

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

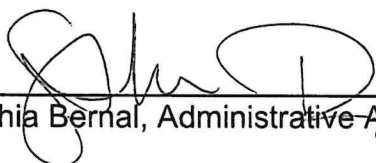
Mari Caballero

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, 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: 2/17/26