



**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 21, 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 April 19, 2022 - Regular Meeting.
- B) Discussion and action, if any, on Keep Pharr Beautiful 2022 Projects.
- C) Introduction of new Urban Ecologist-Hanna Marble.
- 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 16th day of June 2022 at 3:30 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 16th day of June 2022


HILDA PEDRAZA, TRMC
CITY CLERK





AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: June 15, 2022

MEETING DATE: June 21, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for April 19, 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

Created/Initiated - 6/15/2022
Final Approval - 6/16/2022

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
APRIL 19, 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, April 19, 2022 at 5:30 p.m. and the following is the record of attendance.

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

MEMBERS ABSENT: Frank Santana

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

OTHERS PRESENT: Juan Govea, Code Compliance Coordinator
Crystal Medina, Environmental Supervisor
Roy Rodriguez, Development Services Assistant Director
Luis Marin, Public Works Assistant Director

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.

Board member Richard Carranza moved to excuse absent member. Board Romeo Robles Jr. 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 MARCH 15, 2022-REGULAR CALLED MEETING

Board member Olivia Ramirez **moved** to approve the minutes. Board member Romeo Robles Jr. 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 and stated staff had done a great work by handing out composting fliers and providing recycle plastic bins at the Pharr St. Patrick's 5k run that was held on March 19, 2022.

Board Members Richard Carranza and Olivia Ramirez gave the board a brief discussion on the composting fliers they handed out at the City of Pharr Hubphest event to the citizens in attendance. A brief discussion was held on composting.

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

Mari Caballero introduced the item.

Juan Govea, Code Compliance Coordinator, reported on the sky cameras that are located at different areas in the City of Pharr to help with illegal dumping issues. He further reported on the City of Pharr Address Plaque Assistance Program and stated the program helps citizens 65 and older on residence homes that address plaques were needed to be replaced and be visible. He stated the program had approved 66 plaques and 26 were ready to be placed at residence homes.

Juan Govea, Code Compliance Coordinator, went over the status report on tire trailers, roll-off dumpsters, and recycling bins located at different areas in the City of Pharr. Mr. Govea encouraged the citizens of Pharr to help keep their properties and lawns maintained to prevent the spread of mosquitos and rodents.

Crystal Medina, Environmental Supervisor, reported on the monthly performance indicators and stated Public Works Department would be having their next Trash Bash Event on April 30, 2022, from 8:00 a.m. to 4:00 p.m. Ms. Medina further reported there were 70 entries in the Monarch Butterfly art contest the Pharr Public Works Department and Parks and Recreation were hosting and stated the artwork would be displayed for the public to view and vote at the Jose "Pepe Salinas Civic Center. She further stated the winner would be announced on Friday, April 29, 2022. A brief discussion ensued on the Governor's Community Achievement Award grant the City of Pharr had applied for.

D) BOARD COMMENTS

Mari Caballero introduced the item and informed the board the Keep Texas Beautiful conference would be held on June 27th through June 29th, 2022 in Austin, Texas. She further reported board members were ready to expand from 5 to 7 members to the Keep Pharr Beautiful Advisory Board.

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 6:06 p.m.

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

ON THE 19TH OF APRIL 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: June 15, 2022

MEETING DATE: June 21, 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: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 6/15/2022
Final Approval - 6/16/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: June 15, 2022

MEETING DATE: June 21, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Introduction of new Urban Ecologist-Hanna Marble

Classification: Regular

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

Issue: Staff will introduce Urban Ecologist

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 6/15/2022
Final Approval - 6/16/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: June 15, 2022

MEETING DATE: June 21, 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 make announcements on the night hike program, National Wildlife Federation Restoration, Tree count for The Tree City USA. Public Works will be announcing May recap numbers, and upcoming events.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 6/15/2022
Final Approval - 6/16/2022

Urban Ecology

Programs & Events

- Picasso Nature Night, May 20th
 - Hosted by Picasso Vanguard
 - Interest in making a yearly event
- Kids to Parks, May 21st
 - In collaboration w/movie night
 - Popcorn, games, kites



Urban Ecology

Upcoming Programs

- Park After Dark
 - Free night hike
 - Tickets can be picked up @ Civic Center
 - Flashlights, UV lights, & bat sonar readers!
 - Dates:
 - June 18th
 - July 8th
 - July 22nd
 - August 13th



PARK AFTER DARK

Come enjoy the Pharr/Vanguard Nature Park after dark for FREE* and explore the world of our nocturnal creatures!

*Tickets required

8:30pm - 10:00pm

Saturday, June 18th
Friday, July 8th
Friday, July 22nd
Saturday, August 13th

LIMITED FLASHLIGHT AVAILABILITY!

BUG SPRAY PROVIDED!

DRESS FOR THE OUTDOORS!

Pick up your tickets @
Pharr Civic Center starting June 1st
any time between 8:30 a.m. - 4:30 p.m.
1101 W. Kelly Ave., Pharr, TX, 78577

 **Pharr** 
Parks & Recreation

Urban Ecology

NWF Habitat Restoration Grant

- Goal: restore 15.5 acres across 5 sites in Pharr
 - Dr. William Long City/School Park
 - Allen & William Arnold City/School Park
 - Development & Research Center
 - Pharr/Vanguard Academy Nature & Birding Center
 - Unnamed Nature Park (@ Hall Acres)
 - Timeline(s):
 - August – March 2022
 - August – March 2023
- Opportunity to engage large volunteer groups
 - Ex.: Rio Reforestation by USFWS



Urban Ecology

Data Collection

- Bird counts each week @ Pharr/Vanguard Academy Nature & Birding Center
 - Seed collection
- Tree count (Tree City USA)
- iTree Canopy
- iNaturalist





AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: June 15, 2022

MEETING DATE: June 21, 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

Created/Initiated - 6/15/2022
Final Approval - 6/16/2022