

**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, AUGUST 17, 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.

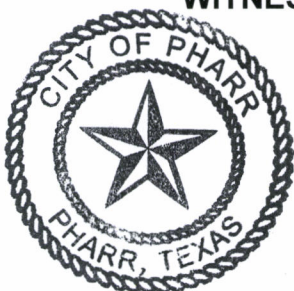
2. ADMINISTRATIVE:

- A) Approval of minutes for June 15, 2021
- B) Status Report: Keep Texas Beautiful, and Keep Pharr Beautiful
- 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 13th day of August 2021 at 10:30 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).

WITNESS MY HAND AND SEAL, this 13th day of August 2021.




IMELDA BARRERA, TRMC
ASSISTANT CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 17, 2021

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for June 15, 2021

Classification: Regular

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

Issue: Staff is presenting minutes to the board

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 8/11/2021
Final Approval - 8/11/2021

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
JUNE 15, 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, June 15, 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: *Sergio Alanis*
 Isaac Escobedo
 Cynthia Bernal
 Lili Martinez

OTHERS PRESENT: *Cyndy Puente*
 Crystal Medina
 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 Romeo Robles, Jr. made a motion to approve the minutes. Board member Frank Santana 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 inviting the board to the Keep Texas Beautiful annual conference that will begin on June 29, 2021 through July 3, 2021. Mrs. Caballero then gave a brief discussion on ways to promote Keep Pharr Beautiful to the citizens of Pharr with the help of the Media Department to upload any pictures, videos, and events going on throughout the city. Mr. Robles gave a brief discussion on the City and PSJA ISD coordinating together in using the flood ways and any areas around the city to promote the Keep Pharr Beautiful Grant.

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

Mari Caballero introduced the item. Board Member Olivia Ramirez made a motion to untable the item. Board Member Romeo Robles Jr. seconded and the motion carried unanimously. The board then had a brief discussion and they agreed on having a raffle fundraiser. Board member Romeo Robles Jr. made a motion to a raffle fundraiser. Board member Richard Carranza seconded and the motion carried unanimously.

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

Mari Caballero introduced the item. Code Compliance Coordinator Juan Govea began by giving the board a brief discussion on the City of Pharr Assistance Program where the City assists the elderly residents maintain their property. Mr. Govea advised they are also looking for volunteer and organizations to help, as well as for more elderly residents who may need help with the mowing and clean up on their properties. A brief video from Univision was shown in regards to the City of Pharr Assistance Program. Urban Ecologist, Lili Martinez, began by informing the board she had spoken with the National Wildlife Federations for the Resilient Habitat Grant and was looking to purchase native plants. Ms. Martinez and the board then had a brief discussion on where to purchase Native Plants that will be planted at 6 different locations throughout the City of Pharr. Ms. Martinez gave the board a brief discussion on the summer programs that the Parks and Recreation Department will be having at the Pharr Vanguard Academy/ Nature & Birding Center. Environmental Coordinator Crystal Medina began by informing the board that the Public Works Department will be having their Trash Bash Event on June 26, 2021, beginning at 8:00 A.M.-4:00 P.M. Ms. Medina advised the board that Public Works will be preparing sandbags for any incoming rain that may occur within the upcoming weeks, and she asked the public to help in removing any standing water they may have around their homes to prevent

mosquitos from forming. Interim Public Works Director Pilar Rodriguez, presented the board with different size signage that is along the roadways in the City of Pharr. Mr. Rodriguez began by educating the board on how signage is placed and what the different colors mean and how they are sized.

E) 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 Olivia Ramirez, and the motion carried unanimously.

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

ON THE 15TH OF JUNE, 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: August 11, 2021

MEETING DATE: August 17, 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:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 8/11/2021
Final Approval - 8/11/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 17, 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: Staff will discuss raffle fundraiser

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 8/11/2021
Final Approval - 8/11/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 17, 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 for city departments

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal

Created/Initiated - 8/11/2021

Sergio Alanis

Final Approval - 8/11/2021



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: August 11, 2021

MEETING DATE: August 17, 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 - 8/11/2021
Final Approval - 8/11/2021