

**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, JUNE 18, 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:

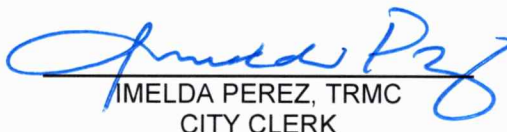
- A) Approval of minutes for May 21, 2024 - Regular Called Meeting
- B) Introduction of New Board Member: Jessica Trevino
- C) Discussion on Keep Texas Beautiful 2024 upcoming events.
- D) Discussion on Keep Pharr Beautiful 2024 projects.
- E) Updates from Building and Code Compliance, Public Health Department, Parks and Recreation, and Public Works Staff.
- F) 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 13th day of June 2024 at 3:30 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 13th day of June 2024




IMELDA PEREZ, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: June 13, 2024

MEETING DATE: June 18, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for May 21, 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 - 6/13/2024
Final Approval - 6/13/2024

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, MAY 21, 2024
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, May 21, 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
Romeo Robles Jr.
Romeo Cantu
Rolando Perez

MEMBERS ABSENT: None

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
Kassandra Montanez, Environmental Health Educator
Cynthia Gutierrez, Public Health Director

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 5:33 p.m. Roll call established a quorum.

B) INVOCATION

Board member Mari Caballero led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR APRIL 16, 2024 REGULAR - CALLED MEETING

Board member Romeo Cantu **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. She reported the upcoming State conference for Keep Texas Beautiful was scheduled from June 24, 2024 to June 26, 2024 and stated was a conference for all Texans and it would be remotely online this year.

At this time, Board member Mari Caballero called upon Cynthia Castro, Parks and Recreation Assistant Director. Ms. Castro asked the board with a show of hands who would be able to attend the zoom meeting.

C) DISCUSSION ON KEEP PHARR BEAUTIFUL 2024 PROJECTS

Board member Mari Caballero introduced the item. She stated there were two events that took place on Earth Day April 22nd, 2024. The first event that took place was called Recycled Materials Art Workshop with ReUs Arte, a picture of the event was then shown. Board Member Romeo Cantu stated he attended the event, and he enjoyed seeing all the artwork the children did with recyclable materials they collected throughout the year.

The second event was the Paint the Park that was coupled with the planting of the trees event at the Pharr Vanguard Academy Nature & Birding Center. A brief recap video of the Paint the Park event was then shown. Board Member Mildred Escobedo stated the Paint the Park for Earth Day was an amazing event and was hosted by an awesome team. At this time, Board member Mildred Escobedo called upon Dr. Cynthia Gutierrez, Public Health Director, to share a few words regarding the Paint the Park event.

Dr Cynthia Gutierrez, Public Health Director introduced herself and highlighted the importance of the health department and its collaboration to the city. Dr. Cynthia Gutierrez stated the City of Pharr and PSJA ISD had received a \$3.12 million dollar grant for forestry to reforest four P-SJ-A schools in Pharr. Lastly, she advised the Paint the Park and Planting of tree event had a beautiful turn out and all the families enjoyed themselves.

Cynthia Castro Parks and Recreation Assistant Director, updating the board on the Standpipe project phase 1. She stated the purpose was to launch an inclusive artistic competition and the winner would be announced at the City of Pharr July 4th celebration.

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 Health Coordinator, introduced Dylan Rocha, Code Compliance Officer, and briefly reported on the quarterly Block Party event that will be held at Citrus Bay on June 20, 2024. He further reported on the prohibited signs that were placed around the trees, rocks and utility poles in the city. A brief discussion ensued on garage sales in the city. Lastly, Rocha briefly stated on the Property Maintenance Program was held on May 11, 2024, and they assisted four residents 65 years and older, disabled and/or veterans cleanup their properties.

Dr Cynthia Gutierrez, Public Health Director, presented a tablecloth with the Keep Pharr Beautiful logo for the board to use at any special events. She further reported on the (NOFO) Notice of Funding Opportunity Guidelines of the Texas A&M forestry grant the city and P-SJ-A were awarded.

Kassandra Montanez, Environmental Health Educator presented a power point presentation of events they had participated in throughout the year and stated the events were The Trash N Show, The Outdoor Expo, Healthy Parks Healthy People, Paint the Park event, and lastly the Mind Matters Healthy fair at Pharr One French Garden.

Cynthia Castro, Parks and Recreation Assistant Director, reported on the summer camp programs hosted by the Parks and Recreation Department.

Irma Diaz, Environmental Supervisor reported on monthly performance indicators. She further reported the next Trash Bash event would be held on Saturday June 29, 2024. Lastly, she reported the Public Works Department would be having recycling presentations and activities with the kids at the Parks and Recreation summer camp program.

E) BOARD COMMENTS

Board member Mari Caballero introduced the item. Board members thanked staff for the great information that was shared at the meeting.

ITEM 3. ADJOURNMENT

There being no other business, Romeo Robles Jr. **moved** to adjourn. Romeo Cantu seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 7:09p.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 21th DAY OF MAY 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: June 13, 2024

MEETING DATE: June 18, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Introduction of new board member: Jessica Trevino

Classification: Regular

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

Issue: Introduction of newly appointed board member.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 6/13/2024
Final Approval - 6/13/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: June 13, 2024

MEETING DATE: June 18, 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 - 6/13/2024
Final Approval - 6/13/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: June 13, 2024

MEETING DATE: June 18, 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: Staff will discuss Keep Pharr 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 - 6/13/2024
Final Approval - 6/13/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: June 13, 2024

MEETING DATE: June 18, 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 - 6/13/2024
Final Approval - 6/13/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.F.

DATE SUBMITTED: June 13, 2024

MEETING DATE: June 18, 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 - 6/13/2024
Final Approval - 6/13/2024