

**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, AUGUST 19, 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 July 15, 2025 - Regular Called Meeting
- B) Presentation on Plans regarding Jones Box Park by Maggie Hanson
- C) Updates from Building and Code Compliance, Parks and Recreation, Public Works Department, and Public Health Department
- D) 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 956-402-4200 Ext 1201 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 14th day of August 2025 at 4:30 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).

AGENDA REGULAR MEETING
August 19, 2025



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

MEETING DATE: August 19, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for July 15, 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 - 08/14/2025
Final Approval - 08/14/2025

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

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, July 15, 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
Romeo Cantu

MEMBERS ABSENT: Rolando Perez

STAFF PRESENT: Cynthia Castro, Parks & Recreation Assistant Director
Cynthia Bernal, Administrative Assistant
Remy Vargas, Urban Ecologist
Rick Gamboa, Code Compliance Officer
Dylan Rocha, Code Compliance Officer
Nico Tapangan, Public Health Director
Elizabeth Diaz, Grants Management Director
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 5:36 p.m. Roll call established a quorum.

Board member Romeo Cantu moved to excuse absent board member. 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 MAY 20, 2025 - REGULAR CALLED MEETING

Board member Jessica Trevino 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 GOVERNOR'S COMMUNITY ACHIEVEMENT AWARD GRANT BY ELIZABETH DIAZ

Board member Mari Caballero introduced the item.

Elizabeth Diaz, Grants Management Director, gave a brief update on the Keep Texas Beautiful Governor's Community Achievement Award for 2025. Ms. Diaz advised the city had received the Award of Excellence and further provided six (6) different sections of scoring points and comments the judges provided.

C.) DISCUSSION ON KEEP PHARR BEAUTIFUL 2025 PROJECTS

1) AFFILIATE STATUS

Board member Mari Caballero introduced the item.

Cynthia Castro, Parks and Recreation, Assistant Director, reported to the board the city was an affiliate of Keep Texas Beautiful. She stated the city holds the silver affiliate status and is expected to receive the gold affiliate status next year.

2) PRESENTATION ON RIO REFORESTATION

Board member Laura De La Garza began by informing the board to save the date for the next Rio Reforestation event to be held on Saturday October 18, 2025, from 8:00 a.m. to 12:00 p.m. to be held at Milagro Tract in Pharr. She stated they would be planting over one thousand five hundred (1,500) plants.

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, advised next Cody's Block Party would be held on Tuesday, September 16, 2025, at Jones Box Park from 5:30 p.m. to 7:00 p.m. Mr. Rocha briefly reported on the Property Maintenance Assistant Program and Plaque Assistance Program, he advised they were still accepting applications. Rick Gamboa, Code Compliance Officer, provided a brief discussion on food truck inspections. They further presented a recap video of Cody's Birthday Bash that was

held on Thursday, June 12, 2025.

Remy Vargas, Urban Ecologist, provided a recap on events he was currently working on in Collaboration with Texas A&M Forest Service in setting up traps for Emerald Ash Borer Beetles and Red Bay Ambrosia Beetle. Mr. Vargas mentioned, other events such as educating students in summer camp program and enrichment camp with different activities to get the kids out-doors and a tabling event at the Mariposa Kermis Fundraiser that was held at the National Butterfly center. Mr. Vargas further advised Ms. Castro and himself had attended an arise Youth Workshop at the Hidalgo precinct building that would engage the youth on possible job opportunities.

Lastly, Mr. Vargas advised the city received the Texas A&M Community Greening Transformation Grant along with 2 (two) other cities. He advised it was a \$1.18 million grant to strategically expand tree canopy in the City of Pharr.

Cynthia Castro, Parks and Recreation Assistant Director, introduced Valeria Fonseca. Ms. Fonseca began by thanking the City and Keep Pharr Beautiful board for giving her the opportunity to work on her project. She advised her recycling project was almost completed and it was just pending logos and QR code of her story. She stated she expected project to be ready for the Our Pharr, Our Future Open House event that would be on Thursday, July 24, 2025.

Irma Diaz, Environmental Supervisor, reported on monthly performance indicators for June and advised the next Trash Bash event would be held on Saturday July 26, 2025, at Jones Box Park from 8:00 a.m. to 12:00 p.m. Ms. Diaz advised the Beautify Pharr Community Clean-Up combined with the Trash Bash event held on Saturday, May 31, 2025 had a great turn out and thanked the city departments and volunteers that attended.

Nico Tapangan, Public Health Director, provided a recap video of the Pet Wellness Fair & Rabies Clinic that was held on Saturday, July 12, 2025, at the Jose Pepe Salinas Civic Center. He further advised they relaunched the P.A.W.S. program, and explained it was a live pet tracker device that the pets wear on their collar.

Lastly, Mr. Tapangan stated it had been difficult to spray for mosquitoes advised due to high winds, but the goal was to ensure that all six (6) zones and neighborhoods of the city were covered.

E.) BOARD COMMENTS

Board member Mari Caballero introduced the item thanked all departments for all their hard work.

ITEM 3. ADJOURNMENT

There being no other business Board member Romeo Cantu **moved** to adjourn. Board member Laura De La Garza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:40 p.m.

KEEP PHARR BEAUTIFUL COMMITTEE

Mari Caballero, Chairperson

**STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF PHARR**

ON THIS THE 15th DAY OF JULY 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: August 14, 2025

MEETING DATE: August 19, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Presentation on Plans regarding Jones Box Park by Maggie Hanson

Classification: Regular

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

Issue: Presentation on plans regarding Jones Box Park

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason: n/a

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 08/14/2025
Final Approval - 08/14/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.C.

DATE SUBMITTED: August 14, 2025

MEETING DATE: August 19, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Updates from Building and Code Compliance, Parks and Recreation, 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:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 08/14/2025
Final Approval - 08/14/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.D.

DATE SUBMITTED: August 14, 2025

MEETING DATE: August 19, 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 comment

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 08/14/2025
Final Approval - 08/14/2025