



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

Wednesday, April 7, 2021

6:35 p.m.

Virtual Meeting via Zoom

CALL TO ORDER: 6:35 P.M. by Chairperson Melinda Moses

ROLL CALL:

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

City Council Liaison: Mayor Sue Beckmeyer

PB&R Liaison: Commissioner Gail Benton Shoemaker

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

APPROVAL OF AGENDA: Approved.

APPROVAL OF March 3, 2020 Minutes: Approved.

PUBLIC COMMENT: No public comment.

DISCUSSION ITEMS:

A. Increasing member numbers for the BAC:

Chairperson Moses asked for committee thoughts and if there was any outside interest for new membership. Committee member Hontalas shared there is an interested party who would like to be get the Linda Mar Blvd medians replanted. She also spoke to Dave Martinez, who recently resigned from the BAC, about the Master Gardener's Cabrillo bioswales project and future assistance. She noted he would still be available to help the committee with planting plans should they need support. Mayor Beckmeyer asked if the Cabrillo project was still going to move forward and Committee member Hontalas said she did get the impression from Mr. Martinez that it would. She also said the Master Gardeners are working with a group called "Stop the Waste" on a Half Moon Bay bioswale project. The two groups would like to start work on the Cabrillo project after the Half Moon Bay project is completed, possibly sometime in the fall.

Regarding filling new member seats, the committee agreed the vacancy notice should include language encouraging Master Gardeners, landscapers, and design experts to apply. The committee will provide this language to Public Works Director Petersen for review. The committee also discussed seeking assistance from other organizations and community volunteers but Committee member Hontalas reminded the group the role of the BAC is to identify planting areas, find sponsors for those sites, and provide them a planting plant. She stated it is the responsibility of the sponsors to find volunteers. After further discussion, the committee ultimately decided to not move forward with

adding additional members, but to encourage formal landscaping experience when the next recruitment notice is advertised.

B. BAC Beautification plan revisions:

Chairperson Moses has been reviewing the plan and stated the language needs updating. Chairperson Moses asked the committee about allowing families to adopt sites as memorials. Committee member Hontalas said no one has ever approached the BAC requesting a memorial site, but she thought it was a great idea. PB&R Commissioner and Liaison Gail Benton Shoemaker stated people have approached Tree City Pacifica about memorial trees. Tree City Pacifica inquired with San Pedro Valley Park about memorial trees, but the park does not offer such a program. Commissioner Benton Shoemaker asked the BAC to contact Tree City USA if they decide to put a memorial site program in their Beautification plan. Committee member Jonas asked if the City has any park locations for tree planting, but Field Services Manager Lavorini said there were no available areas.

Chairperson Moses asked if the BAC has coordinated any ‘Earth Day’ activities with the Pacifica Beach Coalition in the past. Committee member Hontalas said the BAC attempted to work with the Coalition several years ago at the Crespi planting site but due to a miscommunication, it did not work out. Committee member Bennett, who serves on the Coalition shared due to COVID-19 restrictions, they would not be having an “Earth Day” event but instead will encourage volunteers to engage in their own activities for “Earth Month.” Chairperson Moses inquired about a section in the original Beautification plan that states sponsorship groups would explain how they were going to maintain their site on the adoption application. Committee member Bennett said she was aware of this and noted the sponsors need to be contacted about reapplying for their sites. Chairperson Moses brought up the plant varieties and colors as documented in the original plan, and Committee member Hontalas stated the BAC moved away from Mediterranean to Native gardens due to easier maintenance. Committee member Wells stated he would be meeting with Lynn Adams from the Pacifica Beach Coalition this weekend to discuss the Pacifica Resource Center’s Community Center planter box and decide on a planting plan.

C. Mural update – 4/5/12 site meeting – topics discussed:

Chairperson Moses gave an update of the April 5th site visit with the four mural artists and Public Works. Field Services Manager Lavorini pointed what areas would be blocked off and where caution tape would be placed while the artists are working. Public Works will power wash the building, repair any cracks, put up barricades to keep people away from the scaffolding, and will leave A-Frames so the BAC can put up an informational piece that will outline the project to passerby’s. Additionally, Public Works will provide the group a staging area for the artist’s materials and will move large items such as garbage cans and an unused kiosk so the artists can work more freely. Fundraising efforts are still underway with the artist group, who will need about \$6,000 per wall. Chairperson Moses said the group is hoping to start installation in Mid-May and would most likely start on the South wall. Field Services Manager Lavorini said Public Works will start preparing the area next week. Mayor Beckmeyer will update Council that the project is moving forward. Chairperson Moses briefly shared the Mural Subcommittee met with two high school students who received a grant and are interested in doing a mural in the City. Chairperson Moses will report back at a future meeting when more information is available.

D. Election of Chairperson / Vice Chairperson for 2021-22-General Discussion:

The Committee voted to re-elect Chairperson Moses for another year and voted Committee member Hoffmann as the new Vice Chair. Committee member Hontalas noted the Chair term is technically two years, and Chairperson Moses said she will make sure this language is written into the Beautification plan.

E. Planting site updates – Palmetto update:

Committee member Hontalas said there were no new updates on the Rockaway Beach adoption project at this time. Committee member Gail Bennett said eight Palmetto sites need weeding and the sponsors will be notified within the week. Committee member Jonas stated the Rotary Club sites will be taken care of in the very near future. Mayor Beckmeyer shared the Lion’s Club decided two sites were easier to manage than the four corners they currently have ownership of. Mayor Beckmeyer will be reaching out to other merchants to see if they would like to take over the other two.

STAFF COMMUNICATIONS:

A: Rockaway East update/sponsorship process:

Field Services Manager Lavorini said the backflow device has been installed and inspected, and the water lines are ready for the BAC.

Public Works Director Petersen spoke with the City Manager and stated the Committee reports to Council will be held either the last Council meeting in May or the first meeting in June. Committee member Hontalas asked about an update on the Mayor’s Beautification Award changes. Director Petersen reminded the group they should present these changes in their full report when they present to Council. At this time, it is still undetermined if that meeting will occur on Zoom or in-person. Director Petersen also shared the City is moving forward with updates to the Tree Ordinance. The consultant putting together the ordinance, Davey Resource Group will be reaching out to key stakeholders such as the BAC for their opinions. Director Petersen will provide further outreach information when it becomes available.

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 7:59 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, May 5, 2021 at 6:30 p.m. and is subject to change.