

**MINUTES**  
**KEEP PHARR BEAUTIFUL ADVISORY BOARD**  
**REGULAR CALLED MEETING**  
**TUESDAY, OCTOBER 21, 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, October 21, 2025 at 5:30 p.m. and the following is the record of attendance.

**MEMBERS PRESENT:** Mari Caballero  
Laura M. De La Garza  
Romeo Cantu  
Mercedes Guillen

**MEMBERS ABSENT:** Marisa Oliva  
Jessica Trevino  
Rolando Perez

**STAFF PRESENT:** Isaac Escobedo, Interim Maintenance Director  
Cynthia Bernal, Administrative Assistant  
Remy Vargas, Urban Ecologist  
Elizabeth Diaz, Public Health Director  
Dylan Rocha, Code Compliance Officer  
Napoleon Coco, Interim Director of Grants Management  
Yuri Gonzalez, News Director/PIO  
Irma Diaz, Environmental Supervisor  
Selena Saenz, Environmental Educator  
Maria Morales, Schoolyard Forestry Project Coordinator  
Damaris N. Pizano, Schoolyard Forestry Project Coordinator  
Larissa Villegas, Community Forestry Coordinator

**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 5:35p.m. Roll call established a quorum.

Board member Mercedes Guillen moved to excuse absent board member. Board member Romeo Cantu 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 SEPTEMBER 16, 2025 - REGULAR CALLED MEETING**

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

### **B.) UPDATE ON KEEP PHARR BEAUTIFUL PROJECTS 2025**

Board member Mari Caballero introduced the item and advised a proposed date was needed for the next Adopt-A-Highway Clean-Up. The board held a brief discussion on several dates options.

Mrs. Caballero advised she had attended story time at the Pharr Memorial Library on Wednesday October 8, 2025, and stated she had read a story book to the kids and they had enjoyed it.

She further stated on Monday, September 29, 2025, Mayor Ambrosio Hernandez held a meeting with representatives from each committee and board the City of Pharr has, she stated it was to discuss initiative requests each board may have. Mrs. Caballero further stated Board Member Marisa Oliva had attended the meeting on behalf of the Keep Pharr Beautiful Board.

Mrs. Caballero reported the board was helping on the Landscaping project to help beautify areas of the Golf Course.

She further invited all local artists to visit the City of Pharr Facebook page and like the Standpipe projects posts.

Lastly, Mrs. Caballero introduced Napoleon Coca, Interim Director of Grants Management. Mr. Coca stated his department had submitted a grant through the Keep Texas Beautiful and was pending response.

### **C.) RECAP ON THE 31<sup>ST</sup> ANNUAL RIO REFORESTATION**

Board member Mari Caballero introduced the item.

A recap video of the 31<sup>st</sup> Annual Rio Reforestation that was held on Saturday October 18, 2025, at Milagro Tract in Pharr, was played. Board Member Laura De La Garza began by reporting there were over One Thousand Eight Hundred (1,800)

volunteers and it was the biggest turnout from previous years. She thanked the City of Pharr and everyone that made this a successful event.

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

Board member Mari Caballero introduced the item.

Dylan Rocha, Code Compliance Officer, provided a video recap on Cody's Block Party that was held on Tuesday, September 16, 2025, at Jones Box Park. He advised they were still accepting applications for the Property Maintenance Program and Plaque Assistance Program. A Public Service Announcement video on illegal dumping was then played and a discussion on illegal dumping took place.

Remy Vargas, Urban Ecologist, provided a recap on following events; Avocado Fest Activity at the Pharr Memorial Library, Homeschool Owl Pellets activity event at the Development and Research Center, Rio Reforestation event at the Pharr Memorial Library. He further reported on the Adopt-A-Highway event that was held on Saturday, September 20, 2025, and stated there was over Seventy (70) volunteers and there were over forty-three (43) bags of trash collected.

Remy Vargas, Urban Ecologist, provided an update on the Texas A&M Community Greening Transformation Grant, he reported the Community Urban Forester position was still posted and Community Forestry Coordinator positions had been filled. He further introduced Larissa Villegas to the board.

Larissa Villegas, Community Forestry Coordinator introduced herself and stated she was from the Pharr area and was excited to be a part of this grant project. The Board welcomed Ms. Villegas.

Irma Diaz, Environmental Supervisor, reported on the monthly performance indicators for the month of September. She reported the next Trash Bash would be held on Saturday, October 25, 2025, at Public Works Department from 8:00 a.m. to 12:00 p.m. She reported on several events the Public Works Department had participated in, starting with Fire Fest event, Avocado Fest, Rio Reforestation, and recycling informational event at Home Depot.

Elizabeth Diaz, Public Health Director, invited her staff to provide a brief discussion on what they had been working on the last couple of weeks in collaboration with the Pharr Memorial Library, Public Works, and Parks and Recreation departments. Damaris N. Pizano, Schoolyard Forestry Project Coordinator, Maria Morales, Schoolyard Forestry Project Coordinator, and Selena Saenz, Environmental Educator, reported they had a Guacamole with a twist event, a workshop on October 15, 2025, called Project Wild that helps students connect with the nature world through engaging

activities, they also attended Fire Fest event, Rio Reforestation event, and a presentation at the Pharr Memorial Library on how to maintain a garden at home. Lastly, the ladies provided a recap on the Forestry Grant Project.

**E.) BOARD COMMENTS**

Board member Mari Caballero introduced the item.

Board members thanked all departments for all their hard work. Mrs. Caballero congratulated Isaac Escobedo on his promotion as Interim Maintenance Director.

**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 6:36 p.m.

**KEEP PHARR BEAUTIFUL COMMITTEE**



\_\_\_\_\_  
Mari Caballero, Chairperson

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

**ON THIS THE 21ST DAY OF OCTOBER 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:** 1/20/20