



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

**Wednesday, June 7, 2023  
6:30 p.m.  
Public Works Corporation Yard  
675 Oceana Blvd.  
Pacifica, CA 94044**

**CALL TO ORDER:** 6:33 p.m. by Chairperson Gail Bennett

**Members Present:** Gail Bennett, Hernan Muirragui, Julie Gossage, Linda Jonas, Sue Garza

**City Council Liaison:** Sue Beckmeyer (late arrival)

**PB&R Liaison:** Commissioner Gail Benton Shoemaker

**Staff Members:** Public Works Director Lisa Petersen and Parks Superintendent Gino Assereto

**APPROVAL OF AGENDA:** Approved

**APPROVAL OF May 3, 2023 MEETING MINUTES:** Minutes will be approved at next meeting due to lack of quorum

**PUBLIC COMMENT:** Commissioner Benton Shoemaker announced that Sandy Ayers of Tree City USA will speak at the next Pacifica Garden Club meeting at the American Legion Hall on Wednesday, June 14, at 7:00 p.m. Topics include what would be the best trees for residents to choose for their homes. Commissioner Benton Shoemaker said the Pacifica Garden Club will also be giving a tree tour which will identify different species of trees.

**DISCUSSION ITEMS:**

- A. **Welcome to new BAC member Sue Garza:** Chairperson Bennett officially welcomed Sue Garza, a long time Pacifica resident, and a former project manager who is now in real estate.
- B. **Palmetto Streetscape Updates:** Chairperson Bennett reported that the two signs for the two remaining sponsors have been installed.
- C. **Community Center and Crespi Bioswale Updates:** Chairperson Bennett said the work scheduled for the Community Center planters would be canceled for June. Committee

member Wells requested a delay of work at the Community Center until August so the Pacifica Garden Club members could participate.

Chairperson Bennett reminded members of the scheduled workday to be held Saturday, June 10<sup>th</sup>, from 12:00 to 3:00 p.m. with the Cabrillo PTO volunteers. The workday will consist of weeding the two bioswales located on the north side of Crespi and to spread mulch to keep weeds from returning. Committee member Gossage stated she would test a method called “sheet mulching” on a small area on the south side. This meant cardboard and newspaper would be put down, followed by compost, then mulch.

- D. **Color Crosswalk Update from Meeting with Cindy Abbott:** Committee member Sulcer was not present, so the topic was tabled until the next meeting. Director Peterson commented that current State standards discouraged multicolored crosswalk signs. However, the topic is still under discussion and updates to the standards will be coming out soon.
- E. **Oceana Planting by Rotary Club:** Committee member Muirragui wanted to plant some trees with an irrigation system on Oceana Blvd., across from Ocean Shore School to the freeway entrance. Committee member Jonas reminded everyone that there is a Rotary Club project with plants and ceramic artwork located on Oceana from Manor, going north, and stopping across from Ocean Shore School. Committee members mentioned that this area may be under Caltrans’ jurisdiction and permission may be needed from Caltrans. Commissioner Benton Shoemaker suggested that some funding may be available from the State Urban Forestry.
- F. **Members Share Nominations for Commercial and Residential PBA:** Chairperson Bennett stated she had been talking to people who have submitted their applications for consideration. The applications are available online on the BAC webpage. Chairperson Bennett stated she contacted people that applied online for clarification of their application.
- G. **Vote on PBA recipients:** Chairperson Bennett proposed to postpone the vote until July so the committee members would have time to contact Pacifica residents and businesses and encourage them to apply. The BAC will discuss the applications further at the next meeting. The two categories to be considered for the awards are Commercial and Residential properties.
- H. **BAC Slide Show for City Council Meeting on Monday June 12**  
Chairperson Bennett shared the BAC slide show that will be presented at the City Council meeting scheduled for Monday, June 12<sup>th</sup>. The meeting will start at 5:00 p.m. and there will be a total of six Committees/Commissions presenting, The BAC is scheduled to be the fourth group to present.

### **COUNCIL MEMBER UPDATES:**

Councilmember Beckmeyer reported at the May 8<sup>th</sup> City Council meeting all strategic plan goals were reviewed and posted on the City website. The proposed budget would be adopted on June 26<sup>th</sup>.

Councilmember Beckmeyer also discussed the BID Program (Pacifica Hotel Business Improvement District Program). The Chamber of Commerce used to manage this program, but it will now be managed by the City. A public relations firm will be hired to arrange promotions to attract more travelers to Pacifica.

Councilmember Beckmeyer talked about the establishment of the Climate Action and Adaptation Plan Task Force. The task force will have a community-based model of nine to eleven members to reduce greenhouse gases and will be working with staff to develop a plan.

There was an announcement of a Proclamation for Chris Porter of Recology's retirement.

### **STAFF COMMUNICATIONS:**

Superintendent Assereto said he would be meeting with Commissioner Benton Shoemaker for Arbor Day to do some USA markings and discuss where trees are going to be planted. He also informed everyone that Public Works just received eight new picnic tables and new barbeque grills for Beach Blvd.

Public Works Director Petersen said FEMA meetings are currently happening to discuss storm damage and the City is hoping to secure some funds. She also shared the Civic Center project is experiencing some delays, but it is still making good progress. Director Petersen said she anticipated the Anza Pump Station to be done in July.

### **NEW BUSINESS:**

- A. Color Crosswalk
- B. PBA Nominations and Vote
- C. Grace McCarthy Outlook

### **GOOD OF THE ORDER:**

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

### **ADJOURNMENT:**

There being no further business, Chairperson Bennett closed the meeting at 7:59 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for July 5, 2023, at 6:30 p.m. and is subject to change.