



**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, JANUARY 17, 2023**

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 December 20, 2022.
- B) Introduction of New Keep Pharr Beautiful Committee Members.
- C) Discussion on Keep Texas Beautiful upcoming 2023 events.
- D) Discussion on Keep Pharr Beautiful 2023 projects.
- E) Announcements from Building and Code Compliance, Parks and Recreation, and Public Work Staff.
- F) 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 12th day of January 2023 at 12:00 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 12th day of January 2023


HILDA PEDRAZA, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: January 11, 2023

MEETING DATE: January 17, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for December 20, 2022

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 - 1/11/2023
Final Approval - 1/11/2023

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

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, December 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: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Hanna Marble, Urban Ecologist
Jennifer Alvarez, Code Coordinator
Julia Walsch, Graphic Designer

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 5:32 p.m. Roll call established a quorum.

Board member Richard Carranza **moved** to not 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 SEPTEMBER 20, 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 ON KEEP PHARR BEAUTIFUL 2022 PROJECTS

Mari Caballero introduced the item.

Hanna Marble, Urban Ecologist, gave a brief update on the Planting days project. She stated the project started in November 2022 at the Pharr/Vanguard Academy Nature Birding Center, Dr. Long City School Park, and Development and Research Center.

C) DISCUSSION AND ACTION, IF ANY, ON KEEP PHARR BEAUTIFUL LOGO

Mari Caballero introduced the item.

Julia Walsch, Graphic Designer, informed the board she had made some changes to the Keep Pharr Beautiful Logo and presented the Board with new potential logos for their review. After a brief discussion, the board agreed on the Keep Pharr Beautiful logo.

Board member Olivia Ramirez moved to approve. Board member Richard Carranza seconded the motion and when put to a vote, it carried unanimously.

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

Mari Caballero introduced the item.

Jennifer Alvarez, Code Compliance Coordinator, reported the Elderly Assistant Program had been postponed and stated it would continue next month. She further stated they had started to place signs for illegal dumping throughout the city with the help of Public Works and Pharr Police Departments.

Hanna Marble, Urban Ecologist, gave a brief update on ongoing and upcoming events. She stated student volunteers from Kelly Pharr Elementary helped in planting plants at the Pharr/Vanguard Academy Nature Birding Center. She stated for the second planting day location they had forty (40) 5th grade student volunteers help in planting 130 plants at Dr. Long City School Park, and for the third planting day Heath Care Professionals from DHR helped in planting 200 plants at the Development and Research Center.

Ms. Marble briefly spoke on the action items for Tree City USA and the Mayor's Monarch Pledge Mural. Ms. Marble advised the board the Mayor's Monarch Pledge Mural was completed and was located at the Pharr/Vanguard Academy Nature Birding Center.

D) BOARD COMMENTS

There were no Board Comments.

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 6:12 p.m.

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

ON THE 20TH OF DECEMBER 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: January 11, 2023

MEETING DATE: January 17, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Introduction of New Keep Pharr Beautiful Committee Members

Classification: Regular

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

Issue: Staff will introduce new Keep Pharr Beautiful members to the board

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 1/11/2023
Final Approval - 1/11/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: January 11, 2023

MEETING DATE: January 17, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion on Keep Texas Beautiful upcoming 2023 events.

Classification: Regular

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

Issue: Discussion on Keep Texas Beautiful upcoming 2023 events.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 1/11/2023
Final Approval - 1/11/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: January 11, 2023

MEETING DATE: January 17, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion on Keep Pharr Beautiful 2023 projects

Classification: Regular

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

Issue: Keep Pharr Beautiful will have a discussion on the following three 2023 Projects:

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 1/11/2023
Final Approval - 1/11/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: January 11, 2023

MEETING DATE: January 17, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Announcements from Building and Code Compliance, Parks and Recreation, and Public Work Staff

Classification: Regular

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

Issue: Building and Code Compliance, Parks and Recreation, and Public Works Staff will be announcing ongoing and upcoming events.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 1/11/2023
Final Approval - 1/11/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.F.

DATE SUBMITTED: January 11, 2023

MEETING DATE: January 17, 2023

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 - 1/11/2023
Final Approval - 1/11/2023