



**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, JULY 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 June 21, 2022 - Regular Meeting
- B) Discussion and action, if any, on Keep Pharr Beautiful 2022 Projects
- C) Presentation of the Community Survey for the City of Pharr Comprehensive Pedestrian Safety & Wellness Plan
- 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 14th day of July 2022 at 2:00 pm 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 July 2022.




IMELDA PEREZ, TRMC
ASSISTANT CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: July 13, 2022

MEETING DATE: July 19, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for June 21, 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 - 7/13/2022
Final Approval - 7/13/2022

MINUTES
REGULAR CALLED MEETING MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
JUNE 21, 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, June 21, 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
Frank Santana

MEMBERS ABSENT: None

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

OTHERS PRESENT: Kimberly Mendoza, Code Compliance Director
Roy Rodriguez, Development Services 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 5:38 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 APRIL 19, 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 KEEP PHARR BEAUTIFUL 2022 PROJECT

Mari Caballero introduced the item and informed the board a Keep Texas Beautiful 2-day conference would take place in Austin next week and a representation will be sent.

Mrs. Caballero further reported the results for the Governor's Community Achievement Award had been posted and Environmental Supervisor, Crystal Medina, would provide a detailed breakdown of the results at the next board meeting.

A brief discussion ensued on recycling cardboard and plastic bottles at the City of Pharr 4th of July event that would be held on Saturday July 2, 2022. The board also discussed composting and recycling of materials.

C) INTRODUCTION OF NEW URBAN ECOLOGIST-HANNA MARBLE

Mari Caballero introduced the item.

Hanna Marble, Urban Ecologist, introduced herself and stated she had an Environmental Educational Background and was happy to be part of the City of Pharr.

Kimberly Mendoza, Code Compliance Director, also introduced herself and stated she has had 25 years of local government experience. She further stated she was a resident of Pharr and looked forward in working in the City of Pharr.

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

Mari Caballero introduced the item.

Roy Rodriguez, Development Service Assistant Director, provided a status report on the monthly block parties, monthly roll-off dumpsters, and tire trailers that were located at different areas of the city.

Mr. Rodriguez also reported they had mowed the lawn on three (3) homes under the Elderly Assistant Program and stated they have helped eighty (80) citizens by placing plaques at their homes under the City of Pharr Address Plaque Assistance Program.

Mr. Rodriguez further encouraged the residents to report any illegal dumping they might see in different areas of the city of Pharr.

Hanna Marble, Urban Ecologist, provided a Power Point presentation on the summer program activities which included Picasso Nature Night, Kids to Parks, and Park after Dark. Ms. Marble further stated she was working on the National Wildlife Federation Habitat Restoration Grant.

E) BOARD COMMENTS

Mari Caballero introduced the item.

Board members welcomed Hanna Marble, Urban Ecologist and Kimberly Mendoza, Code Enforcement Director, to the City of Pharr team.

ITEM 3: ADJOURNMENT

There being no other business, Romeo Robles, Jr. **moved** to adjourn. Richard Carranza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:41 p.m.

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

ON THE 21TH OF JUNE 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: July 13, 2022

MEETING DATE: July 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: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/13/2022
Final Approval - 7/14/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: July 13, 2022

MEETING DATE: July 19, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Presentation of the Community Survey for the City of Pharr Comprehensive Pedestrian Safety & Wellness Plan

Classification: Regular

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

Issue: The City of Pharr was awarded MPO funding for the Pedestrian Safety & Wellness Plan. The project kicked-off earlier this year and the team is currently soliciting feedback from the community about sidewalk connectivity, bicycle infrastructure, and pedestrian safety in Pharr. Feedback received will help the City identify and prioritize projects and make the changes that you want to see.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/13/2022
Final Approval - 7/14/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: July 13, 2022

MEETING DATE: July 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 Maintenance Assistance Program, the camera placements in the City, Neighborhood Community Cleanup, Neighborhood Community Block Party, and update on the meeting with POET. Parks and Recreation will make announcements on Program & Events, Community Partners Volunteering & Internships, and Collaborations. Public Works will be announcing May recap numbers of June 2022, and upcoming events.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/13/2022
Final Approval - 7/14/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: July 13, 2022

MEETING DATE: July 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: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/13/2022
Final Approval - 7/14/2022