



**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, APRIL 21, 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 February, 17, 2026 - Regular Called Meeting and March, 30, 2026 - Keep Pharr Beautiful Workshop Meeting.

B) Update from Maintenance Department on Keep Pharr Beautiful projects 2026

1. Adopt-A-Highway Clean Up Saturday, April 25, 2026

2. Pharr in Color "Standpipe Project"

3. Discussion and action, if any, on Topics and Ideas discussed at the Keep Pharr Beautiful Workshop

C) Updates from Building and Code Compliance, Grants, Parks and Recreation, Public Health Department and Public Works Department

D) 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  
April 21, 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 14<sup>th</sup> day of April 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 14<sup>th</sup> day of April 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:** April 13, 2026

**MEETING DATE:** April 21, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Approval of Minutes for February, 17, 2026 - Regular Called Meeting and March, 30, 2026 - Keep Pharr Beautiful Workshop Meeting.

**Classification:** Regular

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

**Issue:** Board to approve minutes

**Fiscal Consideration:**

**Staff Recommendation:** n/a

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:** n/a

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 04/13/2026  
Final Approval - 04/13/2026

**MINUTES**  
**KEEP PHARR BEAUTIFUL ADVISORY BOARD**  
**REGULAR CALLED MEETING**  
**TUESDAY, FEBRUARY 17, 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, February 17, 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

**MEMBERS ABSENT:** Rolando Perez  
Jessica Trevino

**STAFF PRESENT:** Isaac Escobedo, Maintenance Director  
Cynthia Bernal, Administrative Assistant  
Gracie Casas, Special Projects Manager  
Remy Vargas, Urban Ecologist  
Elizabeth Diaz, Public Health Director  
Dylan Rocha, Code Compliance Officer  
Napoleon Coca, Director of Grants Management  
Luis Marin, Public Works Director  
Damaris Pizano, Schoolyard Forestry Project Coordinator  
Edgar Gutierrez, Recreation Coordinator  
Ramiro Caballero, Commissioner

**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 5:32 p.m. Roll call established a quorum.

Board Member Romeo Cantu moved to excuse absent board members. Board member Mercedes Guillen seconded the motion, and when put to a vote, the motion carried unanimously.

**B) INVOCATION**

Board member Mari Caballero led the invocation.

## **ITEM 2. ADMINISTRATIVE**

### **A) APPROVAL OF MINUTES FOR JANUARY 20, 2026 - REGULAR CALLED MEETING**

Board member Marisa Oliva moved to approve. Board member Mercedes Guillen seconded the motion, and when put to a vote, it carried unanimously.

### **B) UPDATE FROM MAINTENANCE DEPARTMENT ON KEEP PHARR BEAUTIFUL PROJECTS 2026**

Board member Mari Caballero introduced the item.

#### **1. ADOPT-A-HIGHWAY CLEAN UP SATURDAY FEBRUARY 21, 2026**

Gracie Casas, Special Project Manager, stated the Adopt-A-Highway cleanup was scheduled for February 21, 2026.

#### **2. PHARR IN COLOR "STANDPIPE PROJECT"**

She also reported that over thirty (30) standpipes had been completed and that the Standpipe Project was ongoing.

### **C) DISCUSSION AND ACTION, IF ANY, ON UPCOMING KPB WORKSHOP DATES**

Board member Mari Caballero introduced the item.

Board discussed potential dates for workshop and identified two (2) options.

Board member Laura De La Garza moved to approve March 30, 2026, as a first option and Monday March 23, 2026, as a backup date. Board member Marisa Oliva seconded the motion, and when put to a vote, it carried unanimously.

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

Board Member Mari Caballero introduced the item.

Dylan Rocha, Code Compliance Officer, advised Cody's Birthday Bash was scheduled for June 12, 2026, in, Downtown Pharr from 5:30 p.m. to 8:30 p.m. He noted that applications were being accepted for the Property Maintenance and Plaque

Assistance Program.

Napoleon Coca, Director of Grants Management, reported that the Governor's Community Achievement Award application was in progress and would be submitted by March 12, 2026, deadline. He also advised that a separate grant had been submitted to Texas Parks and Wildlife for Jones Box Park and Witten Park turf fields.

Edgar Gutierrez, Recreation Coordinator, provided information on Community Garage Sale event scheduled for April 18, 2026, at the Jose Pepe Salinas Civic Center.

Remy Vargas, Urban Ecologist, provided a recap on recent events and stated a forestry workshop had been scheduled for March 10, 2026, for City of Pharr and PSJA Maintenance staff.

Damaris N. Pizano, Schoolyard Forestry Project Coordinator, reported participation in multiple community events. She also provided an update on the School Yard Forestry Project, noted that seven (7) schools had been approved and the project had moved into the bid phase.

Luis Marin, Public Works Director, thanked all city departments that attended the Love for Pharr event. He provided a brief performance update for January 2026 and advised that the next Trash Bash was scheduled for February 28, 2026.

## **E) BOARD COMMENTS**

Board Member Mari Caballero introduced the item and gave a brief discussion on P.O.E.T (Pharr Ordinance Enforcement Team).

## **ITEM 3. ADJOURNMENT**

There being no other business to come before the committee, Board Member Romeo Cantu **moved** to adjourn. Board Member Laura De La Garza seconded and when put to a vote, the motion carried unanimously. Meeting adjourned at 6:27 p.m.

**KEEP PHARR BEAUTIFUL COMMITTEE**

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**MARI CABALLERO, CHAIRPERSON**

## CITY OF PHARR

**ON THIS THE 17th DAY OF FEBRUARY 2026**, the Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas, convened in a **REGULAR CALLED MEETING** at Commissioner's Room located at 118 S. Cage, 2<sup>nd</sup> Floor, Pharr, Texas. The meeting being open to the public notice of the said meeting, giving the date, place, 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:

**MINUTES**  
**KEEP PHARR BEAUTIFUL WORKSHOP**  
**MONDAY MARCH 30, 2026**  
**118 S. CAGE BLVD., 2<sup>ND</sup> FLOOR**

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Monday, March 30, 2026 at 10:00 a.m. and the following is the record of attendance.

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

**MEMBERS ABSENT:** Rolando Perez  
Jessica Trevino

**STAFF PRESENT:** Isaac Escobedo, Maintenance Director  
Cynthia Bernal, Administrative Assistant  
Sara Guerra Maintenance Assistant Director  
Gracie Casas, Special Projects Manager  
Remy Vargas, Urban Ecologist  
Sergio Alanis, Parks and Recreation Director  
Irma Diaz, Environmental Supervisor  
Will Borowski, Golf Director  
Napoleon Coca, Director of Grants  
Luis Marin, Public Works Director  
Kenia Gomez, News Director  
Sandra Regalado, Assistant Director of Grants  
Anthony Rivera, Parks and Recreation Assistant Director  
Joe Garza, Development Services Assistant Director  
Selina Saenz, Environmental Educator  
Eddie Martinez, Development Services  
Omahar Badilla, Public Utilities  
Alyn Cervantes, Building & Code Assistant Director  
Sam Pena, Schoolyard Forestry Project Coordinator  
Jasmine Rivera, Community Urban Forester  
Larissa Villegas, Community Forestry Coordinator  
Lilya Arechiga, Code Compliance Clerk  
Jaime Lopez, Waste Management

**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 10:04 a.m. Roll call established a quorum.

Board member Romeo Cantu moved to excuse absent board members. Board member Laura De La Gara seconded the motion, and when put to a vote, the motion carried unanimously.

## **B) INVOCATION**

Board member Mari Caballero led the invocation.

## **ITEM 2. ADMINISTRATIVE**

### **A) WELCOMING REMARKS BY CHAIRWOMAN**

Board Member Mari Caballero introduced the item, welcomed all attendees, and provided a brief history on how the Keep Pharr Beautiful Board was established.

### **B) DISCUSSION OF PENDING AND/OR PROPOSED PROJECTS AND PROGRAMS, NOT LIMITED TO; GOLF COURSE BEAUTIFICATION, ADOPT-A-HIGHWAY, STANDPIPE PROJECT, GOVERNOR'S COMMUNITY ACHIEVEMENT AWARD, AND PHARR GREEN MOVEMENT.**

Board member Mari Caballero introduced the item.

Will Borowski, Golf Director, reported that the Keep Pharr Beautiful Golf Course Beautification project began one year prior and expressed interest in placing a sign in the memorial garden. He noted that the Esperanza (City Flower) plantings were doing very well.

Gracie Casas, Special Project Manager, explained that the Adopt-A-Highway program covers one – to two - mile roadway sections and may be conducted three to four times per year. She advised the next cleanup was for Saturday, April 25, 2026.

She also provided an update on the Standpipe Project, noting that over thirty (30) standpipes had been completed and that the project was ongoing.

Napoleon Coca, Director of Grants Management, reported that the Governor's Community Achievement Award application had been submitted, with results expected in late April or early May. He thanked the department for their efforts.

Luis Marin, Public Works Director, shared that the Pharr Green Movement, an environmental initiative by the City of Pharr, focused on promoting a cleaner, more sustainable community. He noted that a logo was in development and would be

released soon.

Board Member Mari Caballero opened the floor for discussion. Directors discussed strategies to improve future submissions for the Governor's Community Achievement Award. Staff also shared updates on current and upcoming events.

**C) BOARD COMMENTS**

Board member Mari Caballero introduced the item.

Board members thanked all departments for all their hard work.

**ITEM 3. ADJOURNMENT**

There being no other business to come before the committee, Board Member Romeo Cantu moved to adjourn. Board Member Laura De La Garza seconded and when put to a vote, the motion carried unanimously. Meeting adjourned at 12:00 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 30th DAY OF MARCH 2026** the Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas, convened in a **REGULAR CALLED MEETING** at Commissioner's Room located at 118 S. Cage, 2<sup>nd</sup> Floor, Pharr, Texas. The meeting being open to the public notice of said meeting, giving the date, place, subject, hereof, having been posted in accordance with Chapter 551, Texas Government Code (Open Meeting Act) and there being present a quorum, I, **CYNTHIA BERNAL, MAINTENANCE 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:



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

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

**DATE SUBMITTED:** April 13, 2026

**MEETING DATE:** April 21, 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:** Update on Keep Pharr Beautiful projects 2026

**Fiscal Consideration:**

**Staff Recommendation:** n/a

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 04/13/2026  
Final Approval - 04/13/2026



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

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

**DATE SUBMITTED:** April 13, 2026

**MEETING DATE:** April 21, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Adopt-A-Highway Clean Up Saturday, April 25, 2026

**Classification:** Regular

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

**Issue:** Discussion on Adopt-A-Highway Clean up

**Fiscal Consideration:**

**Staff Recommendation:** n/a

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 04/13/2026  
Final Approval - 04/13/2026



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

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

**DATE SUBMITTED:** April 13, 2026

**MEETING DATE:** April 21, 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:** Discussion on Standpipe project

**Fiscal Consideration:**

**Staff Recommendation:** n/a

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 04/13/2026  
Final Approval - 04/13/2026



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

**AGENDA ITEM #:** 2.B.3.

**DATE SUBMITTED:** April 13, 2026

**MEETING DATE:** April 21, 2026

**FROM:** Cindy Bernal, Administrative Assistant

**DEPARTMENT:** Maintenance

**DIRECTOR:** Isaac Escobedo

**Agenda Item:** Discussion and action, if any, on Topics and Ideas discussed at the Keep Pharr Beautiful Workshop

**Classification:** Regular

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

**Issue:** Discussion on Topics and Ideas discussed at the Keep Pharr Beautiful Workshop

**Fiscal Consideration:**

**Staff Recommendation:** n/a

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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**ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 04/13/2026  
Final Approval - 04/13/2026



## AGENDA MEMORANDUM



**BOARD:** BEAUTIFICATION COMMITTEE

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

**DATE SUBMITTED:** April 13, 2026

**MEETING DATE:** April 21, 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 Comments

**Fiscal Consideration:**

**Staff Recommendation:**

**Alternatives:**

**Exclude Material from Public Packet?** No

**Reason:**

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### **ROUTING:**

Cindy Bernal  
Isaac Escobedo

Created/Initiated - 04/13/2026  
Final Approval - 04/13/2026