



**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, OCTOBER 21, 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 September 16, 2025 - Regular Called Meeting
- B) Update on Keep Pharr Beautiful projects 2025
- C) Recap on the 31st Annual Rio Reforestation
- D) Updates from Building and Code Compliance, Parks and Recreation, Public Works Department, and Public Health Department
- E) 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 October 2025 at 4:00 p.m. and will remain posted continuously for at least three (3) business days 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 14th day of October 2025




IMELDA PEREZ, TRMC
CITY CLERK

AGENDA REGULAR MEETING
October 21, 2025

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: October 13, 2025

MEETING DATE: October 21, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Approval of Minutes for September 16, 2025 - Regular Called Meeting

Classification: Regular

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

Issue: Approval of minutes

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 10/13/2025
Final Approval - 10/14/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.B.

DATE SUBMITTED: October 13, 2025

MEETING DATE: October 21, 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: Updates on Keep Pharr Beautiful projects 2025

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 10/13/2025
Final Approval - 10/14/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.C.

DATE SUBMITTED: October 13, 2025

MEETING DATE: October 21, 2025

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Parks

DIRECTOR: Sergio Alanis

Agenda Item: Recap on the 31st Annual Rio Reforestation

Classification: Regular

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

Issue: Recap on the Rio Reforestation event that took place.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 10/13/2025
Final Approval - 10/14/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.D.

DATE SUBMITTED: October 13, 2025

MEETING DATE: October 21, 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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 10/13/2025
Final Approval - 10/14/2025



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.E.

DATE SUBMITTED: October 13, 2025

MEETING DATE: October 21, 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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sergio Alanis

Created/Initiated - 10/13/2025
Final Approval - 10/14/2025