



**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, JULY 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 May 19, 2026 - Regular Called Meeting
- B) Update from Maintenance Department on Keep Pharr Beautiful projects 2026
 - 1. Discussion on possible dates for Adopt-A-Highway Clean Up Event
 - 2. Updates on Standpipe Project
- C) 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

July 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. This Notice was posted on the 14th day of July 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 14th day of July 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: July 14, 2026

MEETING DATE: July 21, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Isaac Escobedo

Agenda Item: Approval of Minutes for May 19, 2026-Regular Called Meeting

Classification: Regular

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

Issue: Approval of Minutes

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 07/14/2026
Final Approval - 07/14/2026

MINUTES
KEEP PHARR BEAUTIFUL ADVISORY BOARD
REGULAR CALLED MEETING
TUESDAY, MAY 19, 2026
118 S. CAGE BLVD., 2ND FLOOR

The Keep Pharr Beautiful Advisory Board of the City of Pharr, Texas met on Tuesday, May 19, 2026, at 5:30 p.m. and the following is the record of attendance.

MEMBERS PRESENT: Mari Caballero
Jessica Trevino
Laura De La Garza
Mercedes Guillen
Marisa Oliva
Jaime Lopez

MEMBERS ABSENT: Romeo Cantu

STAFF PRESENT: Sara Guerra, Maintenance Assistant Director
Cynthia Bernal, Administrative Assistant
Gracie Casas, Special Projects Manager
Remy Vargas, Urban Ecologist
Irma Diaz, Environmental Supervisor
Napoleon Coca, Director of Grants
Dylan Rocha, Code Compliance Officer
Edgar Gutierrez, Recreation Supervisor
Damaris Pizano, Schoolyard Forestry Project Coordinator
Pamela Alvarez, Public Health Manager
Maria Morales, Schoolyard Forestry Project Coordinator

OTHER'S PRESENT: Carlos Garcia (Art Teacher)
Sonia Martinez (Principal)
Lydia Hernandez (Ace Coordinator)
Vanguard Academy Picasso Students

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 5:38 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 APRIL 21, 2026 - REGULAR CALLED MEETING

Board member Marisa Oliva **moved** to approve. Board member Laura De La Garza seconded the motion, and when put to a vote, it carried unanimously.

B) KEEP TEXAS BEAUTIFUL CONFERENCE 2026

Board member Mari Caballero introduced the item.

Napoleon Coca, Director of Grants, provided an update on the Governor's Community Achievement Award that was held on Thursday May 14, 2026.

Gracie Casas, Special Project Manager, reported that she had been selected to serve as a judge for the Governor's Community Achievement Award in Category (3) three.

C) UPDATE FROM MAINTENANCE DEPARTMENT ON KEEP PHARR BEAUTIFUL PROJECTS 2026

1. ADOPT-A-HIGHWAY CLEAN UP SATURDAY APRIL 25, 2026

Gracie Casas, Special Project Manager, stated the Adopt-A-Highway cleanup was held on Saturday April 25, 2026, and expressed appreciation to all who participated. She also presented a video recap highlighting the Trash-Off and Trash Bash event.

Gracie Casas also reported on the standpipes that had been completed, and the Standpipe Project remains ongoing. She recognized staff members and students from Vanguard Academy Picasso Elementary School for their contribution as the first group to paint a standpipe.

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 5, 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. He provided a Public Service Announcement (PSA) video on Code Compliance Violations, Recycling and Trash Bins Do's and Don'ts.

Remy Vargas, Urban Ecologist, reported participation in multiple community events and informed the board about all the up-coming events and their perspective dates and times.

Edgar Gutierrez, Recreation Supervisor, 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, and Maria Morales, Schoolyard Forestry Project Coordinator, reported participation in multiple community events.

Pamela Alvarez, Public Health Manager, presents a video highlighting the internship program and reported that details for the next group of interns was being finalized.

Irma Diaz, Environmental Supervisor provided a brief performance update for April 2026 and advised the next Trash Bash event would be held on Saturday, May 30, 2026, at Jones Box Park from 8:00 a.m. to 12:00 p.m.

E) BOARD COMMENTS

Board Member Mari Caballero introduced the item. There were no board comments.

ITEM 3. ADJOURNMENT

There being no other business to come before the committee, Board Member Marisa Oliva **moved** to adjourn. Board Member Jaime Lopez seconded and when put to a vote, the motion carried unanimously. Meeting adjourned at 6:48 p.m.

KEEP PHARR BEAUTIFUL COMMITTEE

MARI CABALLERO, CHAIRPERSON

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

ON THIS THE 19TH DAY OF MAY 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, MAINTENANCE 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: July 14, 2026

MEETING DATE: July 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: Updates on Keep Pharr Beautiful projects 2026

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 07/14/2026
Final Approval - 07/14/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.B.1.

DATE SUBMITTED: July 14, 2026

MEETING DATE: July 21, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Isaac Escobedo

Agenda Item: Adopt-A-Highway Clean Up (Awaiting Date)

Classification: Regular

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

Issue: Staff to propose dated for the Adopt-A-Highway project

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 07/14/2026
Final Approval - 07/14/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.B.2.

DATE SUBMITTED: July 14, 2026

MEETING DATE: July 21, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Isaac Escobedo

Agenda Item: Updates on Standpipe Project

Classification: Regular

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

Issue: Staff to provide update on Standpipe project

Fiscal Consideration:

Staff Recommendation: n/a

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 07/14/2026
Final Approval - 07/14/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.C.

DATE SUBMITTED: July 14, 2026

MEETING DATE: July 21, 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:

Fiscal Consideration:

Staff Recommendation: Updates for City Departments on upcoming and ongoing events

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 07/14/2026
Final Approval - 07/14/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.D.

DATE SUBMITTED: July 14, 2026

MEETING DATE: July 21, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR:

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:

ROUTING:

Cindy Bernal
Isaac Escobedo

Created/Initiated - 07/14/2026
Final Approval - 07/14/2026