



**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, APRIL 18, 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 March 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 14th day of April 2023 at 10:00 a.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 April 2023





HILDA PEDRAZA, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: April 13, 2023

MEETING DATE: April 18, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for March 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 - 4/13/2023
Final Approval - 4/14/2023

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

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

MEMBERS PRESENT: Mari Caballero
Richard Carranza
Romeo Robles Jr.
Romeo Cantu
Marisa Oliva 6:03 p.m.

MEMBERS ABSENT: Frank Santana
Olivia Ramirez

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Hanna Marble, Urban Ecologist
Jennifer Alvarez, Code Compliance Coordinator
Luis Marin, Public Works Director
Jesus Pena, Public Works Assistant Director

ITEM 1. CALL MEETING TO ORDER

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

Board member Mari Caballero called the meeting to order at 5:34 p.m. Roll call established a quorum.

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

Board member Marisa Oliva was not present at the time of roll call but arrived at 6:03 p.m.

B) INVOCATION

Board member Mari Caballero led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR FEBRUARY 21, 2023

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

B) DISCUSSION ON KEEP TEXAS BEAUTIFUL UPCOMING 2023 EVENTS

Board member Mari Caballero introduced the item and briefly stated the Keep Texas Beautiful Governor's Community Achievement award grant was submitted and the winning response will be sent via e-mail on May 23, 2023.

Board member Mari Caballero also provided a brief update on the Keep Texas Beautiful annual conference. She stated the conference would be held on July 26th and 28th 2023 in Houston Texas and would hope to attend this year or maybe next year. A brief discussion ensued on the Keep Pharr Beautiful funds account.

C) DISCUSSION ON KEEP PHARR BEAUTIFUL 2023 PROJECTS

Board member Mari Caballero introduced the item. She briefly reported they were working on signage into having Keep Pharr Beautiful logos on table covers and feather flags to promote Keep Pharr Beautiful committee at any special events in the City of Pharr.

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

Board member Mari Caballero introduced the item.

Jennifer Alvarez, Code Compliance Coordinator, provided a brief update on the upcoming and ongoing events. She stated the Code Compliance Department had gone to weedy properties and tagged the ones that needed to be cut. She then advised the Property Assistance Program had assisted 3 (three) properties this weekend, and further reported they were still tackling illegal dumping and with the help of Public Works they were placing signs with QR codes throughout the city to help the Code Compliance officers monitor the locations. She further reported the next Block Party would take place on Thursday March 23, 2023, at the "Jose Pepe Salinas" Civic Center from 5:30 p.m. to 7:00 p.m. to help answer any questions or concerns the public may have.

Hanna Marble, Urban Ecologist provided a brief update on upcoming and ongoing events. She reported several schools were having field trips to the Pharr/Vanguard Academy Nature Birding Center where students would have hands-on experience on planting and hiking. She advised The Texas Children in Nature Network launched their LEAP "Library Explorer Adventure Pack Program" and stated the backpacks were like library books and use all the tools and guides and when done they

need to be checked back into the library. She further reported over the entire week there were launches at several libraries from Sunday to Thursday and over 600 attendees/participants attended.

Hanna Marble, Urban Ecologist, gave the board a brief discussion on the 2nd Annual Pharr/Vanguard Nature Night. She stated the event would be held at the Pharr/Vanguard Nature Park on Friday March 24th from 5:30 p.m. to 7:30 p.m.

Hanna Marble, Urban Ecologist, further reported the City of Pharr officially received the designation of a Tree City USA for the (6) six years in a row. She stated there would be a recognition plaque at the next Commissioners Meeting on Monday April 3rd, 2023 and the new stickers would be placed in the designated areas in the city.

Lastly, Ms. Marble gave a brief update on the Mayor's Monarch Pledge she was currently working on for this year.

Member Marisa Oliva entered the meeting at this point of the agenda. The time being 6:03 p.m.

At this time, Luis Marin, Public Works Director, introduced Jesus Pena, new Public Works Assistant Director.

Jesus Pena, Public Works Assistant Director, introduced himself and stated he was grateful to be a part of the City of Pharr team. Board members welcomed Mr. Pena.

Luis Marin, Public Works Director, briefly reported on monthly performance indicators and gave a brief update on the environmental outreach and trash bash events. He stated the next Trash Bash event would be held on Saturday March 25th, 2023, from 8:00 a.m. to 1:00 p.m. at the Public Works Department and stated they were joining with the Lower Rio Grande Valley Development Counsel that was having a Road to Recycle tire collection on April 22, 2023.

A brief discussion ensued on the trollies the City of Pharr had in the past and recycling of tires.

E) BOARD COMMENTS

Board Member Marisa Oliva gave a brief report on the Library Explore Adventure pack program.

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 6:27 p.m.

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

ON THE 21st OF MARCH 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: April 13, 2023

MEETING DATE: April 18, 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 - 4/13/2023
Final Approval - 4/14/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: April 13, 2023

MEETING DATE: April 18, 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 - 4/13/2023
Final Approval - 4/14/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: April 13, 2023

MEETING DATE: April 18, 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 - 4/13/2023
Final Approval - 4/14/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: April 13, 2023

MEETING DATE: April 18, 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 - 4/13/2023
Final Approval - 4/14/2023