

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

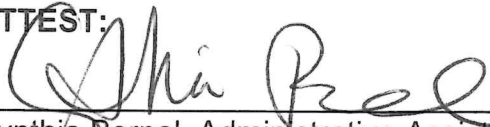
There being no other business, Romeo Cantu moved to adjourn. Marisa Oliva seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:46 p.m.

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.

APPROVED DATE: 8/15/23

ATTEST:


Cynthia Bernal, Administrative Assistant