



**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., 2<sup>ND</sup> FLOOR, PHARR, TEXAS  
COMMENCING AT 5:30 PM ON  
TUESDAY, FEBRUARY 17, 2026**

*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 January 20, 2026 - Regular Called Meeting
- B) Update from Maintenance Department on Keep Pharr Beautiful projects 2026
  - 1. Adopt-A-Highway Clean Up Saturday February 21, 2026
  - 2. Pharr in Color "Standpipe Project"
- C) Discussion and action, if any, on upcoming KPB Workshop dates
- D) Updates from Building and Code Compliance, Grants, Parks and Recreation, Public Health Department and Public Works 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](mailto:cityclerksoffice@pharr-tx.gov) for further information. Braille is not available.

AGENDA REGULAR MEETING  
February 17, 2026

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](http://www.pharr-tx.gov). This Notice was posted on the 10<sup>th</sup> day of February 2026 at 3:00 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 10<sup>th</sup> day of February 2026

  
\_\_\_\_\_  
ALESSANDRA GARCIA, CPM  
ASSISTANT 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:** February 10, 2026

**MEETING DATE:** February 17, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Approval of Minutes for January 20, 2026 - Regular Called Meeting

**Classification:** Regular

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

**Issue:** Board to approve minutes

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 02/10/2026  
Final Approval - 02/10/2026

**MINUTES**  
**KEEP PHARR BEAUTIFUL ADVISORY BOARD**  
**REGULAR CALLED MEETING**  
**TUESDAY, JANUARY 20, 2026**  
**118 S. CAGE BLVD., 2<sup>ND</sup> FLOOR**

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, January 20, 2026 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  
Marisa Oliva  
Jessica Trevino

**MEMBERS ABSENT:** Rolando Perez

**STAFF PRESENT:** Isaac Escobedo, Maintenance Director  
Sara Guerra, Assistant Director Maintenance Department  
Elva Guajardo, Administrative Assistant  
Remy Vargas, Urban Ecologist  
Elizabeth Diaz, Public Health Director  
Dylan Rocha, Code Compliance Officer  
Napoleon Coco, Director of Grants Management  
Joe Garza, Assistant Director Development Services  
Irma Diaz, Environmental Supervisor  
Selena Saenz, Environmental Educator  
Jasmine Rivera, Community Urban Forester  
Edvard Coronado, Code Compliance Officer  
Damaris Pizano, Schoolyard Forestry Project 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 5:30 p.m. Roll call established a quorum.

Board member Romeo Cantu moved to excuse absent board member. Board member Mercedes Guillen 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 OCTOBER 21, 2025 - REGULAR CALLED MEETING**

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

### **B.) UPDATE ON KEEP PHARR BEAUTIFUL PROJECTS 2026**

Board member Mari Caballero introduced the item.

Sara Guerra, Assistant Director Maintenance Department stated the Adopt-A-Highway Clean-Up would be held on Saturday, February 21, 2026. She further provided an update on the Landscaping Project at the Golf Course and the Standpipe Project and advised several Standpipes are still pending to be painted around the city.

### **C.) RECOGNITION FOR 2025 SCENIC CITY PEOPLE'S CHOICE AWARD**

Board member Mari Caballero introduced the item.

Joe Garza, Assistant Director Development Services, announced the City of Pharr was awarded the 2025 Scenic City People's Choice award by Scenic Texas. He stated the recognition was given to a certified scenic city that the public votes on based on efforts to enhance the visual environment to the city. He advised that the award was awarded in October of 2025. A video from the Scenic City People's Choice award website was shown.

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

Board member Mari Caballero introduced the item.

Edvarado Coronado, Code Compliance Officer, advised Cody's Birthday Bash would be held on Friday, June 12, 2026 in, Downtown Pharr and advised they were still accepting applications for the Property Maintenance Program and Plaque Assistance Program.

Remy Vargas, Urban Ecologist, and Jasmine Rivera, Community Urban Forester, provided a recap on the following events, Arbor Day Activity, Pharr Library Activity, 29th Annual Texas Butterfly Festival, and Winter Garden Market. Mr. Vargas further reported he had submitted the application for the Mayors Monarch Pledge Proclamation & Achievement and the Tree City USA Grant. Ms. Rivera reported they had attended the

following Community Events: PSJA Posada, Christmas Night at the Library, and Coffee and Canopy. She further stated they had applied for a six hundred dollar (\$600) grant through the Native Plant Society of Texas.

Lastly, Mr. Vargas advised the RGV Coastal Expo would be held some time in the month of February.

Napoleon Coca, Director of Grants Management, advised the Governor's Community Achievement Award application would be opening on February 2, 2026. He advised a grant application had also been submitted to Texas Parks and Wildlife, and two (2) items were proposed to include Jones Box Park and Turf Fields for Witten Park.

Irma Diaz, Environmental Supervisor, reported on the monthly performance indicators for the month of December 2025. She advised there would be a recycling event called Love for Pharr on Saturday February 7, 2026, at Jones Box Park located at 805 W. Rosa Ave. from 9:00 a.m.-1 p.m.

Damaris N. Pizano, Schoolyard Forestry Project Coordinator, and Selena Saenz, Environmental Educator, reported on events they were having and attending for the Health Department. They reported they attended the following events: Dr Long Elementary Fall Festival, 2025 Autism Conference, Pathways Toward Independence Early Childhood Special Education at Doedyns Elementary, UTRGV Presentation, Yzagurre Middle School Fall Festival, World Diabetes Day, National Recycling Day, Library's Homeschool End of the year Mini Posada, Winter Garden Market, and Coffee & Canopy.

Elizabeth Diaz, Public Health Director, provided information on Leveraging Information for Everyone (L.I.F.E.) Program and advised this program served as a coordinated point of connection to ensure residents are guided to appropriate resources. Lastly, she advised the Public Health Department was looking for students to join in the Public Health Internship Program.

## **E.) BOARD COMMENTS**

Board member Mari Caballero introduced the item.

Board member Laura De La Garza thanked all departments for all their hard work and dedication.

## **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 6:27 p.m.

**KEEP PHARR BEAUTIFUL COMMITTEE**

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Mari Caballero, Chairperson

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

**ON THIS THE 20th DAY OF JANUARY 2026**, 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:**

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Cynthia Bernal, Administrative Assistant

**APPROVED DATE:** \_\_\_\_\_



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

**AGENDA ITEM #:** 2.B.

**DATE SUBMITTED:** February 10, 2026

**MEETING DATE:** February 17, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Update from Maintenance Department on Keep Pharr Beautiful projects 2026

**Classification:** Regular

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

**Issue:** Maintenance Department will provide updates on KPB projects 2026

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 02/10/2026  
Final Approval - 02/10/2026



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

**AGENDA ITEM #:** 2.B.1.

**DATE SUBMITTED:** February 10, 2026

**MEETING DATE:** February 17, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Adopt-A-Highway Clean Up Saturday February 21, 2026

**Classification:** Regular

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

**Issue:** Maintenance Department provide information on Adopt-A-Highway

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 02/10/2026  
Final Approval - 02/10/2026



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

**AGENDA ITEM #:** 2.B.2.

**DATE SUBMITTED:** February 10, 2026

**MEETING DATE:** February 17, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Pharr in Color "Standpipe Project"

**Classification:** Regular

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

**Issue:** Maintenance Department will provide an update on the Standpipe Project.

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 02/10/2026  
Final Approval - 02/10/2026



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

**AGENDA ITEM #:** 2.C.

**DATE SUBMITTED:** February 10, 2026

**MEETING DATE:** February 17, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Discussion and action, if any, on upcoming KPB Workshop dates

**Classification:** Regular

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

**Issue:** Discussion on KPB workshop dates

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 02/10/2026  
Final Approval - 02/10/2026



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

**AGENDA ITEM #:** 2.D.

**DATE SUBMITTED:** February 10, 2026

**MEETING DATE:** February 17, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Updates from Building and Code Compliance, Grants, Parks and Recreation, Public Health Department and Public Works Department

**Classification:** Regular

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

**Issue:**

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 02/10/2026  
Final Approval - 02/10/2026



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

**AGENDA ITEM #:** 2.E.

**DATE SUBMITTED:** February 10, 2026

**MEETING DATE:** February 17, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Board Comments

**Classification:** Regular

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

**Issue:** Board Commets

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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**ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 02/10/2026  
Final Approval - 02/10/2026