



**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, APRIL 15, 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 March 18, 2025 - Regular Called Meeting
- B) Update on Keep Texas Beautiful Governor's Community Achievement Award
- C) Discussion on Keep Pharr Beautiful 2025 projects
 - 1. Update on Adopt A Highway Project
- D) Updated from Building and Code Compliance, Parks and Recreation, Public Works, and Public Health Department
- E) Board Comments

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.

AGENDA REGULAR MEETING
April 15, 2025

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 April 2025 at 3:00 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 April 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: April 9, 2025

MEETING DATE: April 15, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for March 18, 2025- Regular Called Meeting

Classification: Regular

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

Issue: Board approval of minutes

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 4/9/2025
Final Approval - 4/9/2025

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, MARCH 18, 2025
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, March 18, 2025 at 5:30 p.m. and the following is the record of attendance.

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

MEMBERS ABSENT: Laura M. De La Garza
Rolando Perez
Jessica Trevino

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Rick Gambo, Code Compliance Officer
John Rubio, Code Compliance Officer
Irma Diaz, Environmental Supervisor
Remy Vargas, Urban Ecologist
Yuri Gonzalez, Office of Communications, Director
Nico Tapangan, Public Health Director
Elizabeth Diaz, Grants Management Director
Napolean Coca, Grants Management 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 5:30 p.m. Roll call established a quorum.

Board member Romeo Cantu moved to excuse absent board members. Board member Romeo Robles Jr. 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 FEBRUARY 18, 2025 - REGULAR CALLED MEETING

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

B) UPDATE ON KEEP TEXAS BEAUTIFUL

Board member Mari Caballero introduced the item and advised the Keep Texas Beautiful Conference would be held on May 5 -7 2025 in Austin, Texas this year. She further advised the Governor's Community Achievement Award Grant had been submitted and the City was waiting to hear status on the winners sometime in the month of April.

C) DISCUSSION ON KEEP PHARR BEAUTIFUL 2025 PROJECTS

1. UPDATE ON THE TEXAS A&M FOREST SERVICE GRANT/ELIZABETH DIAZ

Board member Mari Caballero introduced the item.

Elizabeth Diaz, Grants Management Director, advised the board the grant for Texas A&M Forestry community had been submitted and further added that the City was also included in a grant proposal with Region One funding that would be included with multiple cities. Ms. Diaz advised she would be working on having an informal meeting/workshop on the Governor's Community Achievement Award Grant for the next Keep Pharr Beautiful Meeting with the assistance of all City Directors to brainstorm on the initiative of how the City can enhance the application moving forward.

2. UPDATE FROM MEDIA DEPARTMENT

Yuri Gonzalez, Office of City Communications Director, advised the Media Department had launched the Keep Pharr Beautiful social media Facebook page in January. Ms. Gonzalez stated the Media Department was working on enhancing and promoting events that were happening under the Keep Pharr Beautiful Committee. She stated the Media Department was branding the Keep Pharr Beautiful logo into all events that had to do with beautifying the City. Ms. Gonzalez further stated the Standpipe project had begun and they would be uploading pictures and videos to the Keep Pharr Beautiful social media Facebook page.

3. UPDATE ON THE PHARR YOUTH ECO ALLIANCE

Board Member Mairsa Oliva, updated the board on the youth eco alliance that was currently working on a preliminary design for Jones Box Park as well as the student's last project that would consist of planting trees on Saturday, March 29, 2025,

at Jones Box Park.

4. UPDATE ON THE PROPOSE NATURE CENTER

Remy Vargas, Urban Ecologist, presented a PowerPoint presentation on the preliminary renderings for the proposed Nature Center as requested by the board. Board member Marisa Oliva expressed some concerns and made some recommendations to staff. A brief discussion was then held regarding the renderings and recommended revisions for upper management review and consideration.

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

Board member Mari Caballero introduced the item.

Rick Gamboa and John Rubio, Code Compliance Officers, presented a recap video of Cody's Eggstravaganza block party that was held on Thursday, March 13, 2025, at Dr. Long City/School Park. Mr. Gamboa then stated the department was still accepting applications for the Property Maintenance Program for elderly, disabled and military residents.

Remy Vargas, Urban Ecologist began by informing the board that the City had received the award for Tree City USA and informed the board about all the up-coming events and their perspective dates and times.

Irma Diaz, Environmental Supervisor, reported on monthly performance indicators for February, the next trash bash event, as well as the neighborhood clean-up that would be taking place in April 2025.

Nico Tapangan, Public Health Director, reported on the department's current daily operations, upcoming City projects and grants. The board further thanked him for all his efforts.

E) BOARD COMMENTS

Board member Mari Caballero introduced the item and thanked all departments for all they do in the City of Pharr.

ITEM 3. ADJOURNMENT

There being no other business, Romeo Cantu moved to adjourn. Marisa Oliva seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:50 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 THIS THE 18th DAY OF MARCH 2025, 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: April 9, 2025

MEETING DATE: April 15, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Update on Keep Texas Beautiful Governor's Community Achievement Award (GCAA)

Classification: Regular

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

Issue: Update on Keep Texas Beautiful (GCAA)

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 4/9/2025
Final Approval - 4/10/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: April 9, 2025

MEETING DATE: April 15, 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: Discussion on Keep Pharr Beautiful project Adopt A Highway

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 4/9/2025
Final Approval - 4/10/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.1.

DATE SUBMITTED: April 9, 2025

MEETING DATE: April 15, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Update on Adopt A Highway Project

Classification: Regular

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

Issue: Update on Adopt A Highway Project

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 4/9/2025
Final Approval - 4/10/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: April 10, 2025

MEETING DATE: April 15, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

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

Classification: Regular

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

Issue: Updates from department staff on upcoming events

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 4/10/2025
Final Approval - 4/10/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: April 9, 2025

MEETING DATE: April 15, 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:

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 4/9/2025
Final Approval - 4/9/2025