



**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, MARCH 19, 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:

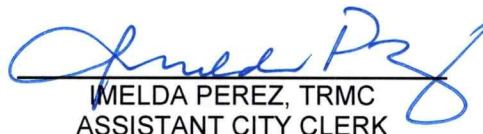
- A) Approval of minutes for February 20, 2024-Regular Called Meeting
- B) Discussion on Keep Texas Beautiful 2024 upcoming events
- C) Discussion on Keep Pharr Beautiful 2024 projects
- D) Updates from Building and Code Compliance, Public Health Department, Parks and Recreation, and Public Works Staff
- 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 15th day of March 2024 at 2:00 p.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 15th day of March 2024




MELDA PEREZ, TRMC
ASSISTANT CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: March 14, 2024

MEETING DATE: March 19, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for February 20, 2024-Regular Called Meeting

Classification: Regular

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

Issue: Approval of minutes

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/14/2024
Final Approval - 3/15/2024

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, FEBRUARY 20, 2024
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, February 20, 2024 at 5:30 p.m. and the following is the record of attendance.

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

MEMBERS ABSENT: Mari Caballero

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Hanna Marble, Urban Ecologist
Rick Gamboa, Code Compliance Health Coordinator
Kassandra Montanez, Environmental Health Educator
Irma Diaz, Environmental Supervisor

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 5:32 p.m. Roll call established a quorum.

Board member Romeo Cantu moved to excuse absent member Mari Caballero. Laura M. De La Garza seconded the motion and when put to a vote, it was carried unanimously

Board member Marisa Oliva was not present at the time of roll call but arrived at 5:33 p.m.

B) INVOCATION

Board member Romeo Robles Jr. led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR OCTOBER 17, 2023 REGULAR CALLED MEETING

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

B) ORGANIZATIONAL CHART RESTRUCTURING

Board member Romeo Robles Jr. introduced the item.

Hanna Marble, Urban Ecologist, briefly reported on the City of Pharr's new Public Health Department spearheaded by Dr. Cynthia Gutierrez. She stated Dr. Gutierrez deemed there was a need for the community to engage with the outdoors to be a healthier community.

C) DEPARTMENT UPDATES

Board member Romeo Robles Jr. introduced the item.

Rick Gamboa from Code Compliance briefly reported on the Property Maintenance Program and the address plaque program. He stated the address plaque program provides plaques to residents to place on their property for anyone 65 years and older, disabled and/or veterans. Board member Mildred Escobedo voiced her concerns about having Valley View ISD and Hidalgo ISD more involved with the City of Pharr.

Cynthia Castro, Parks and Recreation Assistant Director briefly reported the 18TH Annual St. Patrick's 5k run/walk would be held Saturday, March 2, 2024. A brief discussion was held regarding special needs equipment at city parks and the Pharr Nature Park.

Irma Diaz, Environmental Supervisor reported on monthly performance indicators, and stated the next Trash Bash event would be held on Saturday February 25, 2024, from 8:00 a.m. to 1:00 p.m. at the Public Works Recycling Center.

D) BOARD COMMENTS

Board member Marisa Oliva thanked the board on behalf of the Texas Children in Nature Network and UT Research team and everyone that helped in the Pharr Photo Voice exhibition. Board member Mildred Escobedo commented that as board members of the City of Pharr no monetary amount should be implemented for special events and briefly spoke about the State of the City Event.

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 6:35 p.m.

KEEP PHARR BEAUTIFUL COMMITTEE

Mari Caballero, Chairperson

ATTEST:

Romeo Robles Jr., Vice-Chairperson

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

ON THE 20th DAY OF FEBRUARY 2024, 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: March 14, 2024

MEETING DATE: March 19, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion on Keep Texas Beautiful 2024 upcoming events

Classification: Regular

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

Issue: Staff will discuss Keep Texas Beautiful upcoming 2024 events.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/14/2024
Final Approval - 3/15/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: March 14, 2024

MEETING DATE: March 19, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion on Keep Pharr Beautiful 2024 projects

Classification: Regular

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

Issue: Keep Pharr Beautiful Board will have a discussion on 2023 Projects:

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/14/2024
Final Approval - 3/15/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: March 14, 2024

MEETING DATE: March 19, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Updates from Building and Code Compliance, Public Health Department, Parks and Recreation, and Public Works Staff

Classification: Regular

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

Issue: Department updates

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/14/2024
Final Approval - 3/15/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: March 14, 2024

MEETING DATE: March 19, 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: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 3/14/2024
Final Approval - 3/15/2024