



**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, SEPTEMBER 20, 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 August 16, 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 September 2022 at 4:30 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 14th day of September 2022



HILDA PEDRAZA, TRMC
CITY CLERK





AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: September 12, 2022

MEETING DATE: September 20, 2022

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for August 16, 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 - 9/12/2022
Final Approval - 9/12/2022

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, AUGUST 16, 2022
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, August 16, 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 Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Hanna Marble, Urban Ecologist
Crystal Medina, Environmental Supervisor
Rodrigo Davila, Public Works Director
Luis Marin, Public Works Assistant Director
Rick Gamboa, Code Compliance Officer
Jennifer Alvarez, Code Coordinator

OTHERS PRESENT:

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 5:30 p.m. Roll call established a quorum.

Board member Romeo Robles Jr. **moved** to excuse absent member. Board member Olivia Ramirez seconded the motion and when put to a vote, it was carried unanimously.

B) INVOCATION

Mari Caballero led the invocation.

ITEM 2: ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JULY 19, 2022-REGULAR CALLED MEETING

Board member Olivia Ramirez moved to approve. 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 PROJECTS

Mari Caballero introduced the item and stated she had attended a very educational composting workshop at the Food Bank of the Rio Grande Valley.

Board Member Richard Carranza stated board member Olivia Ramirez and himself had attend a meeting hosted by Hanna Marble, Urban Ecologist at the Jose Pepe Salinas Civic Center regarding the property located on Moore Rd. He advised the meeting was very informative and there was great potential at that location.

C) INTRODUCTION OF PARKS AND RECREATION ASSISTANT DIRECTOR CYNTHIA CASTRO AND PUBLIC WORKS DIRECTOR RODRIGO DAVILA

Mari Caballero introduced the item.

Isaac Escobedo, Parks and Recreation Assistant Director reported they recently had hired an additional Assistant Director to oversee the parks and building maintenance.

Cynthia Castro, Assistant Director, introduced herself and gave a brief history on her background. The board welcomed Ms. Castro.

Crystal Medina, Environmental Supervisor, stated a new Public Works Director had been hired and called upon Rodrigo Davila.

Rodrigo Davila, Public Works Director, introduced himself and gave a brief history on his background. The board welcomed Mr. Davila.

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

Mari Caballero introduced the item.

Rick Gamboa, Code Compliance Officer, introduced Jennifer Alvarez, Code

Coordinator. Ms. Alvarez introduced herself and gave a brief history on her background. The board welcomed Ms. Alvarez.

Rick Gamboa, Code Compliance Officer, reported the Elderly Assistant Program had been postponed and stated it would be rescheduled for next month. He also reported there were five (5) hunting cameras located at different areas in the city for illegal dumping and advised they will be ordering more plaques for the City of Pharr Address Plaque Assistance Program for the residents. A brief discussion was held on illegal dumping.

Hanna Marble, Urban Ecologist, provided a Power Point presentation on past and upcoming event at the Pharr Vanguard Academy Nature Park. She further reported the National Wildlife Federation would be providing a habitat and restoration grant in the amount of \$30,000 that would be allocated for habitat and restoration at five sites, one being the new Hall Acres Nature Park.

Crystal Medina, Environmental Supervisor, briefly reported on monthly performance indicators. She stated Public Works Department would be having a BYOB (Bring your own Batteries) for Pharr residents to dispose of any lithium batteries. She further stated a BYOPB (Bring your own plastic bag) would take place at Public Works to challenge all city employees to help recycle plastic bags. She added everything collected would be sent to Teracycle to be converted into different products.

Lastly, Crystal Medina Environmental Supervisor, reminded the public to get rid of any standing water they may see around their homes to prevent female eggs from forming.

E) BOARD COMMENTS

Board Member Richard Carranza stated the meeting had valuable information and thanked City of Pharr staff. Board Member Romeo Robles Jr. also stated meeting had given them some direction as to what the city needs to keep Pharr Beautiful.

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 6:37 p.m.

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

ON THE 16TH OF AUGUST 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: September 12, 2022

MEETING DATE: September 20, 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

Created/Initiated - 9/12/2022
Final Approval - 9/12/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: September 12, 2022

MEETING DATE: September 20, 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, and Neighborhood Community Block Party. Parks and Recreation will make announcements on Fall Programs & events. Public Works will be announcing recap numbers for August 2022, and upcoming events.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 9/12/2022
Final Approval - 9/15/2022



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: September 12, 2022

MEETING DATE: September 20, 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 - 9/12/2022
Final Approval - 9/15/2022