

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

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

Cynthia Bernal, Administrative Assistant

APPROVED DATE: 8/19/25