

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

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

MEMBERS PRESENT: Mari Caballero
Marisa Oliva
Laura M. De La Garza
Romeo Cantu
Romeo Robles Jr.
Rolando Perez
Jessica Trevino

MEMBERS ABSENT: None

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Dylan Rocha, Code Compliance Officer
William Barcenas, Code Compliance Officer
Joe Garza, Development Service Assistant 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 5:32 p.m. Roll call established a quorum.

B) INVOCATION

Board member Mari Caballero led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JUNE 18, 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.

Cynthia Castro, Parks and Recreation Assistant Director, stated she had attended the Keep Texas Beautiful Virtual Conference. She explained how insightful the conference was and how many different ideas were talked about and explained how the City of Pharr was highlighted during the conference, along with other neighboring cities. She further explained the different initiatives that cities do to beautify their respective areas. Ms. Castro stated that the next Keep Texas Beautiful Conference will be held in Houston TX. next year on May 6th and 7th and invited the Board Members to attend.

Board Member Mari Caballero asked Ms. Castro if video of the winners from last year's Governors Community Achievement Award were shown in which Ms. Castro replied yes. Mrs. Caballero advised the board on specifics and criteria of the award. She continued to explain how this conference willingly shares the winning cities' practices and techniques. Mrs. Caballero then goes on the record to say Irma Diaz, Public Works Environment Supervisor, is the representative for Pharr in the Keep Texas Beautiful organization.

Board Member Marisa Oliva inquired about virtual conference accessibility. Ms. Castro advised video link was not available to just anyone. Mrs. Oliva asked Ms. Castro if there was anything she thought was something that could be incorporate into what we do here in the city. Ms. Castro then stated the seed library was one that could be a good opportunity. Mrs. Oliva explained how a seed library works and stated it would be beneficial for the City of Pharr to do.

C) DISCUSSION ON KEEP PHARR BEAUTIFUL 2024 PROJECTS

Board member Mari Caballero introduced the item.

Cynthia Castro, Parks and Recreation Assistant Director, provided an updated on the Standpipe project along with a rendering of the Keep Pharr Beautiful standpipe image.

Board Member Marisa Oliva recommended altering the Esperanza image to make it more realistic to the actual flower. The Board then had a brief discussion on the Esperanza Flower.

Board Member Mari Caballero explained how cities that do things outside the box to beautify their communities, is key to winning the Governor's Community Achievement Award.

Ms. Castro briefly reported on the UCLA Community grant that could possibly be obtained, and the National Wildlife Federation Grant for the demonstration garden at

three locations that she was currently working on. She reported the completion date would be August 20, 2024. Lastly, she advised the City of Pharr would be hosting the RGV Coastal Expo on December 12 -13, 2024 at the Pharr Natatorium.

Board Member Laura De La Garza advised the U.S. Fish and Wildlife would be having their 30th Annual Rio Reforestation on Saturday October 19th, 2024, and provided specifics of the event. She further thanked the City of Pharr for their Partnership.

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

Board member Mari Caballero introduced the item.

Dylan Rocha, Code Compliance Officer, and William Barcenas, Code Compliance Officer, briefly reported on the Block Party event that would take place on Thursday August 15, 2024, at Pharr Memorial Park located at 501 E. Egly Avenue from 5:30 p.m. to 7:00 p.m. He further reported on the Property Maintenance Program and advised that they were still accepting applications. He reported the Plaque assistance program was now called Cody's Address Plaque Assistance Program. Lastly, a Public Service Announcement (PSA) video was shown on how to educate the citizens to maintain weedy lots to ensure a clean and vibrant community.

E) BOARD COMMENTS

Board member Mari Caballero introduced the item.

Joe Garza, Development Service Assistant Director provided a brief report on the Texas Scenic City Grant the City of Pharr recently applied for and asked the community to vote for Pharr as the People's Choice Award and mentioned voting would end on Friday, September 20, 2024.

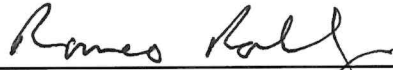
ITEM 3. ADJOURNMENT

There being no other business, Romeo Cantu **moved** to adjourn. Romeo Robles Jr. seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:28 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 16th DAY OF JULY 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: 8/20/24