

MINUTES

Beautification Advisory Committee
2075 Coast Highway
Pacifica, CA 94044

November 1, 2017

The meeting was called to order at 6:30 PM by committee Chair Dave Martinez. Members of the Beautification Advisory Committee (BAC) in attendance were, Dave Martinez, Avelino Pombo, Melinda Moses, Edith Dom and newly appointed member Vicki Sundstrom. Also in attendance were Evan Albert, Yessika Dominguez and Aren Clark from the City of Pacifica Public Works Department. No one from the public was present.

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

Announcements: The committee welcomed new member, Vicki Sundstrom, who gave a brief introduction about herself. She noted her experience in parks through her employment with the Golden Gate National Recreation Area (GGNRA).

There was no Public Comment.

Project Updates:

- **Linda Mar Medians:** No updates at this time.
- **Sanchez Art Center:** Martinez planted more plants at this site and is waiting for Jaquith to provide the sign. Clark asked if Martinez wanted the water to be turned down, and will look into the irrigation there.
- **Greenhouse Project:** The dedication date is set for December 30th at 10am at the project site.
- **Oceana Blvd/Ocean Shore & Rotary Club:** Another monument is being installed, presumably for the dedication/sign. Dom said more mulch is needed at this site.
- **Highway 1 / Caltrans:** Deputy Director Albert reached out to Caltrans about concrete work and did not receive a response. Chair Martinez asked about the current Adopt-a-Highway program, and Clark explained that he hasn't been able to get any official Adopt-a-Highway projects in Pacifica, but Caltrans has been open to doing individual projects on the highway upon request. The committee noted that volunteers are not seen much on Highway 1, but on other highways.
- **Marvilla Park:** Jaquith is working with Girl Scouts to get new plants for this site.
- **Grace McCarthy Overlook:** Chair Martinez put two flags for where his sign will go. He also stated that Jaquith is getting the new sign made.
- **Spindrift School:** Chair Martinez reported that the fundraiser for the dedication brick walkway has been completed. He will also plant new plants at this site.
- **Manor Plaza / Safeway Parking Lot:** Pombo is still working on getting bids for the three plots of dirt in Manor Plaza.

Continuing Business:

- **Review of BAC Calendar:** Hontalas will prepare the 2018 calendar and provide it at the next meeting.
- **Library Project:** This project is almost complete and does not need to be done as a BAC project. Clark and Public Works staff will remove the dying myoporum tree and may look into doing some planting on Hilton.

- **Mayors' Beautification Awards:** 12 applications have been received. The awards are scheduled to be presented at the December 11th City Council meeting. Some award categories include: Best use of native plants, pre-existing plants, drought-tolerant plants and best commercial property.
- **Mural Sub-committee:** Deputy Director Albert met with the Planning Director about the verbiage of the mural subcommittee report and the Planning Department's interpretation of the program. The item will be going to the City Council for approval, most likely at the first meeting in January. Fee structure, art impact fee, and other concepts will be introduced. Sundstrom noted that the City/County of San Francisco imposes a public art fee on all new developments.
- **Palmetto Streetscape Project:** The Rotary Club wants to do a pilot planting program. Martinez asked whether or not these planted areas will be maintained. Albert said this is still being worked out. Sundstrom asked who manages these projects and said the Oceana/Manor project took a long time to complete. Martinez explained that when you have volunteers, you work around their time. Funding is also an issue. Martinez said a garden is always an ongoing project. He suggested that Sundstrom talk to Jaquith about the positioning of the mosaic monuments, which are not straight / parallel to the curb. Martinez also mentioned a San Carlos project that involved planting pots and painting them, through the Master Gardeners program, and will talk to Hontalas about this.
- **Re-Adoption Policy:** The committee decided to table this item to the next meeting.

New Business:

- **Adopt-a-Garden Signs:** Pombo updated the committee on his progress. He is still seeking bids for the signage. Moses asked if the group needs to apply for the grant programs. Pombo explained the ReLeaf program and said there is funding available from the State that is set aside for beautification opportunities in local jurisdictions. Moses asked about possibly advertising this in the Connect with Pacifica weekly newsletter for publicity. Pombo talked about how other cities successfully publicized their programs. Sundstrom noted how effective NextDoor can be. Moses said language needs to be established before publishing online. Dominguez suggested having a booth at the City's 60th Anniversary open house event to promote the various BAC projects. Moses suggested having photos of projects on display. Pombo said he is willing to staff the booth if there is a solid action plan. Martinez suggested reaching out to Hontalas to ask if she can help out at this event.
- **Painting of Public Works Building:** No updates at this time.
- **Graffiti removal:** Clark is still working on tracking staff time for this.

Reports from staff: This will be Deputy Director Albert's last meeting, as he has taken a position with another agency. Clark stated that he went to the PB&R Commission meeting, and the commission is pushing for an Adopt-a-Park program. He is not sure how this will impact the BAC and its function; it could potentially conflict with some BAC projects. Clark also explained that the maintenance is an important factor when beautifying an area. Moses asked how many parks the City has. Clark responded that there are about 15 parks, with some being very small. Albert said Public Works has a map/count of all City parks. Clark will bring this to the next meeting.

The meeting was adjourned at 7:22 PM.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday December 6, 2017 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.