

**MINUTES**  
**KEEP PHARR BEAUTIFUL ADVISORY BOARD**  
**REGULAR CALLED MEETING**  
**TUESDAY, JULY 15, 2025**  
**118 S. CAGE BLVD., 2<sup>ND</sup> 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, 2<sup>nd</sup> 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:** \_\_\_\_\_