

**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, MAY 21, 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:

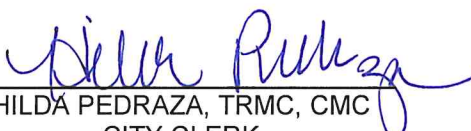
- A) Approval of minutes for April 16, 2024 - Regular Called Meeting.
- B) Discussion on Keep Texas Beautiful 2024 upcoming events.
- C) Discussion on Keep Pharr Beautiful 2024 projects.
- D) Updates from Building and Code Compliance, Public Health Department, Parks and Recreation, and Public Works Staff.
- 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 16th day of May 2024 at 2:00pm 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 16th day of May 2024.




HILDA PEDRAZA, TRMC, CMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: May 15, 2024

MEETING DATE: May 21, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for April 16, 2024 - Regular Called Meeting

Classification: Regular

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

Issue: Approval of minutes

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 5/15/2024
Final Approval - 5/16/2024

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, APRIL 16, 2024
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, April 16, 2024 at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Marisa Oliva
Mildred Escobedo
Laura M. De La Garza

MEMBERS ABSENT: Romeo Robles Jr.
Romeo Cantu
Rolando Perez

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Rick Gamboa, Code Compliance Health Coordinator
Dylan Rocha, Code Compliance Officer
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 Mari Caballero called the meeting to order at 5:41 p.m. Roll call established a quorum.

Board member Laura De La Garza **moved** to excuse absent board members. 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 FEBRUARY 20, 2024 REGULAR - CALLED MEETING

Board member Marisa Oliva **moved** to approve. Board member Laura De La

Garza seconded the motion and when put to a vote, it carried unanimously.

B) DISCUSSION ON KEEP TEXAS BEAUTIFUL 2024 UPCOMING EVENTS

Board member Mari Caballero introduced the item and reported Government Community Achievement Award based off the Keep Texas Beautiful and TxDOT grant had been submitted and thanked Irma Diaz, Environmental Supervisor for her contribution to the grant. She further reported winners of this award would be announced in May 2024 and stated the Keep Texas Beautiful conference would be remotely online this year.

Lastly, she briefly went over the preparations for submitting the Government Community Achievement Award grant for this coming year.

C) DISCUSSION ON KEEP PHARR BEAUTIFUL 2024 PROJECTS

Board member Mari Caballero introduced the item. She stated she would be working with the City Manager and Assistant City Manager on several projects and would like the Keep Pharr Beautiful board members be involved with them as volunteers.

D) UPDATE FROM BUILDING AND CODE COMPLIANCE, PUBLIC HEALTH DEPARTMENT, PARKS AND RECREATION, AND PUBLIC WORKS STAFF

Board member Mari Caballero introduced the item.

Rick Gamboa, Code Compliance Officer, briefly reported on the Property Maintenance Program and stated this program assist 65 years and older, disabled and/or veterans cleanup their properties. He further reported local businesses were assisting with food donations at their Block Party events and a brief discussion was held on illegal dumping.

Board member Laura M. De La Garza extended her gratitude to the City of Pharr Public Health Animal Care division for their assistance with stray dogs at the Santa Ana National Wildlife Refuge. Board Member Mari Caballero informed the public that the Santa Ana National Wildlife Refuge was in Alamo, but it was part of the City of Pharr's jurisdiction.

Cynthia Castro, Parks and Recreation Assistant Director, reported on the Paint the Park for Earth Day event. She stated the event would be held at the Pharr Vanguard Academy Nature & Birding Center on Saturday April 27, 2024, and this year's theme was Planets for Plastic. She further reported an Earth Native Tree Planting Day would be held at the Pharr Vanguard Academy Nature & Birding Center on Monday April 22, 2024. Lastly, she reported the Pharr Warrior Race would be held on Saturday May 4, 2024, at the Pharr Natatorium.

Irma Diaz, Environmental Supervisor reported on monthly performance indicators.

She further reported the next Trash Bash event would be held on Saturday April 27, 2024, from 8:00 a.m. to 1:00 p.m. at the Public Works Recycling Center. Lastly, she reported they were addressing illegal dumping and were working with Waste Management on placing roll off containers at the targeted locations.

E) BOARD COMMENTS

Board member Mildred Escobedo voiced her concerns concerning Park Rangers at City Parks, and Volunteers for Special Needs Programs.

Board member Mari Caballero thanked the staff for their hard work in preparing for board meetings and highlighted the importance of attending these meetings.

ITEM 3. ADJOURNMENT

There being no other business, Mildred Escobedo **moved** to adjourn. Laura De La Garza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:44p.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 16th DAY OF APRIL 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: May 15, 2024

MEETING DATE: May 21, 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 - 5/15/2024
Final Approval - 5/16/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: May 15, 2024

MEETING DATE: May 21, 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 - 5/15/2024
Final Approval - 5/16/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: May 15, 2024

MEETING DATE: May 21, 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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 5/15/2024
Final Approval - 5/16/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: May 15, 2024

MEETING DATE: May 21, 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 - 5/15/2024
Final Approval - 5/16/2024