



**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, OCTOBER 15, 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 August 20, 2024 - Regular Called Meeting
- B) Discussion on Keep Pharr Beautiful 2024 projects
 - 1. Discussion on Seed Library Project
- C) Updates from Building and Code Compliance, Parks and Recreation and Public Works Department
- D) 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 10th day of October 2024 at 4:45 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 10th day of October 2024




ALESSANDRA GARCIA
ASSISTANT CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: October 9, 2024

MEETING DATE: October 15, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for August 20, 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 - 10/9/2024
Final Approval - 10/9/2024

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

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, August 20, 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
Chris Garza, 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 5:34 p.m. Roll call established a quorum.

B) INVOCATION

Board member Mari Caballero led the invocation.

ITEM 2. ADMINISTRATIVE

A) APPROVAL OF MINUTES FOR JULY 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 and advised next years Keep Texas Beautiful Conference would be held in person.

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 and advised the first standpipe located at the Starbucks along Cage Blvd. was adorned with its unique and colorful artwork on Tuesday August 13, 2024.

Ms. Castro provided a brief update on the National Wildlife Federation grant she was currently working on and advised the City of Pharr would be hosting the RGV Coastal Expo on December 12 -13, 2024 at the Pharr Natatorium.

Ms. Castro briefly reported on the (University California, Los Angels) Environment Protection Agency Community Change Grant that includes \$100 million allocation for border communities. She stated the grant was almost complete and would be ready to submit by September 5th, 2024.

Ms. Casto and Board member Marisa Oliva provide a brief discussion on the Photo Voice Youth Coalition project.

Furthermore, Board members held a brief discussion on the Seed Library Project. Board member Mari Caballero advised they would put the Seed Library Project item for a discussion and action on the agenda for next meeting.

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 Chris Garza, Code Compliance Officer, briefly reported on Block Party event that would take place on Thursday December 19, 2024. He further reported on Cody's Address Plaque Assistance Program and advised they had installed 27 plaques on resident's homes. He then advised the Property Maintenance Program was still accepting applications. Lastly, he presented a flier for junked vehicles and stated junked vehicles located on citizen's properties was a code violation.

Irma Diaz, Environmental Supervisor reported on monthly performance indicators. She reported the next Trash Bash event would be held on Saturday, August 24, 2024, from 8:00 a.m. to 1:00 p.m. at the Public Works Department. Ms. Diaz stated they had the Annual House Hazardous Waste Event, and it has been a great success. She further advised she was looking into having this event twice a year.

E) BOARD COMMENTS

Board member Mari Caballero introduced the item.

Board member Marissa Oliva advised Texas Arbor Day was just around the corner, and suggested the city could plan an event sometime in the months of October or November when the time is better suited for planting. Board member Mari Caballero suggested to place item on the agenda for the next meeting.

Board member Romeo Cantu reminded the community the Avocado Festival would be on Saturday October 12, 2024. The board then held a brief discussion on recycling at the Avocado Festival event.

Board member Laura De La Garza reminded the community on the 30th Annual Rio Reforestation to be held on Saturday October 19th, 2024.

ITEM 3. ADJOURNMENT

There being no other business, Romeo Cantu **moved** to adjourn. Laura De La Garza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:07 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 AUGUST 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: October 9, 2024

MEETING DATE: October 15, 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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 10/9/2024
Final Approval - 10/9/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.B.1.

DATE SUBMITTED: October 9, 2024

MEETING DATE: October 15, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion on Seed Library Project

Classification: Regular

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

Issue: Discussion on Seed Library Project

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 10/9/2024
Final Approval - 10/9/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: October 9, 2024

MEETING DATE: October 15, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

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

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 - 10/9/2024
Final Approval - 10/9/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: October 9, 2024

MEETING DATE: October 15, 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 - 10/9/2024
Final Approval - 10/9/2024