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, SEPTEMBER 19, 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 August 15, 2023 - Regular Called Meeting.

B) Discussion on Keep Texas Beautiful upcoming 2023 events.

C) Discussion and action, if any, on Keep Pharr Beautiful 2023 projects:

1. Presentation on Educational Pollinator Garden in recognition of the retired board members

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 September 2023 at 4:45 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 14th day of September 2023.

IMELDA PEREZ, TRMC
ASST. CITY CLERK

AGENDA MEMORANDUM

BOARD: Beautification Committee

AGENDA ITEM #: 2.A.
DATE SUBMITTED: September 14, 2023
MEETING DATE: September 19, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for August 15, 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: n/a

Alternatives:

Exclude Material from Public Packet? No
Reason:

ROUTING:

Cindy Bernal	Created/Initiated - 9/14/2023
Sergio Alanis	Final Approval - 9/14/2023

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, AUGUST 15, 2023
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, August 15 2023, at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Romeo Robles Jr.
Marisa Oliva
Romeo Cantu
Rolando Perez
Mildred Escobedo
Laura M. De La Garza

MEMBERS ABSENT: None

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
Kassandra Montanez, Public Works, Environmental Educator

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 5:35 p.m. Roll call established a quorum.

Board member Mildred Escobedo was not present at the time of roll call but arrived at 5:40 p.m.

B) INVOCATION

Board member Mari Caballero led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR MAY 16, 2023 REGULAR CALLED MEETING

Board member Romeo Cantu **moved** to approve. Board member Laura M. De La Garza seconded the motion and when put to a vote, it carried unanimously.

B) INTRODUCTION OF NEW KEEP PHARR BEAUTIFUL COMMITTEE MEMBERS

Board member Mari Caballero introduced the item.

Board member Laura De La Garza introduced herself and advised she was excited to be a part of the Keep Pharr Beautiful Committee. She advised she had worked in this community for over 20 years and would like to encourage the community to keep the native habitats going to beautify the city. Lastly Mrs. De La Garza advised she works at U. S. Fish and Wildlife service at Santa Ana Wildlife Refuge. Board Members welcomed Mrs. De La Garza to the Keep Pharr Beautiful Board.

Board member Rolando Perez introduced himself and advised he was excited to be a member of the Keep Pharr Beautiful Committee and advised his goal was to connect and make good decisions for the best interest for the community. Lastly, he provided a little bit of his background to the board. Board Members welcomed Mr. Cantu to the Keep Pharr Beautiful Board.

Member Mildred Escobedo Flores entered the meeting at this point of the agenda. The time being 5:40 p.m.

Board member Mildred Escobedo Flores introduced herself and advised she had lived in the city of Pharr for 14 years. Mrs. Escobedo advised she had a non-profit organization called Election Integrity Advocates where she advocates for our elders and people with special needs. Board Members welcomed Mrs. Escobedo to the Keep Pharr Beautiful Board.

C) DISCUSSION AND ACTION, IF ANY, ON APPOINTING A VICE CHAIRPERSON TO THE KEEP PHARR BEAUTIFUL COMMITTEE

Board member Mari Caballero introduced the item.

Board member Romeo Cantu **moved** to appoint Board member Romeo Robles Jr. as a Vice Chairperson to the Keep Pharr Beautiful Committee Rolando Perez seconded the motion and when put to vote, it carried unanimously.

D) DISCUSSION ON KEEP TEXAS BEAUTIFUL UPCOMING 2023 EVENTS

Board member Mari Caballero introduced the item and gave the board a brief report on the Government Community Achievement Award grant.

Hanna Marble, Urban Ecologist informed the board she had attended the Keep Texas Beautiful State Conference that was held in Houston Texas. She stated she had

attended presentations regarding tree inventory, Texan by nature, water and access and board retention practice.

E) DISCUSSION ON KEEP PHARR BEAUTIFUL 2023 PROJECTS

1. YOUTH ENGAGEMENT PROGRAM AND VOLUNTEER ASSISTANCE FROM JESSICA TREVINO

Board member Mari Caballero introduced the item and gave a brief report on the Youth Engagement Program and Volunteer Assistance from Jessica Trevino.

Mrs. Caballero stated Ms. Trevino could be a good asset to have and report in the monthly meetings on how she is doing with the Youth Engagement Program. Mrs. Caballero asked for a motion to appoint Ms. Trevino as a Volunteer Assistance for the Youth Engagement Program.

Board member Romeo Robles Jr. **moved** to appoint Ms. Jessica Trevino as a Volunteer Assistance for the Youth Engagement Program. Board member Romeo Cantu seconded the motion and when put to a vote, it carried unanimously.

2. CREATING AN EDUCATIONAL POLLINATOR GARDEN IN RECOGNITION OF THE RETIRED BOARD MEMBERS

Board member Mari Caballero introduced the item.

Board Member Romeo Cantu suggested when members retire from the board, a tree could be planted or a garden somewhere in the city to remember them.

Hanna Marble, Urban Ecologist briefly went over the Educational Pollinator Garden in recognition of the retired board members. A brief discussion ensued on location, type of plants or trees, and water fetchers to have the Educational Pollinator Garden placed.

Board Member Romeo Cantu **moved** to create an Educational Pollinator Garden of the retired board member's plan. Board member Marisa Oliva seconded the motion and when put to a vote, it carried unanimously.

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

Board member Mari Caballero introduced the item.

Jennifer Alvarez, Code Compliance Coordinator, presented a power point presentation on the Property Maintenance Program. She stated they clean up three (3) properties per month to elderly, disabled, and Veteran's homes. She stated the Address Plaque Program helps residents 65 years and older, disabled and/or veterans by providing a plaque in their residence to be visible. Lastly, she stated this month's Block

Party would be held at the Jose “Pepe” Salinas Civic Center on August 24th, 2023, from 5:30 p.m. to 7:00 p.m.

Hanna Marble, Urban Ecologist, went over a power point presentation on the programming and outreach programs, volunteers, and what’s to come in the upcoming months for the department. She further gave a brief report on Youth Photo voices where UT Austin recruited high school students to take photos at Jones Box Park and told a story with their photos. She stated the photos would be displayed at the Pharr Memorial Library the week of November 13th ,2023.

Jesus Pena, Public Works Assistant Director, briefly reported on their different divisions and provided a power point presentation on the current daily operations of the department and the upcoming events. He also provided a brief report on monthly performance indicators, and stated the next Trash Bash event would be held on Saturday August 26th, 2023, from 8:00 a.m. to 1:00 p.m. at the Public Works Department.

G) BOARD COMMENTS

Board Member Marisa Oliva suggested the board members can take a tour of the city’s facilities. Board Member Mildred Escobedo Flores voiced her concern on the security at the Jones Box Park.

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 7:14 p.m.

STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF PHARR

ON THE 15th DAY OF AUGUST 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: September 14, 2023
MEETING DATE: September 19, 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	Created/Initiated - 9/14/2023
Sergio Alanis	Final Approval - 9/14/2023

AGENDA MEMORANDUM

BOARD: Beautification Committee

AGENDA ITEM #: 2.C.
DATE SUBMITTED: September 14, 2023
MEETING DATE: September 19, 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. Presentation on 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 2023 Projects:

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No
Reason:

ROUTING:

Cindy Bernal	Created/Initiated - 9/14/2023
Sergio Alanis	Final Approval - 9/14/2023

AGENDA MEMORANDUM

BOARD: Beautification Committee

AGENDA ITEM #: 2.D.
DATE SUBMITTED: September 14, 2023
MEETING DATE: September 19, 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	Created/Initiated - 9/14/2023
Sergio Alanis	Final Approval - 9/14/2023

AGENDA MEMORANDUM

BOARD: Beautification Committee

AGENDA ITEM #: 2.E.
DATE SUBMITTED: September 14, 2023
MEETING DATE: September 19, 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	Created/Initiated - 9/14/2023
Sergio Alanis	Final Approval - 9/14/2023