

MINUTES

Beautification Advisory Committee
2075 Coast Highway
Pacifica, CA 94044

February 7, 2018

The meeting was called to order at 6:32 PM by committee Chair Dave Martinez. Members of the Beautification Advisory Committee (BAC) in attendance were, Dave Martinez, Avelino Pombo, Melinda Moses, Edith Dom, Ginny Jaquith, Patty Hontalas and Vicki Sundstrom. Also in attendance were Yessika Dominguez, Ryan Marquez and Aren Clark from the City of Pacifica Public Works Department. Dan Wells from the Pacifica Garden Club and Ron Maykel from the Open Space & Parkland Advisory Committee were present as members of the public.

The minutes of the December 6, 2017 meeting will be approved at the next meeting on March 7, 2018.

Announcements:

- The BAC's annual report is scheduled to be presented to the City Council at the March 26th Council meeting.

Public Comment:

- Ron Maykel, member of Open Space & Parkland Advisory Committee (OSPAC), stated that he wants to connect with the BAC if there are projects that the two committees can work together on. OSPAC has been involved with public recreation areas such as county and national parks, trails, creeks and special recreation areas. They are currently working on a Cattle Hill trail project. Jaquith asked if the committee is involved with the county trail which is connected to the Portola trail. Maykel responded that committee Chair Jim Sullivan is involved with this project. He also stated that the OSPAC advises the Planning Department. Developments around town have caused lots of trash and construction debris, especially along Roberts Road and Fassler Avenue. Chair Martinez noted that he adopted an area on Roberts Road and heard from the developers that the work is not yet completed. Maykel mentioned the Best Management Practices and how they need to be met. He also noted that San Pedro Terrace Road has homeless encampments that generate a lot of trash along the trail. He commended the committee for their beautification projects, but wanted to bring to light some of the areas that need more attention and cleanup efforts. Chair Martinez mentioned that the committee's goal is not to enforce cleanup in the city. Public Works Superintendent Clark said this is a tricky issue and Public Works has cleaned up these areas many times before, but that they need to get clearance from the Police Department first, and there are several other organizations working in those areas. Maykel asked about the Highway 1 work and adopting an area, but Martinez and Jaquith responded saying that Caltrans is very difficult to coordinate this type of work with. The last thing that Maykel wanted to mention was the Palmetto Streetscape Project, saying that the new lights look nice, however the south end of Palmetto has an old, rusty chain link fence along the golf course, which is the City/County of San Francisco's property. Maykel then suggested a mural painting similar to one he saw in Klamath Falls of a graduating class silhouette.
- Dan Wells, member of the Pacifica Garden Club reported that their next meeting is next week, when they will select new plants for their planter box in the Crespi parking lot. Wells noted the damaged benches and a missing trash can along San Pedro Terrace Road. Chair Martinez asked what type of plants they will be planting. Wells said they have a plant list that is to be approved at the next meeting, but he would like to have more flowers. Martinez suggested keeping away from geraniums and pansies because of the climate in Pacifica. Wells asked about planting

opportunities on Palmetto Avenue, as the Pacifica Garden Club is interested in working on one as well. Jaquith mentioned that the Rotary Club will be sponsoring a planting strip at that site.

Project Updates:

- **Linda Mar Medians:** Chair Martinez still needs to check which plants are still needed at this site. Former BAC member Wendy Santiago created a plant list, and Jaquith will share this with Martinez to use as a guide. This information is needed for the new sponsorship agreement. Jaquith suggested contacting the existing sponsors to discuss the pricing and new terms on the agreement with them.
- **Sanchez Art Center:** Planting is finished at this site. Chair Martinez installed the new sign and still needs to set the dedication date. He wants to wait for the Rotary Club's project on Oceana Blvd. to be completed so that both dedications can be scheduled on the same day.
- **Greenhouse Project:** Dedication for this site took place on December 30, 2017. Jaquith said she sent in a story to the Tribune and asked if anyone had seen a photo in the paper. No one in the committee mentioned seeing it. Chair Martinez mentioned that Lynn Adams from the Pacifica Beach Coalition may be able to coordinate some volunteer assistance with maintaining the greenhouse. Resident Jeff Moroso may also be interested. Martinez will reach out to the Sam Mazza Foundation as well. Hontalas agreed that volunteers are needed for this site, and suggested reaching out to the community through social media outlets (NextDoor, Connect with Pacifica, Facebook) to see if any gardeners are interested in helping with the greenhouse.
- **Oceana Blvd/Ocean Shore & Rotary Club:** The last monument with mosaic tiles has been installed. One more work day is needed to finalize the planting between the monuments. The dedication ceremony for this site can possibly take place in April.
- **Highway 1 / Caltrans:** Public Works Engineer Marquez noted that Caltrans will be paving the highway in the near future, and construction of the pedestrian overcrossing will commence soon.

Upkeep of Completed Projects:

- **Marvilla Park:** Jaquith will be coordinating Fibar installation at this site.
- **Grace McCarthy Overlook:** Several plants in this area are dead, and Public Works recently collected about 30 bags of trash. Chair Martinez says a site visit will be done soon to see what is needed there.
- **Spindrift School:** Boy Scouts recently put up split rail fence at this site, and Chair Martinez planted plants along the fence.
- **Community Center Parking Lot Planter Boxes:** Chair Martinez will reach out to sponsor Sandy Parry to follow up on her planter box.
- **Manor Plaza / Safeway Parking Lot:** Pombo is still getting bids and reaching out to potential vendors.

Continuing Business:

- **Review of BAC Calendar:** No updates.
- **Mural Sub-committee:** The final report has been approved for some time. Some revisions were made after a meeting with the Planning Department. Jaquith explained the timeline of the final report, which is now being reviewed by the City Attorney. After the review is completed, it will be ready to be presented to the City Council. The back of the Kizler Coffee building has panels that would be a good spot for murals, and the owner has an artist in mind to paint a mural there. The owner also went to Planning and was told that a deposit would be required to paint a mural on the property. Jaquith explained the difference between signage and public art, and said this would need to be worked out before any murals can be installed. The point of distinction would be whether or not the mural is advertising any particular business. Several people have contacted

the subcommittee interested in painting a mural, but the report and program plan and procedures must first be established.

- **Palmetto Streetscape Project:** Jaquith stated that the City and Rotary Club are still negotiating an agreement for demo gardens. Two issues are maintenance and irrigation. The area is currently setup for recycled water, but it will be at least a year before the water lines can be hooked up. The Rotary will maintain the plants until the City can get the water hooked up.
- **Adopt-a-Garden Signs:** Vice Chair Pombo is waiting for one last bid, but the price is lower now (\$50-250) since less signs are needed. Pombo will bring the bids to next meeting and the committee can discuss the language to be used on the signs.
- **Adopt-a-Spot Advertisement on Social Media or City Publications:** The BAC was recently mentioned in the City's Connect with Pacifica weekly newsletter. Pombo offered to forward this article to other local groups to share on their platforms. Chair Martinez suggested reaching out to the Pacifica magazine.

There was no New Business.

Reports from staff:

- Public Works Superintendent Clark noted that Caltrans' Adopt-a-Highway program seems to be inactive, but local groups are permitted to cleanup an area if approved by Caltrans in advance. Clark suggested getting some cleanup groups together. Pombo asked about the ownership of the business district in Rockaway Beach. Chair Martinez mentioned working with a business owner when he did the garden there and will share the contact information with Pombo.

Good of the Order:

- Committee took group photo.
- Project Coordinator Dominguez will confirm adjournment of February 12th City Council meeting in memory of Alan Ernat.

The meeting was adjourned at 7:35pm.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, March 7, 2018 at 6:30pm. The meeting will be held in the EOC room located in the Pacifica Police Station at 2075 Coast Highway Pacifica California.