



**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, NOVEMBER 19, 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 October 15, 2024 - Regular Called Meeting
- B) Discussion on Keep Pharr Beautiful 2024 projects
 - 1. Discussion and action, if any, on the Seed Library Project
 - 2. Discussion on other Keep Pharr Beautiful Projects
 - 3. Discussion on City Wide Garage Sale
- 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 14th day of November 2024 at 2:30 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 14th day of November 2024




IMELDA PEREZ, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: November 13, 2024

MEETING DATE: November 19, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for October 15, 2024-Regular Called Meeting

Classification: Regular

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

Issue: Board to approve minutes

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 11/13/2024
Final Approval - 11/14/2024

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, OCTOBER 15, 2024
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, October 15, 2024 at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Marisa Oliva
Romeo Cantu
Romeo Robles Jr.
Jessica Trevino

MEMBERS ABSENT: Laura M. De La Garza
Rolando Perez

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Dylan Rocha, Code Compliance Officer
John Rubio, Code Compliance Officer
Joe Garza, Development Service Assistant Director
Irma Diaz, Environmental Supervisor
Remy Vargas, Urban Ecologist

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.

Board member Romeo Robles Jr. **moved** to excuse absent board members. Romeo Cantu 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 AUGUST 20, 2024 - REGULAR CALLED MEETING

Board member Romeo Cantu **moved** to approve. Board member Jessica Trevino seconded the motion and when put to a vote, it carried unanimously.

B) DISCUSSION ON KEEP PHARR BEAUTIFUL 2024 PROJECTS

1. DISCUSSION ON SEED LIBRARY PROJECT

Board member Mari Caballero introduced the item and began by advising the board they would continue the discussion regarding the idea of developing a seed library project. Board member Marisa Oliva provided a simple concept on how the seed library works. She explained the process for growing seeds and the work involved in maintaining seeds. Lastly, she gave the board a brief discussion on the Library Explorer Adventure Pack Program (LEAP) which are located at twelve (12) libraries throughout Hidalgo and Cameron County.

Mrs. Caballero advised to get with Library Director and on the cost for this project for next month's meeting.

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

Board member Mari Caballero introduced the item.

Joe Garza, Development Service Assistant Director provided a brief update on the Texas Scenic City Grant the City of Pharr recently applied for. He advised the city had received the GOLD award at the Texas Municipal League annual convention that was held in Houston on Thursday October 10, 2024. Mr. Garza thanked all staff and departments for all their hard work make this possible. He advised they would be preparing landscaping ordinance to be ready when application is open to apply for in the next (5) five years and will be aiming to obtain the Platinum award. He demonstrated to the board a gateway marker that would be placed at different major gateway location in the city that reads, "Texas Gold Scenic City 2023-2028".

Dylan Rocha, Code Compliance Officer, and John Rubio, Code Compliance Officer, briefly reported on the Property Maintenance Program and a Public Service Announcement (PSA) video was shown on how to sign up for Cody's Address Plaque Assistance Program. Lastly, he advised the next Block Party event would take place on Thursday, December 12, 2024, at Downtown Park located at 200 S. Cage Blvd. Pharr, TX. 78577 and further stated there would be Tamales, Hot Chocolate and Holiday Gift Raffles.

Cynthia Castro, Parks and Recreation Assistant Director briefly reported on the

30th Annual Rio Reforestation taking place on Saturday October 19th, 2024, from 8:00 a.m. to 12:00 p.m. and extended invitation for anyone wishing to attend the event.

Board Member Mari Caballero shared some words from Santa Ana Wildlife Refuge and Lower Rio Grande Valley National Wildlife Refuge regarding the 30th Annual Rio Reforestation.

Ms. Castro introduced Remy Vargas Parks and Recreation Urban Ecologist. Mr. Vargas began by introducing himself to the board and advised he was previously employed with the South Padre Island Birding Center for several years and was excited to be a part of the City of Pharr Team. The board welcomed Mr. Vargas to the City of Pharr.

Ms. Castro briefly reported on the Standpipe project and advised they are at a standstill pending further research on the material that is being used to wrap around the Standpipes.

Lastly, Ms. Castro gave a brief update on the Pharr Youth Eco Alliance initiative, she advised the next meeting would be held at Jones Box Park.

Irma Diaz, Environmental Supervisor reported on monthly performance indicators. She reported the next Trash Bash event would be held on Saturday, October 26, 2024, from 8:00 a.m. to 1:00 p.m. at the Public Works Department. She further advised they would be attending the 30th Annual Rio Reforestation event.

Lastly, Ms. Diaz and the board held a brief discussion on possibly having a recycling center placed in the South side of Pharr.

D) BOARD COMMENTS

Board member Mari Caballero introduced the item.

Board Member Marisa Oliva suggested having a City-Wide Garage Sale. Mrs. Caballero advised for the next meeting to place the item for discussion, for a future City-Wide Garage Sale.

Mrs. Caballero introduced Girl Scout Valeria Fonseca. Ms. Fonseca began by giving the board a brief update on the Promoting, Helping, Awareness, Recycle, Repurpose, Environmental Community Operation (P.H.A.R.R. E.C.O) project she is currently working on 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.

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 7:09 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 15th DAY OF OCTOBER 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: November 13, 2024

MEETING DATE: November 19, 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 2024

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 11/13/2024
Final Approval - 11/14/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.B.1.

DATE SUBMITTED: November 13, 2024

MEETING DATE: November 19, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion and action, if any, on the 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 - 11/13/2024
Final Approval - 11/14/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.B.2.

DATE SUBMITTED: November 13, 2024

MEETING DATE: November 19, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion on other Keep Pharr Beautiful Projects

Classification: Regular

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

Issue: Discussion on Keep Pharr Beautiful Projects

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 11/13/2024
Final Approval - 11/14/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.B.3.

DATE SUBMITTED: November 13, 2024

MEETING DATE: November 19, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion on City Wide Garage Sale

Classification: Regular

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

Issue: Discussion on City Wide Garage Sale

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 11/13/2024
Final Approval - 11/14/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: November 13, 2024

MEETING DATE: November 19, 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 - 11/13/2024
Final Approval - 11/14/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: November 13, 2024

MEETING DATE: November 19, 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 - 11/13/2024
Final Approval - 11/14/2024