



**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, AUGUST 16, 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 July 19, 2022-Regular Meeting.

B) Discussion and action, if any, on Keep Pharr Beautiful 2022 Projects.

C) Introduction of Parks and Recreation Assistant Director Cynthia Castro and Public Works Director Rodrigo Davila.

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 11th day of August 2022 at 4:00 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 August 2022




HILDA PEDRAZA, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: August 11, 2022

MEETING DATE: August 16, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for July 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: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 8/11/2022
Final Approval - 8/11/2022

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, JULY 19, 2022
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, July 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
Frank Santana

MEMBERS ABSENT: None

STAFF PRESENT: Sergio Alanis, Parks & Recreation Director
Cynthia Bernal, Administrative Assistant
Crystal Medina, Environmental Supervisor
Kimberly Mendoza, Code Compliance Director
Roy Rodriguez, Development Service Assistant Director
Luis Marin, Public Works Assistant Director
Yuri Gonzalez, Chief Communications Officer
Maria Rangel, Assistant City Engineer

OTHERS PRESENT: Natalia Enriquez
Lisa Gonzalez

ITEM 1: CALL MEETING TO ORDER

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

President Mari Caballero called the meeting to order at 5:33 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 JUNE 21, 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 PROJECTS

Mari Caballero introduced the item and provided a presentation on Plastic Free July and Plastic Free Choices. Mrs. Caballero also provided a picture on the 4th of July event that was held at the Allen and William Arnold Park. She stated Board Members provided the community with fliers and information on composting. Board Member Carranza advised he was very pleased with the community and children that were familiar with composting.

C) PRESENTATION OF THE COMMUNITY SURVEY FOR THE CITY OF PHARR COMPREHENSIVE PEDESTRIAN SAFETY & WELLNESS PLAN

Mari Caballero introduced the item.

Maria Rangel, Assistant City Engineer, reported on the Community Survey for the City of Pharr Comprehensive Pedestrian Safety & Wellness Plan. She stated they would like some feedback from the residents on what projects or programs the city can provide to make sure pedestrians and cyclists feel comfortable and safe. She further stated the survey could be accessed through the City of Pharr website and they will also be at the Pharr Night Out event with a QR code that will lead them to the survey in English and Spanish.

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

Mari Caballero introduced the item and introduced Natalia Enriquez Farm Educator and Outreach Specialist of the Food Bank of the Rio Grande Valley.

Natalia Enriquez stated she would like to see a composting program in the City of Pharr and extended an invitation to the board to attend a composting workshop at Gem Valley Farm on Wednesday July 20, 2022, from 8:30 a.m. to 10:30 a.m. A brief discussion took place on the consumption of plastic water bottles.

Kimberly Mendoza, Code Compliance Director, reported on the Property Maintenance Assistance Program. She stated they assisted three (3) property owners. She stated they had the Neighborhood Community Cleanup with the roll-off containers, and utility trailers and tire trailers were located at different locations in the city.

She also reported there were several sky tower cameras and hunting cameras in utility poles located at different locations in the city to help with illegal dumping. She stated they had helped fifty (50) citizens by placing address plaques at their homes under the City of Pharr Address Plaque Assistance Program and advised the residents to contact Waste Management if they had any residential container's that were cracked or damaged and may need to be replaced.

Roy Rodriguez, Development Service Assistant Director gave a brief report on how the cameras in the sky towers were being monitored. A brief discussion on the cameras took place.

Sergio Alanis, Parks and Recreation Director briefly reported on the Park After Dark event that took place on Saturday June 18, 2022, and Friday July 8, 2022, and stated it was a success. He further reported UTRGV approved an internship program with Parks and Recreation Department and they would have two (2) interns assist Hanna Marble.

Mr. Alanis also reported on the Muralist for Mayor's Monarch Pledge that will be located at the Pharr/Vanguard Academy Nature & Birding Center.

Crystal Medina, Environmental Supervisor, briefly reported on monthly performance indicators. She stated Public Works Department would be having their next Trash Bash Event on July 30, 2022, at 8:00 a.m.-4:00 p.m.

Ms. Medina also reported on the Terracycle project hosted by Public Works. She stated they would be placing cardboard boxes for recycling plastic bags, straws, and Styrofoam at different locations. She further stated a recycling box for straws was placed at the City of Pharr Deli and once full it would be sent to Terracycle to be convert into different products.

Lastly, Crystal Medina reported Public Works Department had been selected from (TCEQ) Texas Commission on Environmental Quality audit and the department on (MS4) Municipal Separate Storm Sewer System. She added they had received Zero Merits and where 100% in good standing.

E) BOARD COMMENTS

Mari Caballero introduced the item and welcomed Lisa Gonzalez representing the Girls Scout Troop #430. She stated they were looking forward in working with Troop Leaders and the girls in volunteering to keep our community beautiful and help reduce, reuse, and recycle in the city.

Board Member Carranza stated this meeting was very rewarding and touching and commended the City of Pharr Employees for all the work they do for our Community.

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 6:28 p.m.

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

ON THE 19TH OF JULY 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: August 11, 2022

MEETING DATE: August 16, 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 - 8/11/2022
Final Approval - 8/11/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: August 11, 2022

MEETING DATE: August 16, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Introduction of Parks and Recreation Assistant Director Cynthia Castro and Public Works Director Rodrigo Davila

Classification: Regular

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

Issue: Staff will introduce Parks and Recreation Assistant Director Cynthia Castro and Public Works Director Rodrigo Davila

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 8/11/2022
Final Approval - 8/11/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: August 11, 2022

MEETING DATE: August 16, 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 - 8/11/2022
Final Approval - 8/11/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: August 11, 2022

MEETING DATE: August 16, 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 - 8/11/2022
Final Approval - 8/11/2022