

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, SEPTEMBER 20, 2022
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, September 20, 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
Hanna Marble, Urban Ecologist
Crystal Medina, Environmental Supervisor
Jennifer Alvarez, Code Coordinator
Yuri Gonzalez, News Director/PIO
Julia Walsch, Graphic Designer
Josmar Olivarez, Media Specialist

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 5:35 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 AUGUST 16, 2022-REGULAR CALLED MEETING

Board member Romeo Robles Jr. 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 they were looking into rebranding the Keep Pharr Beautiful logo.

Yuri Gonzalez, News Director/PIO, stated a new Graphic Designer had been hired and called upon Julia Walsch. Julia Walsch, Graphic Designer, introduced herself and gave a brief history on her background.

Julia Walsch, Graphic Designer, further presented four (4) designs she had created to update the Keep Pharr Beautiful logo. The board then held a brief discussion on the designs.

Yuri Gonzalez, News Director/PIO, stated a new Media Specialist had been hired and called upon Josmar Olivarez. Josmar Olivarez, Media Specialist, introduced himself and gave a brief history on his background.

Josmar Olivarez, Media Specialist, further presented a Pharr tree count and hike and bike trail videos that were featured on YouTube, city channels, and social media. The board then had a brief discussion on how the videos can help showcase the Keep Pharr Beautiful brand.

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

Mari Caballero introduced the item.

Jennifer Alvarez, Code Compliance Coordinator, informed the board the Development Services was renamed and was now called Building and Code Compliance.

Ms. Alvarez further reported they had mowed the lawn at three (3) elderly citizens homes under the Elderly Assistance Program and advised the public to keep their properties clean of any debris or standing water to prevent any rodents and mosquitos. She further stated they were tackling illegal dumping with the hunting cameras on utility poles and sky watch towers that were located at different areas around the city.

Hanna Marble, Urban Ecologist, gave a brief update on ongoing and upcoming events. She stated there would be a bird walk every Wednesday morning from 8:00 a.m. to 10:30 a.m. beginning the month of November at the Pharr/Vanguard Academy Nature Birding Center. She further stated the UTRGV interns began their internship and were helping in bird feeder maintenance around the parks. Lastly, she gave a brief report on the Proclamations for Tree City USA and Mayor's Monarch Pledge she is currently working on.

Crystal Medina, Environmental Supervisor, briefly reported on monthly performance indicators. She stated Public Works Department continues to have their BYOB (Bring your own Batteries) for Pharr residents to dispose of any lithium batteries. She stated the BYOPB (Bring your own plastic bag) challenge for all city employees was a success and the winning department would be announced on Friday, September 23, 2022.

D) BOARD COMMENTS

Board Member Richard Carranza stated the meeting was very informative and full of wonderful ideas. The board then thanked City of Pharr staff.

ITEM 3: ADJOURNMENT

There being no other business, Olivia Ramirez moved to adjourn. Romeo Robles Jr. seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:52 p.m.

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

ON THE 20TH OF SEPTEMBER 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: 12/20/22
