



**CITY OF PACIFICA
BEAUTIFICATION ADVISORY COMMITTEE
MEETING MINUTES**

**Wednesday, July 7, 2021
6:30 p.m.
Virtual Meeting via Zoom**

CALL TO ORDER: 6:33 P.M. by Chairperson Melinda Moses

ROLL CALL:

Members Present: Gail Bennett, Ryann Hoffman, Patty Hontalas, Linda Jonas, Melinda Moses, and Dan Wells

Staff Members: Lisa Petersen, Paul Lavorini and Michelle Trayer from Public Works

APPROVAL OF AGENDA: Approved.

APPROVAL OF JUNE 2, 2021 MINUTES: Approved.

PUBLIC COMMENT: No public comment.

DISCUSSION ITEMS:

A: 2012 Beautification Plan Updates:

Committee member Bennett commented that she found the 2012 Beautification Plan to be thorough. Chairperson Moses would like to include any committee updates and revisions that have occurred and include them in the plan.

B. Splash of Color Mural Update:

Chairperson Moses has been in contact with a representative of Caltrans regarding the ownership of the retaining wall and whether a permit will be required prior to the installation of the mural. The Caltrans representative stated they have no inspection records of the wall, so it is likely a permit will not be needed, but the rep will let Chairperson Moses know if their Maintenance Agreement Division locates any records. Chairperson Moses said the 13 ft. tall and 186 ft. long mural would have educational QR codes and asked Artist Lauren Wu how those would be painted on. Ms. Wu stated they will use a stencil to spray paint the code onto the mural.

Artist Lauren Wu, one of the mural artists, was present to discuss the overall project and answer questions. She shared the mural elements, which features plants and animals native to Pacifica and the California coast, such as the endangered Mission Blue butterfly, blue-eyed grass, and Snowy Plovers. The design also includes environmental protection phrases like, "Protect What You Love," and "put trash in its place." Ms. Wu also shared she and the second artist, Mike Tyau, will be working alongside a professional mural artist in Southern California next week to learn techniques.

Committee member Hoffman inquired about the mural selection process and asked the Mural Subcommittee to consider including residents earlier on in the process, as opposed to after they and the BAC discussed and voted on the proposed project.

Her concern with the “Unity Project” was that the opportunity for the public to participate was more in response to a finished project as opposed to being partners in some form with the creation of the mural. Mural Subcommittee member Jonas said this should be taken back to the Mural Subcommittee to discuss their rules and how they should be followed. Chairperson Moses said they would discuss how to alert the public when the subcommittee meets about potential projects. Mural Subcommittee member Cindy Abbott said there is a list of city public sites that have been designated for potential public art and anyone in the community can make suggestions and sponsor a mural with their idea. She said there should be broader outreach of the city location list to generate public interest for sharing ideas and potentially sponsoring a project. Committee member Hoffman said a lot of the feedback that resonated with her for the Unity Project was residents disagreeing with the values that directed the mural. Chairperson Moses said this brings up the fact that art is subjective and explained the subcommittee is tasked with approving what they consider to be good public art for the City. She noted there is in fact a multi-step process with the subcommittee, the vote at the BAC meetings, and the public hearing. She went on to say those who were not in favor of some of the images of the “Unity Project” mural were invited to look into sponsoring a mural they felt was more appropriate, but no party has accepted the invitation as of yet. Committee member Hoffmann asked how she could assist with getting the community more involved in the future. Mural Subcommittee member Abbott said this would be a good opportunity for the subcommittee to put together more outreach such as an article about the program. She would like the City to review the list of the potential designated public art sites to ensure they have oversight of the locations before publishing this information for public view.

The committee voted in favor to discuss the “Splash of Color” mural with the public at a Special Meeting on July 28th, 2021 at 7:00 p.m. City staff will send a public hearing notice to residents 500 feet of the exterior boundaries of the property which is the subject of the mural application per the ‘Keep Pacifica Beautiful Through Public Art Program’ Implementation Guidelines. Additionally, the notice will be posted on the social media channels Next Door, The City’s Facebook page, the Beautification Advisory Committee website, and the City’s online newsletter “Connect with Pacifica.” All notifications will be sent out not less than 10 days prior to the date of the meeting, also per the ‘Keep Pacifica Beautiful Through Public Art Program’ Implementation Guidelines.

C. Planting Sites updates:

Committee member Bennett recently received an email from a Palmetto sponsor regarding weed disposal. Committee member Bennett took a picture of the location and sent it to Field Services Manager Lavorini who responded the debris would be removed by staff. Both Committee member Bennett felt that type of communication is working well and seems to be quite effortless. Committee members Bennett and Hoffman are working on a letter to the sponsors that will remind them where to place their weed piles for Public Works to retrieve. Committee member Hoffman went over the need to streamline the sponsorship process and used the Palmetto groups as a guide for other areas in the City. The goal would be to make sure documents and templates across the board are structured and revised; everything from new applicant documents, renewals, guides, schedules, costs, receipts, etc., so future Committee members and sponsors have clear information. Chairperson Moses noted she would like to add these types of revisions to the 2012 Beautification Plan. Public Works Director Petersen reminded the group any changes would need to be brought forth to Council for approval.

Committee member Hontalas spoke with NCCWD about the company potentially adopting the other Linda Mar Blvd. medians sites on the strip. The NCCWD will meet at the end of July to discuss the topic and Committee member Hontalas will report back next month. She also told the group the NCCWD has a contest like the Mayor’s Beautification Award program for residents who have drought-tolerant front yards.

There were no updates about the Rockaway Beach planting site that was adopted by Lisa Eccleston, but because of the drought situation, Committee member Hontalas stated no planting should occur anyway. Committee member Wells noticed recent planting at the Cabrillo School bioswale sites and asked who may have been responsible for it. Field Services Lavorini is not aware of who may have planted at the site, but noted it was not done by Public Works. Committee member Hontalas said the Master Gardeners have been observing the bioswales at the Half Moon Bay Library and none of them are as deep as the one at Cabrillo School. She thinks “Flows to the Bay” may be able to provide information on what should be planted at the site. She also said because planting at the Half Moon Bay Library was done by their City’s Public Works Department, they requested the Master Gardeners only measure water depth and not perform any beautification to the site.

D. Palmetto Streetscape:

This topic was covered under item “C. Planting Sites updates.”

STAFF COMMUNICATIONS:

A: General Updates from Public Works:

Public Works Director Petersen noted Chairperson Moses did a great job delivering the BAC presentation to Council on June 14th. The City Council approved the proposed changes to the Mayor’s Beautification Award. Director Petersen also shared that the City Council will be holding interviews for BAC applicants on July 22. Field Services Manager Lavorini said the communication amongst the Palmetto site sponsors and Public Works is working in terms of weed collection when needed. Public Works staff members know to look out for weed piles every time they drive down Palmetto Ave. Committee member Wells thanked the Public Works staff for repainting the benches and trash cans at San Pedro Terrace and asked if there were any funds in the City’s budget to replace the vandalized benches that were removed. Field Services Manager Lavorini will explore the request. Committee member Jonas asked if Field Services Manager Lavorini was aware of the homeless encampments along San Pedro Creek, in which he responded he was not aware, but crews will be responding to that location and others within the week.

NEW BUSINESS:

The committee will send Chairperson Moses any agenda items they would like discussed at next month’s meeting.

GOOD OF THE ORDER:

Reminder to email, text, or call if not attending the meeting as it is important for quorum. Please review minutes and agenda before meeting.

ADJOURNMENT:

There being no further business, Chairperson Moses closed the meeting at 7:33 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, August 4, 2021 at 6:30 p.m. and is subject to change.