



**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, SEPTEMBER 15, 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 July 21, 2026 - Regular Called Meeting
- B) Update from Maintenance Department on Keep Pharr Beautiful Projects 2026
 - 1. Recap on the Adopt-A-Highway Clean-Up Event
 - 2. Update on Standpipe Project
- C) Discussion and action, if any, on Pharr's Green Movement Upcoming Events
- D) Update from Building and Code Compliance, Grants, Parks and Recreation, Public Health Department and Public Works
- 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

September 15, 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 8th day of September 2026 at 3:00 p.m. and will remain posted continuously for at least three (3) business days preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).



WITNESS MY HAND AND SEAL, this 8th day of September 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: September 8, 2026

MEETING DATE: September 15, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Sara Guerra

Agenda Item: Approval of Minutes for July 21, 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
Sara Guerra

Created/Initiated - 09/08/2026
Final Approval - 09/08/2026

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

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

MEMBERS PRESENT: Mari Caballero
Jessica Trevino
Laura De La Garza
Romeo Cantu
Jaime Lopez

MEMBERS ABSENT: Marisa Oliva
Mercedes Guillen

STAFF PRESENT: Sara Guerra, Maintenance Assistant Director
Cynthia Bernal, Administrative Assistant
Gracie Casas, Special Projects Manager
Jasmine Rivera, Community Urban Forester
Irma Diaz, Environmental Supervisor
Napoleon Coca, Director of Grants
Rick Gamboa, Code Compliance Officer
Damaris Pizano, Schoolyard Forestry Project Coordinator
Selena Saenz, Environmental Educator

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 5:34 p.m. Roll call established a quorum.

Board Member Jaime Lopez moved to excuse absent board members. Board member Romeo Cantu 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 MAY 19, 2026 - REGULAR CALLED MEETING

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

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

1. DISCUSSION ON POSSIBLE DATES FOR ADOPT-A-HIGHWAY CLEAN UP EVENT

Gracie Casas, Special Project Manager, presented two (2) proposal dates for the next Adopt-A-Highway cleanup. Following discussion, the Board agreed to hold the next Adopt-A-Highway cleanup on Saturday August 8, 2026.

Gracie Casas also provided an update on the completed standpipe project and shared a photo of the standpipe artwork that was completed by the students from Vanguard Academy Picasso Elementary School. She presented a photo of a standpipe painted at the Memorial Park in Honoring our nation's military branches.

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.

Rick Gamboa, Code Compliance Officer, reported that Cody's Birthday Bash, held on June 5, 2026, in Downtown Pharr, was a success. He advised that the next Block Party is anticipated to be held sometime in September. Mr. Gamboa also provided a brief performance update for the months of May and June regarding Code Compliance cases opened, closed, and initiated proactively, as well as health inspection and weedy lot cases. A video highlighting Cody's Birthday Bash was then shown to the Board.

Napoleon Coca, Director of Grants, provided an update on the Governor's Community Achievement Award and advised that the score results were still pending. Mr. Coca also reported that two (2) grant opportunities through Keep Texas Beautiful would open in September and the City would be prepared to apply for them.

Jasmine Rivera, Community Urban Forester, reported participation in multiple community events and informed the board about all the up-coming events and their perspective dates and times.

Damaris N. Pizano, Schoolyard Forestry Project Coordinator, and Selina Saenz, Environmental Educator, reported participation in multiple community events.

Irma Diaz, Environmental Supervisor provided a brief performance update for June and advised the next Trash Bash event would be held on Saturday, July 25, 2026, at Public Works Department from 8:00 a.m. to 12:00 p.m.

E) BOARD COMMENTS

Board Member Mari Caballero introduced the item and encouraged viewers to follow and like the City of Pharr and its departments on social media.

ITEM 3. ADJOURNMENT

There being no other business to come before the committee, Board Member Laura De La Garza **moved** to adjourn. Board Member Jessica Trevino seconded and when put to a vote, the motion carried unanimously. Meeting adjourned at 6:38 p.m.

KEEP PHARR BEAUTIFUL COMMITTEE

MARI CABALLERO, CHAIRPERSON

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

ON THIS THE 21TH DAY OF JULY 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: September 8, 2026

MEETING DATE: September 15, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Sara Guerra

Agenda Item: Update from Maintenance Department on Keep Pharr Beautiful Projects 2026

Classification: Regular

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

Issue: Updated from Maintenance on Keep Pharr Beautiful Projects.

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sara Guerra

Created/Initiated - 09/08/2026
Final Approval - 09/08/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.B.1.

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 15, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Sara Guerra

Agenda Item: Recap on the Adopt-A-Highway Clean-Up Event

Classification: Regular

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

Issue: Recap on the Adopt A Highway clean up event

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sara Guerra

Created/Initiated - 09/08/2026
Final Approval - 09/08/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.B.2.

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 15, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Sara Guerra

Agenda Item: Update on Standpipe Project

Classification: Regular

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

Issue: Update on Standpipe project

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sara Guerra

Created/Initiated - 09/08/2026
Final Approval - 09/08/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.C.

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 15, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Sara Guerra

Agenda Item: Discussion and action, if any, on Pharr's Green Movement Upcoming Events

Classification: Regular

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

Issue: Discussion on Pharr's Green Movement upcoming events

Fiscal Consideration:

Staff Recommendation:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sara Guerra

Created/Initiated - 09/08/2026
Final Approval - 09/08/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.D.

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 15, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Sara Guerra

Agenda Item: Update from Building and Code Compliance, Grants, Parks and Recreation, Public Health Department and Public Works

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:

Alternatives:

Exclude Material from Public Packet? No

Reason:

ROUTING:

Cindy Bernal
Sara Guerra

Created/Initiated - 09/08/2026
Final Approval - 09/08/2026



AGENDA MEMORANDUM



BOARD: BEAUTIFICATION COMMITTEE

AGENDA ITEM #: 2.E.

DATE SUBMITTED: September 8, 2026

MEETING DATE: September 15, 2026

FROM: Cindy Bernal, Administrative Assistant

DEPARTMENT: Maintenance

DIRECTOR: Sara Guerra

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
Sara Guerra

Created/Initiated - 09/08/2026
Final Approval - 09/08/2026