

**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, AUGUST 15, 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:

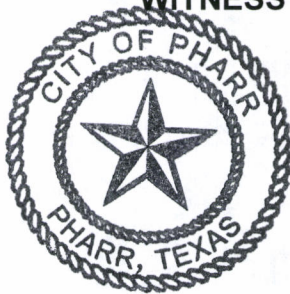
- A) Approval of minutes for May 16, 2023 - Regular Call Meeting
- B) Introduction of New Keep Pharr Beautiful Committee Members
- C) Discussion and action, if any, on appointing a Vice Chairperson to the Keep Pharr Beautiful Committee
- D) Discussion on Keep Texas Beautiful upcoming 2023 events
- E) Discussion and action, if any, on Keep Pharr Beautiful 2023 projects:
 - 1. Youth Engagement Program and Volunteer Assistance from Jessica Trevino
 - 2. Creating an Educational Pollinator Garden in recognition of the retired board members
- F) Announcements from Building and Code Compliance, Parks and Recreation, and Public Works Staff
- G) Board Comments

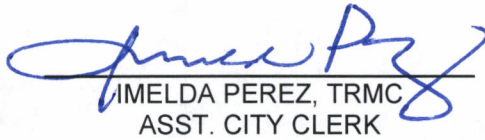
AGENDA REGULAR MEETING
August 15, 2023

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 10th Day of August 2023 at 11:00 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 10th Day of August 2023.




IMELDA PEREZ, TRMC
ASST. CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: August 10, 2023

MEETING DATE: August 15, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for May 16, 2023-Regular Call Meeting

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 - 8/10/2023
Final Approval - 8/10/2023

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, MAY 16, 2023
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, May 16 2023, at 5:30p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Olivia Ramirez
Richard Carranza
Romeo Cantu
Marisa Oliva

MEMBERS ABSENT: Frank Santana
Romeo Robles Jr.

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
Milagros Salinas, Public Works, Environmental Coordinator

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 Romeo Cantu moved to excuse absent member Romeo Robles Jr. Richard Carranza seconded the motion and when put to a vote, it was carried unanimously.

Board member Richard Carranza moved to not excuse member Frank Santana. Marisa Oliva 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 APRIL 18, 2023

Board member Romeo Cantu moved to approve. Board member Olivia Ramirez 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 informed the board the Keep Texas Beautiful conference would be held in Houston from June 26th-28th 2023. She further stated Hanna Marble, Parks and Recreation Urban Ecologist would be attending.

C) DISCUSSION ON KEEP PHARR BEAUTIFUL 2023 PROJECTS

Board member Mari Caballero introduced the item and briefly reported on the Keep Pharr Beautiful logo. She stated the logo needed to be utilized in any social media outlet and during city events to enhance or beautify the city.

The board then held a brief discussion on the city's 311 app and other ways the community can get information on any city events. Board member Marisa Oliva suggested if a presentation can be given to the board on the 311 app.

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 reminded the public if they had any trash to dispose of, they could contact their office (956) 402-4222 for more information on where and when they can dispose of the trash.

Hanna Marble, Urban Ecologist gave a briefly reported on the Paint the Park for Earth Day 2023. She stated this event was held at the Pharr/Vanguard Academy Nature Birding Center where participants paint a painting on a parking space. She further stated this year's theme was Pharr pollinators and currently there were 80 registrants. She advised there were 3 winners in each category based off Facebook vote's and advised the artwork would be there to view over the next year and repainted for the 2024 year. A video was then shown to the board on Paint the Park for Earth Day.

Hanna Marble, Urban Ecologist, went over upcoming and ongoing events. She reported the Kids to Parks Day 2023 would be held on Saturday May 27th, 2023, at 4 p.m. to 10 p.m. at Jones Box Park. She further reported the City of Pharr would be hosting the Coastal Expo 2023 in conjunction with Texas Parks & Wildlife on December

7th and 8th, 2023 from 9:00 a.m. to 2:00 p.m. where students from all over the Rio Grande Valley would take a field trip to learn about coastal and marine life and experience outdoor adventure. A brief discussion on Junior Master Garden Class then took place.

Luis Marin, Public Works Director, briefly reported on monthly performance indicators. He stated the next Trash Bash event would be held on Saturday June 24th, 2023, from 8:00 a.m. to 1:00 p.m. He reported on how his department promoted and advertised any events, and activities that were done at the Public Works department to communicate with the community.

Luis Marin, Public Works Director, further reported the Public Works Department had six (6) environmental outreach presentations that Mr. Jesus Pena, Public Works Assistant Director and Milagros Salinas, Public Works, Environmental Coordinator were overseeing. He advised the program helps educate students on storm water, recycling, and hands on recycling of recycled items, He stated students can then educate the parents on recycling.

Lastly, he advised the City of Pharr had received the Sustained Excellence Award in the Governor's Community Achievement Award grant that had been submitted and once received he will present it to the board.

E) BOARD COMMENTS

Board Member Richard Carranza commended this meeting was very informative meeting, the board then thanked they City of Pharr staff for all they do.

ITEM 3. ADJOURNMENT

There being no other business, Romeo Cantu **moved** to adjourn. Marisa Oliva seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:46 p.m.

STATE OF TEXAS COUNTY OF HIDALGO CITY OF PHARR

ON THE 16th DAY OF MAY 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: August 10, 2023

MEETING DATE: August 15, 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 - 8/10/2023
Final Approval - 8/10/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: August 10, 2023

MEETING DATE: August 15, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion and action, if any, on appointing a Vice Chairperson to the Keep Pharr Beautiful Committee

Classification: Regular

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

Issue: Keep Pharr Beautiful does not have a Vice Chairperson thus the reason for this agenda item

Fiscal Consideration:

Staff Recommendation: Board approve a Vice Chairperson

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 8/10/2023
Final Approval - 8/10/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: August 10, 2023

MEETING DATE: August 15, 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 - 8/10/2023
Final Approval - 8/10/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: August 10, 2023

MEETING DATE: August 15, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion and action, if any, on Keep Pharr Beautiful 2023 projects:

1. Youth Engagement Program and Volunteer Assistance from Jessica Trevino
2. Creating an Educational Pollinator Garden in recognition of the retired board members

Classification: Regular

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

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

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 8/10/2023
Final Approval - 8/10/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.F.

DATE SUBMITTED: August 10, 2023

MEETING DATE: August 15, 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 - 8/10/2023
Final Approval - 8/10/2023



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.G.

DATE SUBMITTED: August 10, 2023

MEETING DATE: August 15, 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 - 8/10/2023
Final Approval - 8/10/2023