

**MINUTES**  
**KEEP PHARR BEAUTIFUL ADVISORY BOARD**  
**REGULAR CALLED MEETING**  
**TUESDAY, APRIL 21, 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, 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 WORKSHOP**

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



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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, 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:



**CYNTHIA BERNAL  
ADMINISTRATIVE ASSISTANT**

APPROVED: