

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, SEPTEMBER 16, 2025
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, September 16, 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
Marisa Oliva
Mercedes Guillen

MEMBERS ABSENT: Romeo Cantu
Jessica Trevino

STAFF PRESENT: Sergio Alanis, Parks and Recreation Director
Isaac Escobedo, Parks and Recreation Assistant Director
Anthony Rivera, Parks and Rec. Interim Assistant Director
Cynthia Bernal, Administrative Assistant
Gracie Casas, Special Projects Manager
Remy Vargas, Urban Ecologist
Elizabeth Diaz, Grants Management Director

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 5:37p.m. Roll call established a quorum.

Board member Marisa Oliva 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 AUGUST 19, 2025 - REGULAR CALLED MEETING

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

B.) UPDATE ON KEEP PHARR BEAUTIFUL PROJECTS 2025

1. ADOPT A HIGHWAY

Board member Mari Caballero introduced the item.

Remy Vargas, Urban Ecologist, advised the 2nd Adopt-A-Highway clean-up event would be held on Saturday, September 20, 2025, and advised meeting point would be at Oil Can Harry's located at 113 N. Cage Blvd. and the two-mile stretch would go all the way to Moore Rd.

Gracie Casas, Special Projects Manager, advised the event would have volunteers from PSJA Southwest Early College High School and city employees that would be helping in the clean-up. The board held a brief discussion on the clean-up event.

2. BEAUTIFICATION OF GOLF COURSE LANDSCAPE

Board member Mari Caballero introduced the item and advised Assistant City Manager David Friedlein had asked the Keep Pharr Beautiful Board to help with any suggestions on beautifying the Golf Course.

Remy Vargas, Urban Ecologist, began by informing the board they were working on the Golf Course Landscaping project and were getting quotes for some plants. Board member Marisa Oliva advised she would help with the designs and asked if there was a map to utilize to make sure the designs go along with the guidelines and properties. Isaac Escobedo, Parks and Recreation Assistant Director, advised they were coordinating with the Engineering Department. The board held a brief discussion on the areas that were selected on where the plants would be.

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

Board member Mari Caballero introduced the item and advised the city had an event and several departments were unable to attend the meeting.

Remy Vargas, Urban Ecologist, advised the 31st. Annual Rio Reforestation event would 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, located at 904 W. Doffin Rd. He advised they would be having a pre-event for the Rio Reforestation in conjunction with the library on Thursday, October 16th, 2025. Mr. Vargas provided a recap on ongoing and upcoming events he was working on.

Lastly, Mr. Vargas provided an update on the Texas A&M Community Greening Transformation Grant, he advised the Community Urban Forester and Community Forestry Coordinator positions were posted. The board held a brief discussion on the Coastal Expo that would be held in 2026 on February 19th thru February 20th.

D.) BOARD COMMENTS

Board member Mari Caballero introduced new board member Mercedes Guillen. Ms. Guillen began by introducing herself to the board and stated her passion was to serve the community and the board. She advised she was ready to help the Spanish speaking community in the City of Pharr. The board further welcomed Ms. Guillen to the team.

Board member Laura De La Garza began by providing a brief discussion on the assistance the media department is providing to spread the word out to support the Rio Reforestation event. Ms. De La Garza shared the importance of the South Texas Refuge Complex in partnership and support from the community and City of Pharr city management.

ITEM 3. ADJOURNMENT

There being no other business Board member Marisa Oliva **moved** to adjourn. Board member Laura De La Garza seconded the motion and when put to a vote, it carried unanimously. Meeting adjourned at 6:13 p.m.

KEEP PHARR BEAUTIFUL COMMITTEE



Mari Caballero, Chairperson

**STATE OF TEXAS
COUNTY OF HIDALGO**

CITY OF PHARR

ON THIS THE 16th DAY OF SEPTEMBER 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:

10/21/25