



**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, MARCH 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 February 21, 2023
- B) Discussion on Keep Texas Beautiful upcoming 2023 events.
- C) Discussion on Keep Pharr Beautiful 2023 projects.
- D) Announcements from Building and Code Compliance, 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 16th day of March 2023 at 4:30 PM 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 March 2023




HILDA PEDRAZA, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: March 15, 2023

MEETING DATE: March 21, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for February 21, 2023

Classification: Regular

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

Issue: approval of minutes

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/15/2023
Final Approval - 3/16/2023

**MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, FEBRUARY 21, 2023
118 S. CAGE BLVD., 2ND FLOOR**

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, February 21, 2023, at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Richard Carranza
Romeo Robles Jr.
Olivia Ramirez
Romeo Cantu

MEMBERS ABSENT: Mari Caballero
Frank Santana
Marisa Oliva

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Rick Gamboa, Code Compliance Health Coordinator
Crystal Medina, Environmental Supervisor

ITEM 1. CALL MEETING TO ORDER

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

Board member Romeo Robles Jr. called the meeting to order at 5:32 p.m. Roll call established a quorum.

Board member Richard Carranza moved to excuse absent members Mari Caballero and Marisa Oliva but not excuse member Frank Santana Board member Olivia Ramirez seconded the motion and when put to a vote, it was carried unanimously.

B) INVOCATION

Board member Romeo Cantu led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JANUARY 17, 2023-REGULAR CALLED MEETING

Board member Richard Carranza moved to approve. Board member Romeo

Cantu seconded the motion and when put to a vote, it carried unanimously.

B) DISCUSSION ON KEEP TEXAS BEAUTIFUL UPCOMING 2023 EVENTS

Board member Romeo Robles Jr. introduced the item. He briefly stated Crystal Medina, Environmental Supervisor would be providing a report in the Public Works Department announcements.

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

Board member Romeo Robles Jr. introduced the item.

Rick Gamboa, Code Compliance Health Coordinator, presented a slide show on the Property Assistance Program that was held on Saturday February 18th, 2023, for three elderly homes. He stated this program had been a good turn out with the help of many volunteers. He reported they were looking into expanding this program to assist Veterans and handicap residents who meet the qualifications. He further reported they would be bringing back the Address Plaque Assistance Program.

Cynthia Castro, Parks and Recreation Assistant Director, provided a brief update on upcoming and ongoing events that Hanna Marble, Urban Ecologist was currently working on. She further reported on the National Wildlife Federation Habitat Restoration project and stated they would continue planting and maintaining the sites through the spring season. She also reported several schools were having field trips to the Pharr/Vanguard Academy Nature Birding Center and the Nature Backpack program would launch in libraries across the Rio Grande Valley.

Cynthia Castro, Parks and Recreation Assistant Director, also reported a Healthy Lawns, Healthy Waters free workshop would take place on Thursday March 2, 2023 from 10 a.m. to 2 p.m. at the Texas A & M AgriLife Center. She stated the workshop would cover information on rainwater harvesting and how to manage turf in your yard to save water. She then gave a brief report on the (8) eight action items Hanna Marble, Urban Ecologist would be working on for the 2023 Mayor's Monarch Pledge.

Crystal Medina, Environmental Supervisor, briefly reported on monthly performance indicators. She stated with the help from all city departments, the Governor's Community Achievement Award application had been submitted and the results would be held on Tuesday May 23, 2023.

Crystal Medina, Environmental Supervisor, stated the Keep Texas Beautiful report had been turned in and the City of Pharr has achieved a gold status once again for another year, and the city will be recognized at the Keep Texas Beautiful Conference. She further stated the next Trash Bash event would be held on Saturday February 25th, 2023, from 8:00 a.m. to 1:00 p.m. at Jones Box Park.

Crystal Medina, Environmental Supervisor, further reported that a Memorandum of Understanding had been signed between the City of McAllen and City of Pharr for roll-off container for the City's recycling program. She stated the City of McAllen would provide a 30 yard open top container for plastic label #1 and #2 that would be placed at the Public Works Department. Once it is filled up, the City of McAllen would switch it with a new one and would take to their location.

D) BOARD COMMENTS

Board Member Richard Carranza thanked Board Member Romero Robles Jr. for an excellent job he did this evening running the meeting for Board Member Mari Caballero.

ITEM 3. ADJOURNMENT

There being no other business, Romeo Cantu **moved** to adjourn. Olivia Ramirez seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 5:58 p.m.

STATE OF TEXAS COUNTY OF HIDALGO CITY OF PHARR

ON THE 21st OF FEBRUARY 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: March 15, 2023

MEETING DATE: March 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 - 3/15/2023
Final Approval - 3/16/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: March 15, 2023

MEETING DATE: March 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 - 3/15/2023
Final Approval - 3/16/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: March 15, 2023

MEETING DATE: March 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 - 3/15/2023
Final Approval - 3/16/2023