



*Scenic Pacifica*

**Beautification Advisory Committee**  
**B. A. C.**  
Department of Public Works  
City of Pacifica

CHAIR

Ginny Jaquith

VICE CHAIR

Wendy Santiago

COMMITTEE MEMBERS

David Martinez

Florentina Mazzone

Michael Mooney

COUNCIL LIAISON

Mary Ann Nihart

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## MINUTES

**March 18, 2013**

Beautification Advisory Committee (BAC)

1800 Francisco Blvd.

Pacifica, CA 94044

- The meeting was called to order at 5:40 PM by the City of Pacifica Director of Public Works Van Ocampo.
- The following were in attendance:  
Ginny Jaquith - BAC member  
David Martinez - BAC member  
Wendy Santiago - BAC member  
Florentina Mazzone - BAC member  
Michael Mooney - BAC member  
Mary Ann Nihart - City Council Liaison  
Van Ocampo – City staff  
Aren Clark – City staff
- Self – Introduction
- Election of Chair and Vice Chair - Ginny Jaquith was nominated as chair and her nomination was unanimously approved. Wendy Santiago was nominated as the vice chair and her nomination was also unanimously approved.
- Establishment of the goals and objectives of the BAC – Van Ocampo stated that the draft BAC Goals and Objectives provided in the packet were derived from the approved Beautification Task Force Report. Mary Ann wants to confirm that the Goals and Objectives are consistent with the adopted resolution of the City Council creating the BAC. Ginny and Mary Ann also wants to confirm whether the BAC is to serve in an advisory capacity to the City Council. Van stated that he does not have a copy of the adopted resolution with him, but recalls that the BAC is to serve in an advisory capacity to the Director of Public Works. It was agreed that staff will review the resolution to confirm consistency with the adopted resolution and report back to the group.
- The Duties and Responsibilities of the BAC members were discussed. The following ideas were put forward:

1. Recruit volunteers.
  2. Assist volunteers with project design.
  3. Train volunteers in proper bay friendly, sustainable gardening procedures.
  4. Provide volunteers with information related to resources that could be utilized to complete individual projects.
- Establishment of procedure for volunteer group/s to adopt a beautification project. The following ideas were put forward:
    1. Filling-out an adoption/volunteer form. There was a suggestion to revise the existing form to include a space for volunteer group/s to state their available resources that will enable them allow them to complete the chosen project.
    2. Filling out the appropriate liability wavers.
    3. Volunteer/s will be invited to the BAC meeting for interview and evaluation.
    4. Safety plans will have to be reviewed and approved by City staff.
    5. Dave wants to conduct sustainable gardening training sessions to the BAC and potential volunteer groups.
  - Methods for advertising and recruiting volunteers was discussed. The following ideas were put forward:
    1. Creation of a BAC flyer to inform the public about the various beautification project sites and volunteering opportunities. – Ginny and Wendy will work together towards the creation of the flyer.
    2. Announcement and Invitations at regular Council Meeting and other public meetings and events.
    3. Use of local PCTV and possibly have the show Urban Traditions film a project being done.
    4. Participation and having an outreach tent/booth during upcoming Earth Day Celebration. The booth is to be manned from 11:00 AM to 3:00 PM. Both Wendy and David volunteered to put together a presentation for BAC booth for Earth Day.
  - Ginny mentioned that she has received various public inquiries and interest to do volunteer cleanup along Palmetto Avenue in the Pacific Manor area and at the Crespi/Highway 1 Portola Statue planter box.
  - The issue of “What is the appropriate traffic Control” was brought up by Mike Mooney. Mike commented that he feels some traffic control measures are overkill. Van stated that traffic control measures are based on standards that are created from studies conducted by the State. Van emphasized that safety of the volunteers and the motorists are of utmost importance and strict adherence to the traffic control standard should be implemented at all times.

The next meeting of the Beautification Advisory Committee is scheduled for Tuesday April 2, 2013 at 7:00 PM. The meeting will be held in the PB&R Conference room located at 1810 Francisco Boulevard.

Meeting adjourned