

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:


NOT Available

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: 7/15/25