

**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, JULY 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 May 20, 2025-Regular Called Meeting
- B) Update on Keep Texas Beautiful Governor's Community Achievement Award Grant by Elizabeth Diaz
- C) Discussion on Keep Pharr Beautiful 2025 projects
 - 1. Affiliate Status
 - 2. Presentation on Rio Reforestation
- D) Updated from Building and Code Compliance, Parks and Recreation and Public Works Department, 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

July 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 July 2025 at 3:30 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 July 2025


IMELDA PEREZ, TRMC
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: July 9, 2025

MEETING DATE: July 15, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for May 20, 2025-Regular Called Meeting

Classification: Regular

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

Issue: Board to approve minutes

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/9/2025
Final Approval - 7/10/2025

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, MAY 20, 2025
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, May 20, 2025 at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Laura M. De La Garza
Marisa Oliva
Jessica Trevino

MEMBERS ABSENT: Romeo Robles Jr.
Romeo Cantu
Rolando Perez

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Remy Vargas, Urban Ecologist
Edvard, 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
Irma Diaz, Environmental Supervisor

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 Laura M. De La Garza moved to excuse absent board members. Board member Marisa Oliva 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 APRIL 15, 2025 - REGULAR CALLED MEETING

Board member Jessica Trevino **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

Board member Mari Caballero introduced the item.

Cynthia Castro, Parks and Recreation Assistant Director, and Remy Vargas Urban Ecologist, gave a brief update on the Keep Texas Beautiful Conference they attended in Austin TX. They advised there were many topics shared and brought back ideas to implement at the City of Pharr.

Irma Diaz, Environmental Supervisor, and Selina Saenz, Environmental Educator, also attended the Keep Texas Beautiful Conference and advised they had also attended several sections and brought back many ideas to implement in the city.

C.) DISCUSSION ON KEEP PHARR BEAUTIFUL 2025 PROJECTS

Board member Mari Caballero introduced the item.

Remy Vargas, Urban Ecologist provided a PowerPoint presentation on the events that took place for the month of April, those being The Seed Library Unveiling; The Santa Ana Wildlife Refuge Earth Day Event; Paint the Park for Earth Day and Arbor Day Celebration; and the Kids to Park Event.

Cynthia Castro, Parks and Recreation Assistant Director gave a recap on the City of Pharr Trash-Off Adopt -A- Highway Program that was held on Saturday, May 3, 2025, at 9:00 a.m. She advised they had cleaned up a two-mile stretch from Business 83 to Moore Road. and had picked up over twenty-four (24) bags of trash.

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, Code Compliance Officer, reported on monthly performance indicators for the month of May. Evardo Coronado, Code Compliance Officer, briefly reported on the Address Plaque Program. He stated the address plaque program

provides plaques to residents sixty-five years and older, disabled residents and veterans. Mr. Rocha advised Cody's Birthday Bash would be held on Thursday, June 12, 2025, from 5:30 p.m. to 8:00 p.m. in front of City Hall.

Irma Diaz, Environmental Supervisor, reported on monthly performance indicators for April and advised the Beautify Pharr Community Clean up would be held on Saturday, May 31, 2025, from 8:00 am to 12:00 pm at Memorial Park located at 501 W. Egly Ave. Ms. Diaz also invited the community to attend the Public Works Week Celebration on Friday, May 23, 2025, from 9:00 am to 12:00 pm at 1015 E. Ferguson Ave.

Nico Tapangan, Public Health Director, reported on the department's current daily operations, upcoming City projects and grants. Mr. Tapangan advised Selina Saenz, Environmental Educator, had returned from the Keep Texas Beautiful Conference with a lot of great ideas to foster, execute and explore options. Mr. Tapangan invited the community to the Hurricane Preparedness event that would be held on Wednesday, May 21, 2025, from 6:00 p.m. to 8 :00 p.m. at the Pharr Development & Research Center located at 850 W. Dicker Road.

E.) BOARD COMMENTS

Board member Mari Caballero introduced the item.

Board members thanked all departments for all their hard work.

ITEM 3. ADJOURNMENT

There being no other business, Jessica Trevino **moved** to adjourn. Marisa Oliva seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:26 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 20th DAY OF MAY 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: July 9, 2025

MEETING DATE: July 15, 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

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:

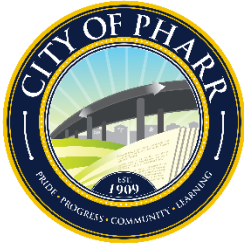
Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/9/2025
Final Approval - 7/10/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.

DATE SUBMITTED: July 9, 2025

MEETING DATE: July 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 2025 projects

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/9/2025
Final Approval - 7/10/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.1.

DATE SUBMITTED: July 9, 2025

MEETING DATE: July 15, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Affiliate Status

Classification: Regular

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

Issue: Affiliate status

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason: n/a

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/9/2025
Final Approval - 7/10/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.C.2.

DATE SUBMITTED: July 9, 2025

MEETING DATE: July 15, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Presentation on Rio Reforestation

Classification: Regular

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

Issue: Presentation on Rio Reforestation

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/9/2025
Final Approval - 7/10/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.D.

DATE SUBMITTED: July 9, 2025

MEETING DATE: July 15, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

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

Classification: Regular

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

Issue: Updates from City Department on upcoming and previous events.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason: n/a

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/9/2025
Final Approval - 7/10/2025



AGENDA MEMORANDUM



BOARD: Beautification Committee

AGENDA ITEM #: 2.E.

DATE SUBMITTED: July 9, 2025

MEETING DATE: July 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: Board Comments

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 7/9/2025
Final Approval - 7/10/2025