 5:00 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 10th day of June 2021.




IMELDA BARRERA, TRMC
ASSISTANT CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: June 10, 2021

MEETING DATE: June 15, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes May 26, 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 - 6/10/2021
Final Approval - 6/10/2021

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
MAY 26, 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 Wednesday, May 26, 2021 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: *Elva Guajardo*
 Cynthia Bernal

OTHERS PRESENT: *Cyndy Puente*
 Pilar Rodriguez
 Roy Rodriguez
 Juan Govea

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. All members were present.

B) INVOCATION

Mari Caballero introduced the item and led the invocation.

ITEM 2: ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR MARCH 16, 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 GOVERNOR’S COMMUNITY ACHIEVEMENT AWARD.

Mari Caballero introduced the item. Environmental Supervisor Cyndi Puente began by informing the board that the Governor’s Community Achievement Award application winner had been announced. She advised The City of Pharr had come out in the 90 percent tile bracket and received “Gold” status. Ms. Puente advised the board that the City will apply for the Governor’s Community Achievement Award application next year, 2021-2022. Mrs. Caballero and the board all 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 advised that the Keep Texas Beautiful Annual Conference will again be hosted virtually. She then gave a brief discussion on Adopt -a-Highway,

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

Mari Caballero introduced the item. Elva Guajardo Administrative Assistant for Parks and Recreation Department began by informing the board of different options they can discuss for a potential fundraiser event. The board then had a brief discussion. Board Member Romeo Robles, Jr. made a motion to table the item. Board Member Richard Carranza seconded and the motion carried unanimously.

E) ANNOUNCEMENTS FROM PUBLIC WORKS AND PARKS AND RECREATION STAFF

Mari Caballero introduced the item. Interim Public Works Director Pilar Rodriguez began by advising the board that the Public Works Department is looking into having curbside recycling in the city for the citizens of Pharr. He advised they will be doing a survey to see the responses of the community. He also mentioned to the board that Public Works has purchased a new grapppler loader to help collect illegal dumping and pick up debris/waste throughout the City. Environmental Supervisor Cyndy Puente informing the board that Girl Scouts and Volunteers had installed plants for the Monarch Butterfly Garden which is located in front of the Public Works Department. Ms. Puente then presented monthly numbers regarding the recycling division

to the board. Then a brief discussion on the “Trash Bash” event that Public Work has every last Saturday of each month took place. Roy Rodriguez, Assistant Director for Development Services then gave the board a brief discussion on the City of Pharr Beautification Project, where they are placing dumpsters at different locations in the residential subdivisions. Mr. Rodriguez also gave a brief discussion on the City of Pharr Assistance Program where the City assists the elderly residents maintain their property. Elva Guajardo, Parks and Recreation Administrative Assistant, began by informing the board that our staff is finalizing the cleanup from the cemetery and the canals in the City. She also advised the board that the Parks and Recreation Summer Programs will begin on June 4, 2021.

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, Romeo Robles, Jr. moved to adjourn. It was seconded by Frank San, and the motion carried unanimously.

STATE OF TEXAS COUNTY OF HIDALGO CITY OF PHARR

ON THE 26TH OF MAY, 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: June 10, 2021

MEETING DATE: June 15, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Status Report: Keep Texas Beautiful, and Keep Pharr Beautiful

Classification: Regular

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

Issue: Staff will review target goals to the board for Keep Texas Beautiful and Keep Pharr Beautiful

Fiscal Consideration:

Staff Recommendation:

Alternatives: n/a

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 6/10/2021
Final Approval - 6/10/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: June 10, 2021

MEETING DATE: June 15, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion and action, if any on any new potential fundraiser (TABLE)

Classification: Regular

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

Issue: Staff will continue presenting board with different options once item is untabled.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 6/10/2021
Final Approval - 6/10/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: June 10, 2021

MEETING DATE: June 15, 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 - 6/10/2021
Final Approval - 6/10/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: June 10, 2021

MEETING DATE: June 15, 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 - 6/10/2021
Final Approval - 6/10/2021