



**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, FEBRUARY 18, 2025**

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 December 17, 2024 - Regular Called Meeting
- B) Update on Keep Texas Beautiful Governor's Community Achievement Award Grant by Elizabeth Diaz/Napoleon Coca
- C) Discussion on Keep Pharr Beautiful 2025 projects
 - 1. Information on the Texas A&M Forest Service Grant
 - 2. Presentation by Roberto Gaitan RGV Chapter - Native Plant Society of Texas
 - 3. Update on the Pharr Youth Eco Alliance Eco Fest Event
 - 4. Presentation on Adopt A Highway project
 - 5. Update on Standpipe Art Project
- D) Recap on the 30th Annual Rio Reforestation
- E) Updates from Building and Code Compliance, Parks and Recreation and Public Works Department
- F) Board Comments

AGENDA REGULAR MEETING
February 18, 2025

3. ADJOURNMENT:

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

City Hall is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Clerk's Office at 956-402-4100 Ext 1007 or FAX 956-475-3442 or Email cityclerksoffice@pharr-tx.gov for further information. Braille is not available.

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 13th day of February 2025 at 9:00 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 13th day of February 2025



ALESSANDRA GARCIA, CPM
ASSISTANT CITY CLERK

I certify that the attached notice and agenda of items to be considered by the Keep Pharr Beautiful Committee was removed from the bulletin board of City Hall on the _____ day of _____, 20____ by,

Name: _____

Title: _____



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.A.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for December 17, 2024-Regular Called Meeting

Classification: Regular

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

Issue: Approval of Minutes

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/12/2025
Final Approval - 2/12/2025

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, DECEMBER 17, 2024
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, December 17, 2024 at 5:30 p.m. and the following is the record of attendance.

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

MEMBERS ABSENT: Romeo Cantu
Laura M De La Garza

STAFF PRESENT: Cynthia Bernal, Administrative Assistant
Rick Gamboa, Code Compliance Officer
Remy Vargas, Urban Ecologist
Yuri Gonzalez, Chief Comm. Officer
Irma Diaz, Environmental Supervisor

OTHER PRESENT: Marbette Villarreal
Fabiola Villarreal
Eladio Gonzalez

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. Board member Jessica Trevino 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 NOVEMBER 19, 2024 - REGULAR CALLED MEETING

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

B) DISCUSSION ON KEEP PHARR BEAUTIFUL 2024 PROJECTS

Board member Mari Caballero introduced the item.

Yuri Gonzalez, Office of City Communications Director advised the board on initiatives that were happening with the Office of City Communications specifically for Keep Pharr Beautiful. Ms. Gonzalez stated the Media Team was working on enhancing and promoting the program and events that were happening under the Keep Pharr Beautiful Committee. She stated the Media Department was branding the Keep Pharr Beautiful logo into social media outlets, and the Parks and Recreation webpage. She stated they were working on creating a Facebook account for Keep Pharr Beautiful and were expecting to launch and go live at the beginning of January.

1. DISCUSSION AND ACTION, IF ANY, ON SEED LIBRARY PROJECT

Board member Mari Caballero introduced the item.

Remy Vargas, Urban Ecologist, stated Roberto Gaytan President of the National Plant Society of Texas RGV, wanted to address the board on incorporating a Native Landscape Certification Class in the City of Pharr. Mr. Vargas also stated he had reached out to Pharr Memorial Library staff, and they were willing to have a section at the library for the Seed Library Project. A brief discussion on the location and cost of the Seed Library Project was held.

Board Member Romeo Robles Jr. made a motion to allocate \$500.00 to start the Seed Library Project at the Pharr Memorial Library. Board Member Marisa Oliva seconded the motion and when put to a vote, it was carried unanimously.

C) RECAP ON THE 30TH ANNUAL RIO REFORESTATION

Board member Mari Caballero introduced the item and advised board member Laura De La Garza would recap on the 30th Annual Rio Reforestation at next month's board meeting.

D) PRESENTATION BY PHARR YOUTH ECO ALLIANCE

Board member Mari Caballero introduced the item.

Board member Marisa Oliva began by introducing the students. The three (3) students began by giving a brief discussion on the Youth Eco Alliance program and the

activities they would be having at the Eco Fest. The students invited the board to attend the Pharr Youth Eco Alliance Eco Fest that would be held at Jones Box Park located at 7809 Jose Street on Saturday, January 18, 2025, from 4:00 p.m. to 7:00 p.m.

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 Officer, began by providing a recap video on Cody's Holiday Block Party that was held on Thursday, December 12, 2024, at Downtown Park located at 200 S. Cage Blvd. and stated it was a successful event. Mr. Gamboa gave a brief report on Cody's Address Plaque Assistance Program and the Property Maintenance Assistant Program and advised they were still accepting applications.

Remy Vargas, Urban Ecologist, advised the board last month the City of Pharr was recertified for the National Wildlife Federation's Mayors' Monarch Pledge. He encouraged mayors and other community leaders to take action to conserve monarch butterflies and pollinators and advised the three (3) main goals were to create habitat, educate residents and reduce pesticides.

Remy Vargas, Urban Ecologist advised the Parks and Recreation Department held their 2nd Annual Coastal Expo on Thursday, December 12, 2024, and Friday December 13, 2024, at the Pharr Natatorium from 9:00 a.m. to 2:00 p.m. He reported there were over 2,000 students registered over the 2-day period and further presented some pictures and videos of the event.

Lastly, Irma Diaz, Environmental Supervisor, reported on monthly performance indicators. She reported there would not be a Trash Bash event for the month of December and advised the next Trash Bash event would be held on Saturday, January 25, 2025, from 8:00 a.m. to 1:00 p.m. at the Public Works Department located at 1015 E. Ferguson Avenue.

F) BOARD COMMENTS

Board member Mari Caballero introduced the item.

Board member Marisa Oliva thanked the board for allowing the Pharr Youth Alliance students present there Eco Event and invited the board and community to attend the event.

ITEM 3. ADJOURNMENT

There being no other business, Board member Romeo Robles Jr. **moved** to adjourn. Board member Jessica Trevino seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:38 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 17th DAY OF DECEMBER 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: February 12, 2025

MEETING DATE: February 18, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Update on Keep Texas Beautiful Governor's Community Achievement Award Grant by Elizabeth Diaz/Napoleon Coca

Classification: Regular

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

Issue: Update on Keep Texas Beautiful Governor's Community Achievement Award

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/12/2025
Final Approval - 2/12/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Discussion on Keep Pharr Beautiful 2025 projects

Classification: Regular

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

Issue: Keep Pharr Beautiful 2025 projects

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/12/2025
Final Approval - 2/12/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.1.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Information on the Texas A&M Forest Service Grant

Classification: Regular

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

Issue: Information on the Texas A&M Forest Service Grant

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/12/2025
Final Approval - 2/12/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.2.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Presentation by Roberto Gaitan RGV Chapter-Native Plant Society of Texas

Classification: Regular

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

Issue: Presentation by Roberto Gaytan

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/12/2025
Final Approval - 2/12/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.3.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Update on the Pharr Youth Eco Alliance Eco Fest Event

Classification: Regular

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

Issue: Update on Pharr Youth Eco Alliance

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/12/2025
Final Approval - 2/12/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.4.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Presentation on Adopt A Highway project

Classification: Regular

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

Issue: Presentation on Adopt A Highway project

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/12/2025
Final Approval - 2/12/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.5.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Update on Standpipe Art Project

Classification: Regular

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

Issue: Update on Standpipe art

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/12/2025
Final Approval - 2/12/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

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 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 - 2/12/2025
Final Approval - 2/12/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

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: Building and Code, Parks and Recreation and Public works staff will provide updates on events.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 2/12/2025
Final Approval - 2/12/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.F.

DATE SUBMITTED: February 12, 2025

MEETING DATE: February 18, 2025

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 - 2/12/2025
Final Approval - 2/12/2025