

MINUTES

Beautification Advisory Committee
2075 Coast Highway
Pacifica, CA 94044

March 7, 2018

The meeting was called to order at 6:30 p.m. by committee Chair Dave Martinez. Members of the Beautification Advisory Committee (BAC) in attendance were, Dave Martinez, Melinda Moses, Edith Dom 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 was present as a member of the public.

The minutes of the December 6, 2017 meeting will be approved at the next meeting on April 4, 2018.

Announcements:

- The BAC's annual report is scheduled to be presented to the City Council during a special meeting in the spring.

Public Comment:

- Dan Wells, member of the Pacifica Garden Club reported that they will be checking their planter box at the Community Center parking lot for any bare spots, and that they are also planning their annual garden tour. They're currently looking at gardens in Pacifica to feature in the tour, and said it would be taking place around Father's Day, tentatively June 16th.

Project Updates:

- **Linda Mar Medians:** Martinez will be looking for bare spots in the medians and then contacting the current sponsors. Sue Vellone reached out to him and said her sign is missing, Martinez will look further into this, as he didn't notice it at first glance, but it could be the back side of the sign, which is covered by a plant.
- **Sanchez Art Center:** No progress. Still waiting on the Oceana Blvd. project to be completed so that the dedication date can be set.
- **Greenhouse Project:** Martinez connected with Lynn Adams of the Pacifica Beach Coalition (PBC), who may have some volunteers to help with this project. He mentioned a garden project that he wished would have gone through the BAC. Public Works Superintendent Clark added that he did not know about this project either. Martinez will talk to Lynn about both of these items. Moses asked if volunteer waivers were available. Martinez explained that the greenhouse still needs to be properly ventilated. Clark asked if Martinez talked to Dave Sands about how he ventilated his greenhouse. Martinez said no, and Clark said that he will call him to get more information.
- **Oceana Blvd/Ocean Shore & Rotary Club:** Some planting still needs to be done at this site. Moses asked if Ginny is the main liaison between the BAC and the Rotary for this project. Martinez responded affirmatively, and also said the soccer team will be assisting with the final stages of this project. Sundstrom asked about the design plan and positioning of the mosaics, because they are all different. Martinez stated they will not be changed. Sundstrom said it seems that they were not done to plan. Martinez stated that Jaquith will be able to discuss the original plan in greater detail when she returns. Sundstrom said there needs to be more accountability if they want the City to look better.

- **Highway 1 / Caltrans:** Chair Martinez suggested taking this item off the agenda. Public Works Engineer Marquez stated that there are upcoming projects on the Highway that the committee may want to be kept abreast on. Sundstrom suggested writing to Caltrans to request more attention to Highway 1 maintenance. Public Works Project Coordinator Dominguez mentioned that this has been done in the past, and offered to share it with her. Martinez explained all the requests that were made in this letter, and that the mayor may have also been involved in the process. Clark pointed out that a specific plan needs to be formulated and submitted to Caltrans for approval; they will not provide the manpower to do specific maintenance projects. Sundstrom asked if the BAC wants to be involved in an Earth Day activity to beautify areas along the Highway. Martinez responded that this can be discussed under the Earth Day item on the agenda.
- **Spindrift School:** A memorial garden will be planted in memory of former BAC member Alan Ernat, who will be referred to as the "Tall Garden Dude" since he did not wish to use his name. This Saturday, Martinez will be meeting with the Master Gardeners to design a teaching garden for Cal natives that attract insects and other pollinators. Sheet mulching is needed for the garden before planting occurs on March 24th. The dedication ceremony for this garden will take place on Friday, April 20th at 4:20 p.m. Martinez asked Clark about the plaque, and Clark said he will look into it and call him back. A GoFundMe page set up for this project, and \$2,000 has already been raised. Martinez noted that they will also be purchasing a memorial bench for Ernat for the Master Gardeners education garden in San Mateo.

Upkeep of Completed Projects:

- **Marvilla Park:** No updates.
- **Grace McCarthy Overlook:** A plant count will be done at this site.
- **Community Center Parking Lot Planter Boxes:** No updates on this project, other than the Pacifica Gardenn Club's plan to assess their planter for any bare spots.
- **Manor Plaza / Safeway Parking Lot:** No updates.

Continuing Business:

- **Review of BAC Calendar:** No updates.
- **Mural Sub-committee:** No updates. Dominguez will send a copy of the final report to the group.
- **Palmetto Streetscape Project:** This item was tabled to the next meeting since Jaquith was not present.
- **Adopt-a-Garden Signs:** Martinez shared Vice Chair Pombo's email, and said that the committee can discuss language for sign at the next meeting. Sundstrom also shared a message she received from Pombo. The committee discussed if an email or phone number would be more appropriate for the sign. An email address of "[BeautifyPacifica](mailto:BeautifyPacifica@ci.pacifica.ca.us)"@ci.pacifica.ca.us was suggested. Sundstrom offered to design a sample and send it out to the group. Marquez asked what other sites are being considered for this project. Clark stated that this was established in the original Beautification Task Force (BTF) plan. Marquez wanted to make sure that they are not private property or non-city right-of-way.
- **Adopt-a-Spot Advertisement on Social Media or City Publications:** Martinez stated that he wants to promote the committee and its projects more often. Sundstrom asked how she can access City accounts and offered to share the BAC's information. It was clarified that the City pushes out selected information on its website, NextDoor or the City's weekly newsletter Connect with Pacifica. Sundstrom also mentioned seeking funding from larger companies that are willing to donate money for local projects, but want a specific plan in place that they can just fund. Martinez talked about collaborating with other committees to get their support in getting projects done.

New Business:

- **Earth Day:** Martinez asked the PBC if they have room for another booth. Jaquith previously mentioned to him that the Girl Scouts want to share a booth with the BAC. Martinez asked for volunteers to staff the booth. Moses said she is available to staff the booth, but asked for outreach materials or a list of items that will be shared at the event. She also asked about the construction happening there and whether or not it will be completed by Earth Day. Martinez asked about the map that was used last time the BAC had a booth. Moses asked if there were giveaways available. Clark and Dominguez will look around the office for this. Clark suggested reviewing the original BTF plan to see what sites should still be promoted, and stated that most are within Caltrans right-of-way and would require their approval.
- **Adopt-a-Bench Program:** Clark explained the process that the City underwent for its memorial bench program along the Beach Blvd. promenade and other areas along the coast, stating that involved approval from the California Coastal Commission for anything west of the Highway 1. He noted the issues faced with current benches, such as vandalism on San Pedro trail. Moses asked if DPW can trim vegetation where the homeless encampments are, and Clark explained that this is a habitat restoration area that cannot simply be cleared. Martinez noted a lot of people camping in their cars along the highway. Clark said this is an ongoing issue that Police and Public Works have been battling for some time. He said benches would be feasible in some parks, and potentially event Cattle Hill, and mentioned the trail committee. Clark then explained the different configurations for benches. Martinez asked about history of bench program. Sundstrom asked for a map of all the current bench locations. Moses asked if DPW is responsible for maintaining the benches. Clark said the parameters of the sponsorship weren't clearly established, and there was no time frame for maintenance. Several of the original bronze plaques were stolen, and DPW replaced them with aluminum plaques. Clark also noted that some benches have been continuously damaged by strong waves, yet sponsors demanded keeping them in the same location. Moses suggested identifying the sites first and then gathering sponsors. Clark said most people want benches along the ocean, but that he will look into some other potential sites for benches. Moses will research county and state processes for benches. Sundstrom asked if anyone has seen the Moraga tiled steps, and suggested other types of sponsored projects such as bricks. Martinez said this would result in a pathway project, such as the one done at Spindrif. Clark will gather more info on this and bring back to next meeting.

There were no reports from staff.

Items for next agenda:

- Review of BTF Plan and approved beautification sites
- Bench program

The meeting was adjourned at 8:01 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, April 4, 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.