

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, FEBRUARY 17, 2026
118 S. CAGE BLVD., 2ND 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



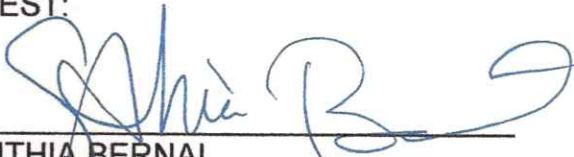
MARI CABALLERO, CHAIRPERSON

STATE OF TEXAS
COUNTY OF HIDALGO

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, 2nd 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:



CYNTHIA BERNAL
ADMINISTRATIVE ASSISTANT

APPROVED: