



**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, SEPTEMBER 16, 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 August 19, 2025 - Regular Called Meeting
- B) Update on Keep Pharr Beautiful projects 2025
 - 1. Adopt A Highway
 - 2. Beautification of Golf Course landscape
- 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.

AGENDA REGULAR MEETING
September 16, 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 9th day of September 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 9th day of September 2025

ALESSANDRA GARCIA, CPM
ASSITANT 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: September 2, 2025

MEETING DATE: September 16, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for August 19, 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 - 09/02/2025
Final Approval - 09/02/2025

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, AUGUST 19, 2025
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, August 19, 2025 at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Laura M. De La Garza
Rolando Perez
Jessica Trevino
Romeo Cantu

MEMBERS ABSENT: Marisa Oliva

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
David Cantu, Code Compliance Officer
Elizabeth Diaz, Grants Management Director
Irma Diaz, Environmental Supervisor

OTHERS PRESENT: Maggie Hanson
Allen Williams

ITEM 1. CALL 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 5:39 p.m. Roll call established a quorum.

Board member Jessica Trevino moved to excuse absent board member. Board member Rolando Perez 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 JULY 15, 2025 - REGULAR CALLED MEETING

Board member Romeo Cantu moved to approve. Board member Laura De La Garza seconded the motion and when put to a vote, it carried unanimously.

B.) PRESENTATION ON PLANS REGARDING JONES BOX PARK BY MAGGIE HANSON

Board member Mari Caballero introduced the item.

Cynthia Castro, Parks and Recreation Assistant Director, introduced Maggie Hanson Assistant Professor at The University of Texas at Austin. Ms. Hanson began by introducing herself to the board and providing a power point presentation on an inspiring plan for Jones Box Park through prior collaboration with organized groups and youth in the City of Pharr, several students had worked on this plan for their spring semester class. Ms. Hanson advised she teaches studios that are 14 weeks long that look first at how other communities' designers are designing similar park spaces. She advised her students where at Jones Box Park for seven (7) days making designs of the park. Ms. Hanson stated the students analyzed what they saw and later they provided feedback from the Eco Alliance students on recommended ideas of what they would like at Jones Box Park. She provided a slide on a designed plan that would retain existing play and sport spaces, create comfortable rest spaces for multiple ages, prioritize intergenerational gatherings, support local stewardship and manage stormwater throughout the park to treat water as a resource. The board and Ms. Hanson further held a brief discussion on the plans regarding Jones Box Park.

C.) UPDATE FROM BUILDING AND CODE COMPLIANCE, PARKS AND RECREATION, PUBLIC WORKS, AND PUBLIC HEALTH DEPARTMENT STAFF

Board member Mari Caballero introduced the item.

David Cantu, Code Compliance Officer, advised the 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. Cantu also briefly reported on the Property Maintenance Assistant Program and Plaque Assistance Program, he further stated they were still accepting applications.

Remy Vargas, Urban Ecologist, provided a recap on the Wild about Wildlife event where children learned about bird adaptation through hands on activities and the Butterfly Pollinator Day event where children learned about the butterfly life cycle.

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

Irma Diaz, Environmental Supervisor, reported on monthly performance indicators for July and advised the next Trash Bash event would be held on Saturday, August 23, 2025, at Public Works Department from 8:00 a.m. to 12:00 p.m. Ms. Diaz advised they were getting ready for back to school and were sending recycle bins to the Pharr schools for kids to recycle their plastics and paper.

Lastly a brief discussion on Girl Scout Valeria Fonseca's recycling hoop project took place.

D.) BOARD COMMENTS

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. located at Milagro Tract in Pharr.

ITEM 3. ADJOURNMENT

There being no other business Board member Laura De La Garza **moved** to adjourn. Board member Jessica Trevino seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:38 p.m.

KEEP PHARR BEAUTIFUL COMMITTEE

Mari Caballero, Chairperson

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

ON THIS THE 19th DAY OF AUGUST 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: September 2, 2025

MEETING DATE: September 16, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Update on Keep Pharr Beautiful projects 2025

Classification: Regular

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

Issue: Staff update on Keep Pharr Beautiful projects

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 09/02/2025
Final Approval - 09/02/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.B.1.

DATE SUBMITTED: September 2, 2025

MEETING DATE: September 16, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Adopt A Highway

Classification: Regular

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

Issue: Adopt A Highway discussion

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 09/02/2025
Final Approval - 09/02/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.B.2.

DATE SUBMITTED: September 2, 2025

MEETING DATE: September 16, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Beautification of Golf Course landscape

Classification: Regular

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

Issue: Beautification of Golf Course Landscape

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 09/02/2025
Final Approval - 09/02/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.C.

DATE SUBMITTED: September 2, 2025

MEETING DATE: September 16, 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 staff on upcoming and previous events

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

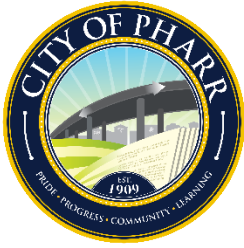
Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 09/02/2025
Final Approval - 09/02/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.D.

DATE SUBMITTED: September 2, 2025

MEETING DATE: September 16, 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: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 09/02/2025
Final Approval - 09/02/2025