



**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., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 5:30 PM ON
TUESDAY, MAY 19, 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 April 21, 2026 - Regular Called Meeting
- B) Keep Texas Beautiful Conference 2026
- C) Update from Maintenance Department on Keep Pharr Beautiful projects 2026
 - 1. Adopt-A-Highway Clean Up Saturday, April 25, 2026
- 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 for further information. Braille is not available.

AGENDA REGULAR MEETING
May 19, 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. This Notice was posted on the 12th day of May 2026 at 3:00 p.m. and will remain posted continuously for at least three (3) business days preceding the scheduled time of Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).



WITNESS MY HAND AND SEAL, this 12th day of May 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: May 11, 2026

MEETING DATE: May 19, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Isaac Escobedo

Agenda Item: Approval of Minutes for April 21, 2026 - Regular Called 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:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 05/11/2026
Final Approval - 05/11/2026

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, APRIL 21, 2026
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, April 21, 2026, at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Jessica Trevino
Romeo Cantu
Mercedes Guillen
Marisa Oliva
Jaime Lopez

MEMBERS ABSENT: Laura De La Garza

STAFF PRESENT: Sara Guerra, Maintenance Assistant Director
Cynthia Bernal, Administrative Assistant
Gracie Casas, Special Projects Manager
Elizabeth Diaz, Public Health Director
Dylan Rocha, Code Compliance Officer
Christopher Garza, Code Compliance Officer
Erik Espinoza, Stormwater Supervisor
Damaris Pizano, Schoolyard Forestry Project Coordinator
Sam Pena, Schoolyard Forestry Project Coordinator
Maria Morales, Schoolyard Forestry Project Coordinator

OTHER'S PRESENT: Elsa Morfin, Texas Department of Transportation

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 5:39 p.m. Roll call established a quorum.

Board Member Jessica Trevino moved to excuse absent board members. Board member Marisa Oliva 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 FEBRUARY 17, 2026 - REGULAR CALLED MEETING AND MARCH 30, 2026 KEEP PHARR BEAUTIFUL WORSHOP

Board member Romeo Cantu moved to approve. Board member Marisa Oliva 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 APRIL 25, 2026

Gracie Casas, Special Project Manager, stated the Adopt-A-Highway cleanup was scheduled for April 25, 2026. She introduced Elsa Morfin with Texas Department of Transportation. Ms. Morfin provided information on the Adopt-A-Highway program.

2. PHARR IN COLOR “STANDPIPE PROJECT”

Gracie Casas also reported that over forty-two (42) standpipes had been completed and that the Standpipe Project was ongoing. She provided before and after pictures on the standpipes that had been completed.

C) DISCUSSION AND ACTION, IF ANY, ON TOPICS AND IDEAS DISCUSSED AT THE KEEP PHARR BEAUTIFUL WORKSHOP

Board member Mari Caballero introduced the item and reported one of the topics that was discussed was to strategies to improve future submissions for the Governor’s Community Achievement Award.

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, and Christopher Garza Code Compliance Officer, advised Cody’s Birthday Bash was scheduled for June 5, 2026, in, Downtown Pharr from 5:30 p.m. to 8:30 p.m. They noted that applications were being

accepted for the Property Maintenance and Plaque Assistance Program.

Mari Caballero reported on the Children's Pre Earth day activities week that was scheduled at the Pharr Memorial Library and Earth Day Celebration that was scheduled for April 25, 2026, at the Pharr/Vanguard Academy Nature & Birding Center.

Gracie Casas reported on the Community Garage Sale event that was held on Saturday April 18, 2026, at the Jose Pepe Salinas Civic Center.

Damaris N. Pizano, Schoolyard Forestry Project Coordinator, reported participation in multiple community events.

Maria Morales, Schoolyard Forestry Project Coordinator reported on the Blue Zones Ignite Initiative with Methodist Healthcare Ministries.

Lastly Sam Pena, Schoolyard Forestry Project Coordinator reported on a class they had attended with the Native Plant Society of Texas: Landscape Design with Native Plants Level -2

Erik Espinoza, Public Works Stormwater Supervisor provided a brief performance update for March 2026 and advised that the next Trash Bash was scheduled for April 25, 2026, at the Pharr Sports Complex located at 1901 S. Cage Blvd. Pharr, Tx. 78577. Lasty Mr. Espinoza gave a brief description of his job duties.

E) BOARD COMMENTS

Board Member Mari Caballero introduced the item and introduced new board member Mr. Jaime Lopez to the board. Mr. Lopez introduced himself and shared details of his professional and personal life. Board members welcomed Mr. Lopez.

ITEM 3. ADJOURNMENT

There being no other business to come before the committee, Board Member Marisa Oliva **moved** to adjourn. Board Member Jessica Trevino seconded and when put to a vote, the motion carried unanimously. Meeting adjourned at 6:52 p.m.

KEEP PHARR BEAUTIFUL COMMITTEE

MARI CABALLERO, CHAIRPERSON

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

ON THIS THE 21ST DAY OF APRIL 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:



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.B.

DATE SUBMITTED: May 11, 2026

MEETING DATE: May 19, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Isaac Escobedo

Agenda Item: Keep Texas Beautiful Conference 2026

Classification: Regular

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

Issue: Report on the Keep Texas Beautiful Conference 2026

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 05/11/2026
Final Approval - 05/11/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.C.

DATE SUBMITTED: May 11, 2026

MEETING DATE: May 19, 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: Staff to report on Keep Pharr Beautiful projects

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 05/11/2026
Final Approval - 05/11/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.C.1.

DATE SUBMITTED: May 11, 2026

MEETING DATE: May 19, 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: Updates on the Adopt-A-Highway that took place on Saturday, April 25, 2026

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 05/11/2026
Final Approval - 05/11/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.D.

DATE SUBMITTED: May 11, 2026

MEETING DATE: May 19, 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: Updates from City Departments on upcoming and ongoing events.

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 05/11/2026
Final Approval - 05/11/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.E.

DATE SUBMITTED: May 11, 2026

MEETING DATE: May 19, 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: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 05/11/2026
Final Approval - 05/11/2026