



**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, FEBRUARY 21, 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 January 17, 2023.
- B) Discussion on Keep Texas Beautiful upcoming 2023 events.
- C) Announcements from Building and Code Compliance, 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 16th day of February 2023 at 5:00 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 16th day of February 2023




HILDA PEDRAZA, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: February 16, 2023

MEETING DATE: February 21, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for January 17, 2023

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 - 2/16/2023
Final Approval - 2/16/2023

**MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, JANUARY 17, 2023
118 S. CAGE BLVD., 2ND FLOOR**

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, January 17, 2023, 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
Marisa Oliva
Romeo Cantu

MEMBERS ABSENT: None

STAFF PRESENT: Isaac Escobedo, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Hanna Marble, Urban Ecologist
Jennifer Alvarez, Code Coordinator
Crystal Medina, Environmental Supervisor

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

President, Mari Caballero led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR DECEMBER 20, 2022-REGULAR CALLED MEETING

Board member Romeo Robles Jr. moved to approve. Board member Olivia Ramirez seconded the motion and Board Member Romeo Cantu abstained and when put to a vote, it carried unanimously.

B) INTRODUCTION OF NEW KEEP PHARR BEAUTIFUL COMMITTEE MEMBERS

President, Mari Caballero welcomed newly appointed Board Members Marisa Oliva and Romeo Cantu.

Board Member, Marisa Oliva, introduced herself and stated she had been a resident of Pharr since 2006, and she was the Rio Grande Valley Health and Nature Liaison for the Texas Children and Nature Network. Mrs. Oliva further stated she was happy to have been asked to be a part of the board. Board Members welcomed Mrs. Oliva to the Keep Pharr Beautiful Board.

Board Member, Romeo Cantu, introduced himself and stated he has been a resident of Pharr for 20 years, and has worked several television networks for several years. He further stated he was the Communications Director and Tax Sales Manager for Perdue Brandon law firm and looked forward in beautifying the city he lives in. Board Members welcomed Mr. Cantu to the Keep Pharr Beautiful Board.

C) DISCUSSION ON KEEP TEXAS BEAUTIFUL UPCOMING 2023 EVENTS

President, Mari Caballero introduced the item.

Crystal Medina, Environmental Supervisor informed the board the Government Community Achievement Award was based off the Keep Texas Beautiful and TxDOT and was a grant received from the state to beautify a TxDOT right of way. Ms. Medina further stated this was nearly completed and with the help of Hanna Marble, Urban Ecologist and Jennifer Alvarez, Code Coordinator the application can be submitted before the deadline of February 16, 2023.

Crystal Medina, Environmental Supervisor, further reported the Keep Pharr Beautiful annual report from Keep Texas Beautiful was another project she was currently working on from the activities the City of Pharr had in the 2022 calendar year. Ms. Medina stated the City of Pharr received the affiliate gold status last year and can aim for gold status this year again. She advised the deadline to submit application was March 10, 2023.

D) DISCUSSION ON KEEP PHARR BEAUTIFUL 2023 PROJECTS

President, Mari Caballero introduced the item.

Hanna Marble, Urban Ecologist, briefly reported on the Mayors Monarch Pledge application she was currently working on for this upcoming year. Ms. Marble stated in the 2022 year there were three action items she worked on, the first item was to create

a proclamation for Mayors Monarch Pledge Day, the second item was a community art piece located at the Pharr/Vanguard Academy Nature Birding Center, and the third item was the beautify project with native plants.

Hanna Marble, Urban Ecologist, further reported there were 2 (two) major action items that need to be done to receive the Tree City USA Designation. She stated the first item was spending a minimum of \$2.00 dollars per capita on tree protection and maintenances throughout the city, and the second item was to proclaim a Texas Arbor Day.

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

President, Mari Caballero introduced the item.

Jennifer Alvarez, Code Compliance Coordinator, reported the Elderly Assistance Program was now formally called the Property Assistance Program and they would be assisting 3 (three) properties this weekend. She further reported they were still tackling illegal dumping and with the help of Public Works they were placing signs throughout the city. She stated officers would be rummaging through the illegal trash to see if there was anything that would indicate who was dumping the trash.

Jennifer Alvarez, Code Compliance Coordinator, further reported Development Services would be hosting a Block Party on January 26, 2023, where they would be providing information to the public. A brief discussion ensued on the Property Assistance Program.

Hanna Marble, Urban Ecologist, provided a PowerPoint and video presentation on upcoming and ongoing events. Ms. Marble briefly reported on the ongoing National Wildlife Federation Habitat Restoration project and stated it would continue until March 2023. She stated the grant would be used towards five sites the Pharr/Vanguard Academy Nature Birding Center, Development and Research Center, Allen and William, Dr Long school parks and the new Nature site.

Crystal Medina, Environmental Supervisor, briefly reported on monthly performance indicators. She stated the next Trash Bash event would be held on Tuesday January 28th, 2023, from 8:00 a.m. to 1:00 p.m. at Public Works Department. Ms. Medina provided a brief update on the upcoming events Public Works was working on for the upcoming year. Board Member Marisa Oliva suggested on having a City Community garage sale at different locations in the city. A brief discussion then took place.

F) BOARD COMMENTS

Board Member Richard Carranza stated the meeting was very interesting and

was full of wonderful ideas. The board then thanked City of Pharr staff for a job well done.

ITEM 3. ADJOURNMENT

There being no other business, Romeo Cantu **moved** to adjourn. Romeo Robles Jr. seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:45 p.m.

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

ON THE 17TH OF JANUARY 2023, 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: February 16, 2023

MEETING DATE: February 21, 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: Staff will discuss 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 - 2/16/2023
Final Approval - 2/16/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: February 16, 2023

MEETING DATE: February 21, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Announcements from Building and Code Compliance, Parks and Recreation, and Public Works 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 - 2/16/2023
Final Approval - 2/16/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: February 16, 2023

MEETING DATE: February 21, 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 - 2/16/2023
Final Approval - 2/16/2023