

MINUTES
KEEP PHARR BEAUTIFUL WORKSHOP
MONDAY MARCH 30, 2026
118 S. CAGE BLVD., 2ND 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

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

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



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, 2nd 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:

A handwritten signature in black ink, appearing to read 'Cynthia Bernal', written over a horizontal line.

CYNTHIA BERNAL
ADMINISTRATIVE ASSISTANT

APPROVED: