



**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, OCTOBER 17, 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 September 19, 2023 - Regular Called Meeting.
- B) Keep Pharr Beautiful committee tour of the City.

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 October 2023 at 4:00 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 12th day of October 2023

HILDA PEDRAZA, TRMC
CITY CLERK





AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: October 11, 2023

MEETING DATE: October 17, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for September 19, 2023 - Regular Called 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:

- 10/11/2023
- 10/11/2023

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, SEPTEMBER 19, 2023
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, September 19, 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
Rick Gamboa, Code Compliance, Health Coordinator
Jesus Pena, Public Works Assistant Director
Kassandra Montanez, Public Works, Environmental Educator
Jonathan Flores, Interim City Manager
David Friedlein, Assistant City Manager
Hilda Pedraza, Assistant City Manager/City Clerk

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 Laura M. De La Garza was not present at the time of roll call but arrived at 5:43 p.m.

B) INVOCATION

Board member Mari Caballero led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR AUGUST 15, 2023 REGULAR CALLED MEETING

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 reported on the Government Community Achievement Award grant.

C) DISCUSSION ON KEEP PHARR BEAUTIFUL 2023 PROJECTS

1. PRESENTATION ON EDUCATIONAL POLLINATOR GARDEN IN RECOGNITION OF THE RETIRED BOARD MEMBERS

Board member Mari Caballero introduced the item and went over on three (3) upcoming Keep Pharr Beautiful 2023 projects. She stated Hanna Marble, Urban Ecologist would be preparing a board workshop for the Board Members to discuss possible fundraiser ideas or suggestions for the Educational Pollinator Garden in Recognition of the Retired Board members.

Member Laura M. De La Garza entered the meeting at this point of the agenda. The time being 5:43 p.m.

Lastly Mrs. Caballero stated the board would like to have a tour of the city's facilities and hopefully get approval from the administration department to have the tour for the next board meeting.

Hanna Marble, Urban Ecologist, suggested that Jones Box Park, Allen and William Park, and Dr. Long Park could potentially be used for pollinator garden project. A brief discussion ensued on this project.

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

Board member Mari Caballero introduced the item.

Rick Gamboa Code Compliance, Health Coordinator briefly reported on the Property Maintenance Program. He stated three (3) properties were cleaned up per month to elderly, disabled, and Veteran's homes. He provided a brief report on the address plaque program that provides an address plaque to help residents 65 years and older, disabled and/or veterans to be visible. He advised the plaques contain the city logo and if they are veteran, they have their military emblem.

Lastly, he reported block parties were held every month to help educate our citizens on what city departments do and how each department works.

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 provided a brief video on the Apache Corporation tree grant program.

Hanna Marble, Urban Ecologist, briefly reported on the Rio Grande Valley Coastal expo that would be held at the Pharr Natatorium on December 7th and 8th 2023, and stated teachers from all over the Rio Grande Valley would begin registering their campus beginning October 9, 2023 for grades 1st through 6th.

Jesus Pena, Public Works Assistant Director, briefly reported on the Governor's Community Achievement Award and stated the questions were divided within the city departments for the grant. Mr. Pena further stated the City of Pharr had received the Sustained Excellence Award for 2023.

Jesus Pena, Public Works Assistant also reported on monthly performance indicators, and stated the next Trash Bash event would be held on Saturday September 30th, 2023, from 8:00 a.m. to 1:00 p.m. at Jones Box Park.

At this time, Jesus Pena, Public Works Assistant Director introduced Ms. Kassandra Montanez, Environmental Educator.

Kassandra Montanez, Public Works, Environmental Educator, introduced herself and stated she looked forward to presenting and educating students and adults on the importance of recycling. The board welcomed Ms. Montanez.

E) BOARD COMMENTS

Board members voiced their concern on the advertising of city events and functions and requested that these events be posted on social media.

Hilda Pedraza Assistant City Manager, stated the Media Department has been working on promoting our events through social media and ensuring that events receive the visibility they deserve. She thanked the board for their ongoing support and feedback.

ITEM 3. ADJOURNMENT

There being no other business, Romeo Cantu **moved** to adjourn. Laura M. De La Garza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 7:05 p.m.

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

ON THE 19th DAY OF SEPTEMBER 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: October 11, 2023

MEETING DATE: October 17, 2023

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Keep Pharr Beautiful committee tour of the City.

Classification: Regular

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

Issue: Board member will take a tour of City facilities.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

- 10/11/2023
- 10/11/2023