



**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, MAY 16, 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 April 18, 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 12th day of May 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 12th day of May 2023





HILDA PEDRAZA, TRMO
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: May 11, 2023

MEETING DATE: May 16, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for April 18, 2023

Classification: Regular

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

Issue: Staff is presenting minutes to the board.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 5/11/2023
Final Approval - 5/12/2023

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, APRIL 18, 2023
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, April 18, 2023, at 5:30 p.m. and the following is the record of attendance.

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

MEMBERS ABSENT: Frank Santana
Marisa Oliva

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Isaac Escobedo, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
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 5:30 p.m. Roll call established a quorum.

Board member Romeo Robles Jr. moved to excuse absent member Marisa Oliva. Olivia Ramirez seconded the motion and when put to a vote, it was carried unanimously.

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

B) INVOCATION

Board member Mari Caballero led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR MARCH 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. She briefly stated this agenda item would be discussed on the next Keep Pharr Beautiful Board Meeting.

C) DISCUSSION ON KEEP PHARR BEAUTIFUL 2023 PROJECTS

Board member Mari Caballero introduced the item.

Cynthia Castro, Parks and Recreation Assistant Director, provided a brief update on upcoming and ongoing projects. She also reported on the Pharr/Vanguard Academy Nature Birding Center. She stated Pre-K- 2nd students did chalk art, soil activity, and nature hikes and stated some students from the After School Program have been planting native seeds to take home.

Cynthia Castro, Parks and Recreation Assistant Director briefly reported on the Youth Photovoices Research Project. She stated this project was coordinated by Planet Texas 2050 out of UT Austin and the Texas Children in Nature Network and the purpose was to see what the youth sees as barriers for spending time in the outdoors through photography. She further stated there were over twenty six (26) high school students registered and they would take their photos at an exhibition held during the summer months.

Cynthia Castro, Parks and Recreation Assistant Director, further reported the Paint the Park for Earth Day 2023 Event has begun and the community was invited to paint a parking space at the Pharr/Vanguard Academy Nature Birding Center. She stated this year's theme was "Pharr Pollinators" and there were over fifty-eight (58) confirmed registrants and thirty-seven (37) spots already painted. Lastly she stated voting would take place over the city's Facebook page from April 27 to April 30, 2023 and winners will be announced on Saturday May 1st, 2023.

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 there have been over 300 phone calls for different concerns throughout the city and stated 150 of them were over weedy lots. She encouraged the public to keep their properties maintained and cut. She further stated

four (4) properties would be assisted through the Property Assistance Program on Saturday April 22, 2023, two (2) were veterans and two (2) elderly and disabled homes.

Jesus Pena, Public Works Assistant Director, briefly reported on events hosted in his department. He stated the Girls Scouts of America went by the Public Works Recycling Center to learn about recycling. He further stated they had hosted 2 (two) Block parties, tire event and the next Trash Bash event would be held on Saturday April 29th, 2023, from 8:00 a.m. to 1:00 p.m. at Jones Box Park.

Jesus Pena, Public Works Assistant Director, further reported on the public education program for elementary and high school students to learn about the environment and briefly report on monthly performance indicators.

A brief discussion was held on the blue bins and 8-yard bins that were located at businesses and schools in the city of Pharr.

E) BOARD COMMENTS

Board Member Richard Carranza commended staff for doing diligent work and stated he appreciated it very much. Board Member Romeo Robles Jr. stated there was money in the Education and Beautification account that could be used if needed.

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 18th OF APRIL 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.C.

DATE SUBMITTED: May 11, 2023

MEETING DATE: May 16, 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 - 5/11/2023
Final Approval - 5/12/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: May 11, 2023

MEETING DATE: May 16, 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 - 5/11/2023
Final Approval - 5/12/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: May 11, 2023

MEETING DATE: May 16, 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 - 5/11/2023
Final Approval - 5/12/2023