



**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 15, 2022**

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 January 18, 2022-Regular Meeting
- B) Discussion and action, if any, on funds raised in Keep Pharr Beautiful fundraiser
- C) Discussion and action, if any, on Keep Pharr Beautiful 2022 Projects
- 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 February 2022 at 10:00 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 10th day of February 2022




HILDA PEDRAZA, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: February 9, 2022

MEETING DATE: February 15, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for January 18, 2022-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: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/9/2022
Final Approval - 2/9/2022

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
JANUARY 18, 2022, 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, January 18, 2022 at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: *Mari Caballero*
 Richard Carranza
 Romeo Robles Jr.

MEMBERS ABSENT: *Frank Santana*
 Olivia Ramirez

STAFF PRESENT: *Cynthia Bernal*
 Lili Martinez

OTHERS PRESENT: *Juan Govea*
 Crystal Medina
 Annie Reeves

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 Richard Carranza made a motion to excuse absent Board members Frank Santana and Olivia Ramirez. Board member Romeo Robles Jr. 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 NOVEMBER 10, 2021-REGULAR CALLED MEETING

Mari Caballero introduced the item. Board member Romeo Robles Jr. made a motion to approve the minutes. Board member Richard Carranza seconded and the motion carried unanimously.

B) STATUS REPORT: KEEP TEXAS BEAUTIFUL, AND KEEP PHARR BEAUTIFUL

Mari Caballero introduced the item. Mrs. Caballero advised the board that the Keep Texas Beautiful Governor's Community Achievement Award Application, was released on January 4, 2022 and has a deadline of February 17, 2022. Mrs. Caballero made some comments about the guidelines and requirements for the application. Mrs. Caballero and the board then had a brief discussion on adding new members to the Keep Pharr Beautiful Committee.

C) UPDATE ON KEEP PHARR BEAUTIFUL FUNDRAISER

Mari Caballero introduced the item. Mrs. Caballero provided the board a brief breakdown on the Keep Pharr Beautiful Raffle. A brief discussion was then held on the success of the raffle.

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

Mari Caballero introduced the item. Code Compliance Coordinator Juan Govea provided the board a status report on the Elderly Program, tire trailers, roll-off dumpsters, and recycling bins that are located at different areas in the City of Pharr. Urban Ecologist, Lili Martinez, began by informing the board that the Mayors Monarch Pledge and Arbor Day Foundation application had been submitted. Ms. Martinez then gave a brief discussion on the National Wildlife Federation and resilient habitat grant project that is in progress. Environmental Supervisor Crystal Medina began by giving the board a brief discussion on monthly performance indicator. Ms. Medina advised Public Works Department will be having their next Trash Bash Event on January 29, 2022, beginning at 8:00 A.M.-4:00 P.M. Ms. Medina provided the board a brief discussion on the Governor's Community Achievement Award application that will be submitted before the deadline of February 17, 2022.

E) BOARD COMMENTS

Mari Caballero introduced the item. Board Members thanked the City of Pharr Employees for their hard work and dedication putting up Christmas decorations located at the Downtown City Parks and City Hall.

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 JANUARY 2022, 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: February 9, 2022

MEETING DATE: February 15, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion and action, if any, on funds raised in Keep Pharr Beautiful fundraiser

Classification: Regular

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

Issue: Staff will be presenting the board with different options, if they so wish to proceed with funds raised in KPB fundraiser

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/9/2022
Final Approval - 2/9/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: February 9, 2022

MEETING DATE: February 15, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion and action, if any, on Keep Pharr Beautiful 2022 Projects

Classification: Regular

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

Issue: Staff will be presenting board with different options, if they so wish to proceed with Keep Pharr Beautiful 2022 projects

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/9/2022
Final Approval - 2/9/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: February 9, 2022

MEETING DATE: February 15, 2022

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 - 2/9/2022
Final Approval - 2/9/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: February 9, 2022

MEETING DATE: February 15, 2022

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 - 2/9/2022
Final Approval - 2/9/2022