



**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, MAY 20, 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 April 15, 2025 - Regular Called Meeting
- B) Update on Keep Texas Beautiful
- C) Discussion on Keep Pharr Beautiful 2025 projects
- D) Updates 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.

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 15th day of May 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).

AGENDA REGULAR MEETING
May 20, 2025



WITNESS MY HAND AND SEAL, this 15th day of May 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: May 14, 2025

MEETING DATE: May 20, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for April 15, 2025-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 - 5/14/2025
Final Approval - 5/14/2025

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, APRIL 15, 2025
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, April 15, 2025 at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Laura M. De La Garza
Romeo Cantu
Rolando Perez

MEMBERS ABSENT: Romeo Robles Jr.
Marisa Oliva
Jessica Trevino

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Chris Garza, Code Compliance Officer
Dylan Rocha, Code Compliance Officer
Nico Tapangan, Public Health Director
Elizabeth Diaz, Grants Management Director
Napolean Coca, Grants Management Assistant Director
Selina M Saenz, Environmental Educator

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 5:32 p.m. Roll call established a quorum.

Board member Rolando Perez moved to excuse absent board members. Board member 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 MARCH 18, 2025 - REGULAR CALLED MEETING

Board member Romeo Cantu moved to approve. Board member Laura M. De La Garza seconded the motion and when put to a vote, it carried unanimously.

B) UPDATE ON KEEP TEXAS BEAUTIFUL GOVERNOR'S COMMUNITY ACHIEVEMENT AWARD

Board member Mari Caballero introduced the item and recommended to table the Keep Texas Beautiful Governor's Community Achievement Award agenda item.

Board member Romeo Cantu moved to table agenda item. Board member Laura M. De La Garza seconded the motion and when put to a vote, it was carried unanimously.

C) DISCUSSION ON KEEP PHARR BEAUTIFUL 2025 PROJECTS

1. UPDATE ON ADOPT A HIGHWAY PROJECT

Board member Mari Caballero introduced the item.

Cynthia Castro, Parks and Recreation Assistant Director, began by informing the board that the City of Pharr Trash-off had been rescheduled to Saturday, May 3, 2025, at 9:00 a.m. She advised Volunteers were needed to help clean up the 2 mile stretch from Business 83 to Moore Rd.

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

Board member Mari Caballero introduced the item.

Dylan Rocha and Chris Garza, Code Compliance Officers, began by providing a Public Service Announcement (PSA) video on keeping lots and yards trimmed and clean, and help with mosquito issues. Additionally, Mr. Rocha stated Cody's Birthday Bash would be held on Thursday, June 12, 2025, from 5:30 p.m. to 8:00 p.m. to be held in front of City Hall.

Cynthia Castro, Parks and Recreation Assistant Director, informed the board of all up-coming events and their perspective dates and times. Fliers for upcoming events were given to all board members.

Board Member Mari Caballeo advised the Beautify Pharr Community Clean up scheduled to take place on Saturday, April 5, 2025, had been postponed and would be rescheduled for some time in May 2025. She further reported the next Trash Bash

would be held at Jones Box Park on Saturday, April 26, 2025, from 8:00 a.m. to 12:00 p.m.

Nico Tapangan, Public Health Director, reported on the department's current daily operations, upcoming city projects and grants. Mr. Tapangan introduced Selena M. Saenz, Environmental Educator. Ms. Saenz presented a power point presentation with pictures on activities she is currently working on to help educate the youth at the Pharr Elementary schools.

Elizabeth Diaz, Grants Management Director, and Napoleon Coca, Grants Assistant Director, began by inviting the board to the Community Development Block Grant 51st Birthday Celebration that would be held in Downtown Pharr Located at 200 S. Cage Blvd. on Thursday, April 24, 2025, from 5:30 p.m.-7:30 p.m.

E) BOARD COMMENTS

Board member Mari Caballero introduced the item.

Board members thanked all departments for all their hard work throughout the City of Pharr.

ITEM 3. ADJOURNMENT

There being no other business Board member Romeo Cantu **moved** to adjourn. Board member 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 15th DAY OF APRIL 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: May 14, 2025

MEETING DATE: May 20, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Update on Keep Texas Beautiful

Classification: Regular

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

Issue: Update on Keep Texas Beautiful

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 5/14/2025
Final Approval - 5/14/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: May 14, 2025

MEETING DATE: May 20, 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 projects

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 5/14/2025
Final Approval - 5/14/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: May 14, 2025

MEETING DATE: May 20, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Updates 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 for city department on upcoming and on going events.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 5/14/2025
Final Approval - 5/14/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: May 14, 2025

MEETING DATE: May 20, 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 - 5/14/2025
Final Approval - 5/14/2025