

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: 5/20/25