



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

**Wednesday, August 2, 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, Sue Garza, Julie Gossage, Linda Jonas, Hernan Muirragui, Linda Jonas, Teresa Sulcer, Dan Wells

City Council Liaison: Absent

PB&R Liaison: Absent

Staff Members: Public Works Director Lisa Petersen, Parks Superintendent Gino Assereto, and Engineering Project Coordinator Michelle Trayer

APPROVAL OF AGENDA: Approved

APPROVAL OF May 3, 2023 and June 7, 2023 MEETING MINUTES: Both approved.

PUBLIC COMMENT: Resident Tokuko Hirano joined the meeting to learn more about the committee and expressed interest in volunteering. Ms. Hirano said she sees a lot of trash around the City. Committee member Jonas suggested she look into the Pacifica Beach Coalition since they hold beach clean up events. Chairperson Bennett reopened Public Comment at the end of the meeting to address more of Ms. Hirano's concerns about overgrown weeds and abandoned vehicles in her neighborhood. Staff informed Ms. Hirano the issues she presented were best for Code Enforcement to address and were not under the committee's purview.

DISCUSSION ITEMS:

A. Pacifica Beautification Awards application samples:

Chairperson Bennett passed around samples of completed applications which included photos of the nominee's landscape. Chairperson Bennett had the idea of filming a brief infomercial with recent winner Jaymi Wessell about the awards and uploading it to the group's website. Chairperson Bennett said she would like to advertise the awards at the Public Works Fog Fest booth in September. Committee member Jonas said she found a home she would like to nominate. Chairperson Bennett further stated she would like to have all nominations submitted at the October BAC meeting. Committee member Sulcer asked if the BAC did any Citywide distribution. Chairperson Bennett said since all of the

members live in different parts of Pacifica, so all are represented. Committee member Gossage said members can nominate someone from any neighborhood, not just their own.

B. Beautification Advisory Committee participation at Fog Fest:

Committee member Sulcer shared her ideas of ways to connect with the community and how best to display BAC information at the Fog Fest. Chairperson Bennett shared an example of a trifold display board that could show volunteer and project photos as well as information about the Pacifica Beautification Awards. Committee member Sulcer had an idea of making an interactive station that would allow visitors to share what they love about Pacifica and take “selfies” so they can upload them with a Pacifica hashtag on their social media. Chairperson Bennett asked if anyone would like to volunteer at the Public Works booth. All members of the committee were interested in volunteering their time, so a sign-up sheet will be emailed to the group. Committee member Gossage liked Committee member Sulcer’s ideas and suggested an educational board about plants that encourages children to learn about the plants used in Pacifica.

C. Fog Fest Subcommittee:

Committee member Sulcer suggested the BAC form a Fog Fest subcommittee, which she would lead. The group decided if a subcommittee were to be formed, they would potentially meet a few months ahead of the event and not all year round. Committee member Sulcer suggested revisiting the idea after information from this year’s Fog Fest is collected.

COUNCIL MEMBER UPDATES:

Councilmember Beckmeyer was not present.

STAFF COMMUNICATIONS:

Public Works Director Lisa Petersen said the Public Works Department was invited to be the Grand Marshall of this year’s Fog Fest. The department is being recognized for their hard work and dedication all year round, and for the important work they did during the most recent winter storm events. Director Petersen also discussed the current street improvements occurring in the Manor District. She said the program is part of a 5-Year Work Plan which details what streets will be repaired and when. She also said the plan will be revised next summer. Director Petersen said she was recently told about graffiti on concrete benches and said there is a new public portal called “Q-Alert” where residents can submit maintenance requests such as the one she received. The link to the portal can be found on the main Public Works webpage. Parks Superintendent Gino Assereto said the new cart garages that house the garbage cans on Beach Boulevard arrived and Public Works would be working on setting them into the concrete. He also said Public Works and its streetlight contractor are working to fix the lights along Beach Boulevard that have been out for quite some time. He said his department has been delivering mulch to the Crespi bioswales for the next workdays and have been picking up trash and weeds at the site.

Chairperson Bennett said the Cabrillo PTO reached out to her about scheduling another bioswale workday before school resumes in mid- August. She said a pipe broke at the school which caused water to leak into the East parking lot and flood the bioswales. Committee member Gossage suggested sheet mulch at the Grace McCarthy Overlook to combat weed sprouting until the group is ready to replant. Chairperson Bennett said she would coordinate the mulch delivery with Public Works as it would need to be delivered a day before the workday.

NEW BUSINESS:

- A. Fog Fest Volunteer sign ups
- B. Timeline for plant purchases for multiple sites
- C. Upcoming workdays

GOOD OF THE ORDER:

Reminder to email, text, 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 7:32 p.m.

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