

**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, MARCH 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

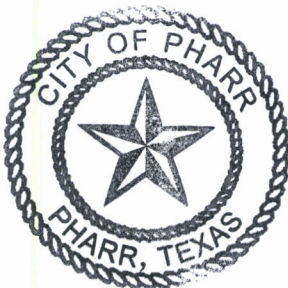
2. ADMINISTRATIVE:

- A) Approval of minutes for February 15, 2022-Regular Meeting.
- B) Discussion and action, if any, on Keep Pharr Beautiful 2022 Projects.
- C) Announcements from Development Services, Parks and Recreation, and Public Works Staff.
- D) 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 11th day of March 2022 at 12:15 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 11th day of March 2022.



Maritza Gutierrez
MARITZA GUTIERREZ
ADMINISTRATIVE ASSISTANT



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: March 11, 2022

MEETING DATE: March 15, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for February 15, 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
Annie Reeves

Created/Initiated - 3/11/2022
Approved - 3/11/2022
Final Approval - 3/11/2022

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
FEBRUARY 15, 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, February 15, 2022 at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Richard Carranza
Romeo Robles Jr.
Frank Santana
Olivia Ramirez

MEMBERS ABSENT: None

STAFF PRESENT: Isaac Escobedo, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Lili Martinez, Urban Ecologist

OTHERS PRESENT: Juan Govea, Code Compliance Coordinator
Crystal Medina, Environmental Supervisor

ITEM 1: CALL MEETING TO ORDER

(A) ROLL CALL AND POSSIBLE ACTION ON THE EXCUSING OF ANY ABSENT MEMBER OF THE GOVERNING BODY

President Mari Caballero called the meeting to order at 5:30 p.m. Roll call established a quorum.

B) INVOCATION

Mari Caballero introduced the item and led the invocation.

ITEM 2: ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JANUARY 18, 2022-REGULAR CALLED MEETING

Board member Romeo Robles Jr. moved to approve the minutes. Board member Olivia Ramirez seconded the motion and when put to a vote, it carried unanimously.

B) DISCUSSION AND ACTION, IF ANY, ON FUNDS RAISED IN KEEP PHARR BEAUTIFUL FUNDRAISER

Mari Caballero introduced the item and informed the board that the Keep Pharr Beautiful Fundraiser was a success.

After a brief discussion, Board Member Olivia Ramirez moved to keep \$185.00 dollars for any future events and use the remaining balance of \$2,000 to be evenly distributed to the Education and Beautification Funds. Board Member Romeo Robles Jr. seconded the motion and when put to a vote, it carried unanimously.

Board Member Romeo Robles Jr moved to allocate fifty (50%) percent of the funds to Education needs and the other fifty (50%) percent to Beautification needs. Board member Richard Carranza seconded the motion and when put to a vote, it carried unanimously.

C) DISCUSSION AND ACTION, IF ANY, ON KEEP PHARR BEAUTIFUL 2022 PROJECT

Mari Caballero introduced the item and opened the floor for any Keep Pharr Beautiful 2022 Project ideas. The board then had a brief discussion on several project ideas.

Board Member Romeo Robles Jr. moved to approve three Keep Pharr Beautiful Project Youth Ambassador, Composting education, and Plastic Free Pharr. Board Member Richard Carranza seconded the motion and when put to a vote, it carried unanimously.

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

Mari Caballero introduced the item.

Code Compliance Coordinator, Juan Govea, informed the board that due to unforeseen weather conditions they were unable to cut the lawns of the Elderly this past weekend. Mr. Govea advised the board of all the illegal dumping that was going on through the City of Pharr and encouraged the residents to report any illegal dumping they might see in different areas of the City of Pharr. A brief discussion on illegal dumping took place.

Urban Ecologist, Lili Martinez, informed the board that the end of year report for the Mayor's Monarch Pledge had been approved for the 2021 year. Ms. Martinez advised the board that the City of Pharr was granted the Tree City USA designation for

2021 year.

Environmental Supervisor, Crystal Medina, reported on monthly performance indicators and stated Public Works Department would be having their next Trash Bash Event on February 26, 2022, from 8:00 a.m. to 4:00 p.m. Ms. Medina further reported the Governor's Community Achievement Award application had been completed and the Keep Texas Beautiful Annual report had been submitted. Lastly, she reported they were working the Solid Waste Grant Application and would submit before the Friday, February 18, 2022 deadline.

E) BOARD COMMENTS

Board Member Romeo Robles Jr. thanked the City of Pharr Employees for all the work that made the first Keep Pharr Beautiful Raffle a success. The Board then had a discussion on being a more working committee in assisting the City of Pharr Departments on programs and events they have moving forward.

ITEM 3: ADJOURNMENT

There being no other business, Romeo Robles, Jr. **moved** to adjourn. Olivia Ramirez seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:23 p.m.

STATE OF TEXAS COUNTY OF HIDALGO CITY OF PHARR

ON THE 15TH OF FEBRUARY 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: March 10, 2022

MEETING DATE: March 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: Keep Pharr Beautiful board will have a discussion on the following three 2022 Projects: Youth Ambassador, Composting Education, and Plastic Free Pharr.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis
Annie Reeves

Created/Initiated - 3/10/2022
Approved - 3/11/2022
Final Approval - 3/11/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: March 10, 2022

MEETING DATE: March 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: Development Services will make announcements about the Elderly Program. Parks and Recreation and Public Works staff will announce monthly performance numbers, upcoming Earth Day events, and information on the Great American Clean Up.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis
Annie Reeves

Created/Initiated - 3/10/2022
Approved - 3/11/2022
Final Approval - 3/11/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: March 9, 2022

MEETING DATE: March 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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis
Annie Reeves

Created/Initiated - 3/9/2022
Approved - 3/10/2022
Final Approval - 3/10/2022