

**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, JULY 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:

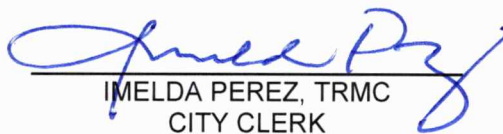
- A) Approval of Minutes for June 18, 2024 - Regular Called Meeting
- B) Discussion on Keep Texas Beautiful 2024 upcoming events
- C) Discussion on Keep Pharr Beautiful 2024 projects
- D) Updates from Building and Code Compliance, Public Health Department, Parks and Recreation, and Public Works Staff
- 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 11th day of July 2024 at 1:00 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 11TH day of July 2024




IMELDA PEREZ, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: July 11, 2024

MEETING DATE: July 16, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of minutes for June 18, 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 - 7/11/2024
Final Approval - 7/11/2024

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, JUNE 18, 2024
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, June 18, 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 Cantu

MEMBERS ABSENT: Romeo Robles Jr.
Rolando Perez

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Rick Gamboa, Code Compliance Health Coordinator
David Cantu, Code Compliance Health Coordinator
Luis Marin, Public Works Director
Irma Diaz, Environmental Supervisor
Yuri Gonzalez, News Director/PIO
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 5:38 p.m. Roll call established a quorum.

Board member Romeo Cantu **moved** to excuse absent board members. Laura De La Garza 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 MAY 21, 2024 - REGULAR CALLED MEETING

Board member Laura De La Garza moved to approve. Board member Jessica Trevino seconded the motion and when put to a vote, it carried unanimously.

B) INTRODUCTION OF NEW BOARD MEMBER: JESSICA TREVINO

Board member Mari Caballero introduced the item.

Board member Jessica Trevino began by introducing herself to the board and stated she's excited to serve alongside such passionate and dedicated professional members of this community and is glad to be back in the City of Pharr.

The board welcomed Ms. Trevino to the board.

C) 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 Monday June 24, 2024 thru Wednesday June 26, 2024 and stated the conference would be held at the Pharr One Building located at 1121 E. Nolana Loop from 8:30a.m. to 12:30 p.m. and further stated conference would be available remotely online.

D) DISCUSSION ON KEEP PHARR BEAUTIFUL 2024 PROJECTS

Board member Mari Caballero introduced the item.

Cynthia Castro, Parks and Recreation Assistant Director, updated the board on the Standpipe project phase 1. She stated they would not be completed on time for the City of Pharr's July 4th festival.

E) 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, and David Cantu, Code Compliance Health Coordinator, briefly reported the Block Party event that was scheduled for June 20, 2024, was cancelled due to inclement weather and it would be rescheduled for a future date. He further reported on the Property Maintenance Program and advised they had over 60-70 applications that have been submitted. He reported the Plaque assistance program advised 31 plaques had been installed at resident homes for the month of May and they were still accepting applications for elderly, disabled and military residents. Mr. Gamboa briefly reported on the building permits that citizens and contractors need to apply for when having any work done. Lastly, a Public Service Announcement (PSA) video was shown on how to educate the

citizens on preparations for any upcoming storms that may arise.

Dr Cynthia Gutierrez, Public Health Director, reiterated to the board that 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 and she also informed the board that she had attended the Children and Nature Network Conference in Madison, WI. on May 28-31, 2024.

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. from 8:00 a.m. to 1:00 p.m. at the Public Works Department. Ms. Diaz stated they had given Valley View students a tour of the Recycling facility and educated them on the importance of recycling.

Lastly, Ms. Diaz introduced Girl Scout Valeria Fonseca. Ms. Fonseca introduced herself to the board and stated she is working on a P.H.A.R.R. E.C.O. Project to complete the highest honor a Girl Scout can get which is a gold award. The Board then held a brief discussion on the project.

E) BOARD COMMENTS

Board member Mari Caballero introduced the item.

No Board Comments

ITEM 3. ADJOURNMENT

There being no other business, Marisa Oliva **moved** to adjourn. Laura De La Garza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:50 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 18th DAY OF JUNE 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: July 11, 2024

MEETING DATE: July 16, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR:

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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/11/2024
Final Approval - 7/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: July 11, 2024

MEETING DATE: July 16, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR:

Agenda Item: Discussion on Keep Pharr Beautiful 2024 projects

Classification: Regular

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

Issue:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/11/2024
Final Approval - 7/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: July 11, 2024

MEETING DATE: July 16, 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 - 7/11/2024
Final Approval - 7/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: July 11, 2024

MEETING DATE: July 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 - 7/11/2024
Final Approval - 7/11/2024