



**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, APRIL 19, 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 March 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 14th day of April 2022 at 11:00 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 14th day of April 2022.





HILDA PEDRAZA, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: April 12, 2022

MEETING DATE: April 19, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for March 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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis
Annie Reeves

Created/Initiated - 4/12/2022
Approved - 4/13/2022
Final Approval - 4/13/2022

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

MEMBERS PRESENT: Mari Caballero
Richard Carranza
Olivia Ramirez

MEMBERS ABSENT: Romeo Robles Jr.
Frank Santana

STAFF PRESENT: Isaac Escobedo, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant

OTHERS PRESENT: 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 5:35 p.m. Roll call established a quorum.

Board member Olivia Ramirez moved to excuse absent members. Board member Richard Carranza seconded the motion and when put to a vote, it was carried unanimously.

B) INVOCATION

Mari Caballero introduced the item and led the invocation.

ITEM 2: ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR FEBRUARY 15, 2022-REGULAR CALLED MEETING

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

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

Mari Caballero introduced the item.

Board Member Richard Carranza gave the board a brief discussion and information on composting.

Mari Caballero gave a brief report on three initiatives for the upcoming year. She stated the first initiative was to educate the public through social media, workshops, and handing out fliers at events such as St. Patrick's 5k run and the City of Pharr Hubphest, and workshops. The second initiative was to have youth volunteers to assist at city events and the third initiative was to place recycling bins to collect plastics, cardboard, and cans at city events.

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

Mari Caballero introduced the item.

Crystal Medina, Environmental Supervisor, went over the monthly performance indicators and reported on upcoming events. She stated the Trash Bash Event would take place on March 26, 2022 and reported on the Terracycle project Public Works would be participating in.

Crystal Medina, Environmental Supervisor, further reported April was Earth Month event and Pharr Public Works Department and Parks and Recreation Department would be hosting their first Monarch Butterfly art contest. She stated the artwork would be displayed for the public view and voting at the at the Jose "Pepe" Salinas Civic Center through Monday April 25, 2022. She added virtual voting would also be available and the winner will be announced on Friday, April 29, 2022.

D) BOARD COMMENTS

Board Member Richard Carranza stated the City of Pharr was actively included in getting the citizens involved in local activities.

ITEM 3: ADJOURNMENT

There being no other business, Olivia Ramirez moved to adjourn. Richard Carranza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:12 p.m.

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

ON THE 15TH OF MARCH 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: April 12, 2022

MEETING DATE: April 19, 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 will have a discussion on the following three 2022 Projects: Youth Ambassador, Composting Education, and Plastic Free Pharr.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis
Annie Reeves

Created/Initiated - 4/12/2022
Approved - 4/13/2022
Final Approval - 4/13/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: April 12, 2022

MEETING DATE: April 19, 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 on the Elderly Program, tire trailers, roll-off dumpsters, and recycling bins. Parks and Recreation will introduce new Urban Ecologists, Public Works will be announcing March recap numbers, Earth day native plant giveaway and upcoming events.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis
Annie Reeves

Created/Initiated - 4/12/2022
Approved - 4/13/2022
Final Approval - 4/13/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: April 12, 2022

MEETING DATE: April 19, 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 - 4/12/2022
Approved - 4/13/2022
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