



**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, JANUARY 16, 2024**

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 October 17, 2023-Regular Called Meeting
- B) Organizational Chart Restructuring
- C) Department Updates
- D) 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 January 2024 at 9:00 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 January 2024

HILDA PEDRAZA, TRMC, CMC
CITY CLERK





AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: January 11, 2024

MEETING DATE: January 16, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for October 17, 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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 1/11/2024
Final Approval - 1/11/2024

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, OCTOBER 17, 2023
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, October 17, 2023, at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Romeo Robles Jr.
Marisa Oliva
Mildred Escobedo
Laura M. De La Garza

MEMBERS ABSENT: Mari Caballero
Romeo Cantu
Rolando Perez

STAFF PRESENT: Isaac Escobedo, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Hanna Marble, Urban Ecologist
Jennifer Alvarez, Code Compliance Coordinator
Edvard Coronado, Code Compliance Officer

ITEM 1. CALL MEETING TO ORDER

(A) ROLL CALL AND POSSIBLE ACTION ON THE EXCUSING OF ANY ABSENT MEMBER

Board member Romeo Robles Jr. called the meeting to order at 5:37 p.m. Roll call established a quorum.

Board member Marisa Oliva moved to excuse absent members Mari Caballero, Romeo Cantu, and Rolando Perez. Mildred Escobedo seconded the motion and when put to a vote, it was carried unanimously.

B) INVOCATION

Board member Romeo Robles Jr. led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR SEPTEMBER 19, 2023 REGULAR CALLED MEETING

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

B) KEEP PHARR BEAUTIFUL COMMITTEE TOUR OF THE CITY

Board member Romeo Robles Jr. introduced the item and advised that the Keep Pharr Beautiful Board would be taking a tour of the city. Board members started the tour at City Hall and then headed to Jones Box Park and the Development and Research Center.

Then Board members visited a home where Edvard Coronado, Code Compliance Officer placed an address plaque as part of the Address Plaque Program. The Board then continued the tour to the Vanguard Birding and Nature Park and Public Works department where Jesus Pena, Public Works Assistant Director gave a tour of the facility and provided a brief overview on recycling.

Lastly the board visited Dr. Long Park and Allen and William Park and returned to City Hall to adjourn the meeting.

ITEM 3. ADJOURNMENT

There being no other business, Marisa Oliva **moved** to adjourn. Laura M. De La Garza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 8:18 p.m.

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

ON THE 17th DAY OF OCTOBER 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: January 11, 2024

MEETING DATE: January 16, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Organizational Chart Restructuring

Classification: Regular

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

Issue: Organizational chart restructuring

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 1/11/2024
Final Approval - 1/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: January 11, 2024

MEETING DATE: January 16, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Department Updates

Classification: Regular

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

Issue: Update from the Departments on ongoing and upcoming events.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 1/11/2024
Final Approval - 1/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: January 11, 2024

MEETING DATE: January 16, 2024

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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 1/11/2024
Final Approval - 1/11/2024