



**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, DECEMBER 17, 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 November 19, 2024-Regular Called Meeting
- B) Discussion on Keep Pharr Beautiful 2024 projects
 - 1. Discussion and action, if any, on the Seed Library Project
- C) Recap on the 30th Annual Rio Reforestation
- D) Presentation by Pharr Youth Eco-Alliance
- E) Updates from Building and Code Compliance, Parks and Recreation and Public Works Department
- 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 12th day of December 2024 at 10:00 a.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 12th day of December 2024




IMELDA PEREZ, TRMC
CITY CLERK



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: December 11, 2024

MEETING DATE: December 17, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for November 19, 2024-Regular Called Meeting

Classification: Regular

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

Issue: Board approve minutes

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 12/11/2024
Final Approval - 12/11/2024

**MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, NOVEMBER 19, 2024
118 S. CAGE BLVD., 2ND FLOOR**

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, November 19, 2024 at 5:30 p.m. and the following is the record of attendance.

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

MEMBERS ABSENT: Romeo Cantu
Marisa Oliva

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Dylan Rocha, Code Compliance Officer
David Cantu, Code Compliance Officer
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 5:33 p.m. Roll call established a quorum.

Board member Romeo Robles Jr. **moved** to excuse absent board members. Rolando Perez 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 OCTOBER 15, 2024 - REGULAR CALLED MEETING

Board member Laura M De La Garza **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 AND ACTION, IF ANY, ON SEED LIBRARY PROJECT

Board member Mari Caballero introduced the item.

Remy Vargas, Urban Ecologist, provided a simple concept on how the seed library works and explained the importance of a seed library. Mr. Vargas, advise he had reached out to Pharr Memorial Library staff, and they were willing to have a section in the library for the Seed Library Project. Board member Laura De La Garza advised that the Santa Ana Wildlife Refuge would like to be a part of the Seed Library Project, and they would be willing to lend a space at the Santa Ana Wildlife Refuge visitor's center and partner with the City of Pharr. A brief discussion on the Seed Library Project was held.

2. DISCUSSION ON OTHER KEEP PHARR BEAUTIFUL PROJECTS

Remy Vargas, Urban Ecologist, advised the board President of the National Plant Society of Texas RGV Roberto Gaytan would like to incorporate a Native Landscape Certification Class in the City of Pharr. The class would be a series of full day-long classes that teach best practices for native plant landscaping to include wildlife habitat gardening. Board Member Mari Caballero provided a brief discussion on the need to have a Native Landscaping Certification Class in the City.

Remy Vargas, Urban Ecologist gave the board a brief discussion on a Future Project he is currently working on which is "Adopt-a-Highway". Mr. Vargas provided a brief explanation on how the project worked and provided a slide with the map of a location he was currently looking into adopting. Mrs. Caballero advised to place Adopt-a-Highway project for discussion and possible action on next meeting agenda.

Board Member Mari Caballero provided a brief update on the Governor's Community Achievement Award (GCAA) grant through the Keep Texas Beautiful that would be available to apply for in the month of January. She Advised last year the city had received "Gold" status and gave a brief discussion on how the city could do things differently to be able to receive the highest-level next year.

Cynthia Castro, Parks and Recreation Assistant Director, provided a brief report on the Standpipe project and advised they were at a standstill, pending further research on the material that would be used to wrap around the standpipe.

3. DISCUSSION ON CITY WIDE GARAGE SALE

Cynthia Castro, Parks and Recreation Assistant Director, provided copy of city-wide garage sale research packet that was done by board member Marisa Oliva. She

held a brief discussion on the different ways other cities do their city-wide garage sales, and went over a proposal Ms. Oliva had shared to the board for a suggestion on a city-wide garage sale in the City of Pharr.

C) 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 David Cantu, Code Compliance Officer, began by providing a Public Service Announcement (PSA) video on Cody's Holiday Block Party that would take place on Thursday, December 12, 2024, at Downtown Park located at 200 S. Cage Blvd. Mr. Cantu further reported on Cody's Address Plaque Assistance Program and advised they had installed 16 plaques on resident's homes, and they were still accepting applications.

Mrs. Caballero further reported the next Trash Bash event would be held on Saturday, November 23, 2024, from 8:00 a.m. to 12:00 p.m. at the Jones Box Park.

D) BOARD COMMENTS

Board member Mari Caballero introduced the item.

Board member Romeo Robles Jr. stated that expanding the recycling center could help mesh with the Governor's Community Achievement Award grant application.

Board member Laura De La Garza thanked the City of Pharr for all the help that was received at the 30th Annual Rio Reforestation held on Saturday, October 19th, 2024. She also stated she would like to place an item on the agenda for next meeting to provide an update of the Rio Reforestation event.

Lastly, Board member Mari Caballero recapped on events that the different departments would be hosting in the next coming months.

ITEM 3. ADJOURNMENT

There being no other business, Jessica Trevino **moved** to adjourn. Laura M De La Garza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:36 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 19th DAY OF NOVEMBER 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: December 11, 2024

MEETING DATE: December 17, 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: 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 - 12/11/2024
Final Approval - 12/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.B.1.

DATE SUBMITTED: December 11, 2024

MEETING DATE: December 17, 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 - 12/11/2024
Final Approval - 12/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: December 11, 2024

MEETING DATE: December 17, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Recap on the 30th Annual Rio Reforestation

Classification: Regular

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

Issue: Board member will give a recap on the 30th Annual Rio Reforestation

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 12/11/2024
Final Approval - 12/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: December 11, 2024

MEETING DATE: December 17, 2024

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Presentation by Pharr Youth Eco-Alliance

Classification: Regular

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

Issue: Pharr Youth Eco-Alliance Presentation

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 12/11/2024
Final Approval - 12/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: December 11, 2024

MEETING DATE: December 17, 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: Updated for city staff

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 12/11/2024
Final Approval - 12/11/2024



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.F.

DATE SUBMITTED: December 11, 2024

MEETING DATE: December 17, 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 - 12/11/2024
Final Approval - 12/11/2024