

MINUTES

Beautification Advisory Committee
1800 Francisco Blvd.
Pacifica, CA 94044

April 2, 2014

The meeting was called to order at 6:37 PM by Chair Jaquith. Members of the Beatification Advisory Committee (BAC) in attendance were, David Martinez, Wendy Santiago, Michael Mooney and Council Liaison Karen Ervin. Others in attendance were Director of Public Works Van Ocampo and Project Coordinator Yessika Dominguez.

The minutes of the previous meeting were accepted with no corrections.

During the announcement portion of the meeting, seat vacancy on the BAC was discussed and it was confirmed Florentina Mazzone and Michael Mooney's terms have expired. Applications for the vacant seats are due April 11, 2014.

During the public comments portion of the meeting, Therese Dyer, member of Beta Sigma Phi who is adopting a landscape median on Crespi Drive, discussed the urgency of finalizing the project as well as possible funding from the Davey Trust.

Beta Sigma Phi is scheduled to meet with Chair Jaquith and Vice Chair Santiago on April 7, 2014 to discuss planting, project cost and schedule. It was determined that the Eagle Scout candidate, coordinated by the City's Acting Streets Superintendent Ron Fascenda, will take over initial steps of the project, including removal of weeds, digging out soil and putting down cardboard. The date for said work is to be determined. It was also suggested that a work plan be put together by the Eagle Scout before prior to the start of the project.

The issue of deer and gopher damage was brought up in discussing the various plants to be planted at the Beta Sigma Phi median. Aren Clark and Ron Fascenda will be asked to discuss this with the Eagle Scout candidate.

The Linda Mar Boulevard median schedule was overviewed, and it was confirmed that the #3 median got planted. Chair Jaquith ordered signs for median #2 (Visions Spa) and #4 (Coastside Community Church). Mike Durkin has sent his proposed sign layout and is awaiting approval. The placement and visibility of the signs was also discussed, and it was decided that all remaining signage should be installed uniformly on the other 3 medians on Linda Mar Boulevard.

Regarding maintenance agreements, Yessika Dominguez was asked to send a sample to the BAC members for circulation and review. It was mentioned that once drafted and approved, the agreement should be used for all adopted areas. Imposing an annual fee versus requiring plant replacement was also discussed.

Under new business, the following ideas for summer projects were suggested:

- Oddstad Boulevard medians – No irrigation or concrete. Karen Ervin noted that more advertising and marketing would derive more interest.
- Crespi Drive project planters – Skaters could possibly fundraise to adopt planters.
- Aren has mentioned in the past the possibility of improving the landscaping at the Oceana overpass.
- Master Gardeners can possibly partner up with other groups and do demonstrations for kids.

Regarding the BAC's public image, Van Ocampo briefed the Committee on the details of the recent flooding of the Linda Mar area due to heavy rains. David Martinez commended the Public Works Department for their fast response and cleanup time. For replacing the displaced bark chips at the landscape medians, one suggestion was to wait until the road closure for the #4 median, while another suggestion was to spray weed deterrent.

David Martinez announced that he will be giving a lecture on May 10, 2014 at 1:00 p.m. to educate the public on how properly garden and keep gardens sustainable.

Michael Mooney suggested announcing the BAC meetings in the "What's Happening in Pacifica" column in the Tribune. David Martinez and Ginny Jaquith will work together to draft an email to send to the Tribune.

Karen Ervin discussed the function of the City Council's Communication Plan and the NextDoor.com social media website.

The meeting was adjourned at 8:02 PM.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, May 7, 2014 at 6:30 PM. The meeting will be held in the EOC room located in the Pacifica Police Station at 2075 Coast Highway Pacifica California.