

MINUTES

Beautification Advisory Committee
2075 Coast Highway
Pacifica, CA 94044

April 4, 2018

The meeting was called to order at 6:34 p.m. by committee Chair Dave Martinez. Members of the Beautification Advisory Committee (BAC) in attendance were, Dave Martinez, Ginny Jaquith, Avelino Pombo and Patty Hontalas. Also in attendance were Van Ocampo, Yessika Dominguez, Ryan Marquez, Aren Clark and Lee Panza from the City of Pacifica Public Works Department. Dan Wells from the Pacifica Garden Club was present as a member of the public.

Approval of the February 7, 2018 meeting minutes was tabled for the next meeting.

Announcements:

- Ceremony for Alan Ernat will be held on April 20th at 4pm at the upper parking lot of Oddstad Park. Chair Martinez noted the sheet mulching and rock placement at this site. Planting will be done on April 14th.

Public Comment:

- Dan Wells, member of the Pacifica Garden Club, started getting plants for the planter box. Martinez may have plant suggestions to match the rest of the area.

Project Updates:

- Martinez recently visited all of the BAC project sites and provided an overview of the gardens. The committee discussed what the required fee should be for each of these sites, and how to proceed with the sponsorship process. Jaquith suggested using the square footage of each plot to determine the fee. Martinez pointed out that each garden is different. Public Works Superintendent Clark noted that the Linda Mar medians are different from all the other sites because DPW maintains the medians, whereas the sponsors maintain all the others. Public Works Director Ocampo clarified that the committee wants to charge a flat fee for maintenance in addition to the price per square foot, but also noted that some adopters may not have the same budget as others. He asked if there are other areas in need of new sponsorship/re-sponsorship. Jaquith said the Grace McCarthy Vista Point is up for renewal, but that maintenance is done by the Rotary Club. Van pointed out that DPW still does trash cleanup at that site. Pombo suggested tiered pricing for small, medium and large plots. An adoption fee should be imposed at all sites in addition to the price per square foot. Jaquith noted the cost of sponsor signs, and that this should also be taken into consideration when deciding on the fee. Chair Martinez said if the fee will be assessed by square footage, each garden would need to be measured to determine exact square footage. Vice Chair Hontalas thought that doing this would further delay the process, and Jaquith suggested a flat fee for each median: \$500 + materials for large gardens, \$250 + materials for medium sized gardens, and \$150 + materials for small gardens. The Linda Mar medians would be priced as large gardens. Martinez asked who will be replacing the plants. Clark stated the City will plant the plants regardless of whether the site gets adopted, but at this price, he doesn't foresee a problem finding a sponsor, especially for bigger organizations who want to advertise their business. Martinez then suggested \$1,000 for the Linda Mar medians, given the staff time for maintenance. Ocampo suggested creating a map that shows all the BAC sites and their sponsorship pricing. Hontalas suggested adding another \$50 for the cost of replacing the sign. Sponsors will also need to coordinate with the City to have the island maintained. The group voted unanimously on the pricing for the Linda Mar medians: \$1,000 + the cost of materials and

sign. The other site pricing will be further discussed at the next meeting. Sponsorship term will be two years, and signs will be supplied as needed. Non-profit sponsorship fees will be discussed at the next meeting when more committee members are present.

- **Linda Mar Medians:** Hontalas asked about the flags that have been put up on the islands to advertise a new store coming in. DPW will take them out immediately. This site also needs to be weeded, and Martinez suggested waiting for the next sponsor. Jaquith suggested getting some volunteers to weed here on Earth Day.

Continuing Business:

- **Review of BAC Calendar:** No updates.
- **Mural Sub-committee:** Director Ocampo stated that the City Attorney provided comments on the final report, and wants to meet with staff next week to discuss these comments. He will keep Jaquith updated on this. Jaquith has gathered ordinances from other cities and will share this with Ocampo.
- **Palmetto Streetscape Project:** Public Works Engineer Lee Panza gave the committee an update on the project and encouraged them to visit the street, particularly at night because of the newly installed streetlights. Irrigation at the planter sections has been installed and will be supplied with recycled water from the North Coast County Water District (NCCWD). Gorilla hair mulch has been put there temporarily to keep the weeds down. Drip emitters should be installed to keep the planter area irrigated. An original landscaping plan was adopted when the project plans were designed. Panza went over the list of approved plants. Chair Martinez asked who will be in charge of programming the irrigation, and Panza said DPW will handle this. Ocampo stated that the Rotary Club has approached the City with interest in adopting all the planter areas along Palmetto, but he said that this could be handled by the BAC. He also pointed out that sponsorship signs similar to those at the Linda Mar medians would be too large for these planter areas. Pombo suggested an engraved rock similar to the one in front of the Police Station. Ocampo then thanked Panza for his hard work and dedication on this project. He wants to ensure that these planter areas are treated consistently with all other adoption sites. He then posed the question to the committee if they would like to take this on. Pombo said the Rotary should have priority because they presented an exceptional plan and have had interest in this site from the beginning. Ocampo noted that there is a separate agreement that needs to be entered between the City and Rotary Club. Panza noted that Palmetto Avenue is pedestrian-oriented and potential sponsorship signs would be highly visible to the community. Jaquith suggested putting together some framework for this process before taking it on as a committee, since there are already several agencies interested in the planter areas. Hontalas suggested a questionnaire to gather some data. Panza will provide the original planting plans, former BAC member Wendy Santiago's plan and the current blank plans to the group. Pombo will come up with a list of questions for the business owners along Palmetto.
- **Adopt-a-Garden Signs:** An email address would not work because people won't be able to write it down while driving. Of the four samples that Sundstrom provided, the group decided on option 4. Pombo will order the signs and bring them to the next meeting. Dominguez will check with IT to see if the URL cityofpacifica.org/BAC can possibly be created for the project page.
- **Adopt-a-Spot Advertisement on Social Media or City Publications:** Ask Sarah Coffey in the City Manager's Office if the BAC meetings can be announced in the Connect with Pacifica newsletter. Pombo suggested using "Adopt-a-Spot" as the headline for this.

New Business:

- **Earth Day:** The BAC secured a shared booth with the Pacifica Land Trust if two volunteers can man the booth. Otherwise, Public Works staff can have BAC flyers available at their booth. Jaquith suggested using the sign template as a handout. Pombo and Sundstrom will work on this

flyer. Ocampo said that the "spots" should be established first before pushing this information out to the community.

- **Election of Committee Chair and Vice Chair:** Hontalas was voted Chair and Pombo as Vice Chair.

Reports from staff: Ocampo explained the amendment to the resolution that established a single study session for all committees to report to the City Council.

Items for next agenda:

- Mayor's Beautification Awards – Jaquith suggested an orientation for this committee, to welcome new committee members and keep the group on the same page. Martinez suggested scheduling a special meeting for this at the next meeting.
- Master Gardeners Plant Sale on Saturday, April 21st at the San Mateo Event Center.

The meeting was adjourned at 8:40 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, May 2, 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.