



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

**Wednesday, November 1, 2023
6:30 p.m.
Public Works Corporation Yard
675 Oceana Blvd.
Pacifica, CA 94044**

CALL TO ORDER: 6:30 p.m. by Chairperson Gail Bennett

Members Present: Gail Bennett, Sue Garza, Julie Gossage, Linda Jonas, Hernan Muirragui, and Dan Wells

City Council Liaison: Sue Beckmeyer

PB&R Liaison: Gail Benton Shoemaker

Staff Members: Director of Public Works Lisa Petersen, Field Services Manager Gino Assereto, Acting Building and Parks Superintendent Michael Pham, and Project Coordinator Michelle Trayer

APPROVAL OF AGENDA: Approved

APPROVAL OF October 4, 2023 Minutes: Approved.

PUBLIC COMMENT: PB&R Commissioner Shoemaker reminded the group of the Arbor Day Celebration that will be held on Saturday, November 11, 2023. Mayor Bigstycck will read the proclamation and Parks Director Bob Palacio will also speak at the event. Commissioner Shoemaker said there were a lot of school art submissions, and thirty-eight winners were selected. She said there would be a tree planting demo and stated a total of thirty trees will be planted by students and families. Commissioner Shoemaker shared an article from the SF Chronicle about urban forest funding. Lastly, she said the PB&R Commission discussed the Priority Parks plan at their last meeting and said the plans should be 90% complete in the month of November.

DISCUSSION ITEMS:

A. Pacifica Beautification application review of reworked guidelines:

Committee member Gossage simplified the application to include just the Residential and Commercial categories and made a supplemental questionnaire to encourage more information about the property. Committee member Gossage asked for feedback and asked the group what goals they wanted to promote. Chairperson Bennett reminded the group they were given an electronic copy of the application prior to the meeting so they

can review it more thoroughly on their own time and come back at a future meeting with feedback.

B. Workdays:

Chairperson Bennett said she, Committee member Gossage and Field Services Manager Assereto recently visited a nursery to select plants for the upcoming bioswale planting on Saturday, November 4. Volunteers will be weeding, planting, adding mulch, then watering the sites.

C. Calendar for Workdays:

Chairperson Bennett said she would be working on a calendar of planting events so the group, existing volunteers and sponsors, and potential volunteers can plan accordingly. Committee member Garza suggested a recurring date such as the first Saturday of every month.

D. Post calendar for workdays on social media:

Chairperson Bennett said she would like the completed workday calendar to be placed on the City's social media accounts, website, and City newsletter. City staff will assist with the coordination.

E. Committee/Commission Handbook overview:

Chairperson Bennett reminded the group about the City's Committee/Committee's handbook and asked them to keep in mind items such as attendance and absences. She asked the members to let her, or staff know ahead of time if they are unable to attend a meeting as it is important for quorum.

F. Adopt-A-Spot site pricing:

Chairperson Bennett asked to discuss the pricing of larger spots at the Community Center and asked if a flat fee would be more appropriate since currently the pricing is \$2.75 per square foot. Director Petersen asked if the group wanted City staff to look into pricing and come up with a recommendation. The BAC voted on the option, so City staff will move forward with assisting with a pricing plan.

COUNCIL MEMBER UPDATES:

Councilmember Beckmeyer said Council recently held committee and commission interviews for openings in the Library Advisory Committee, Open Space and Parkland Advisory Committee, Economic Development Committee and Emergency Preparedness & Safety Commission. She said the Library Advisory Committee openings were for students positions and there was a lot of interest. Council member Beckmeyer also shared details of a special joint meeting with the Planning Commission regarding the City's housing element and said they are trying to keep this a top priority since the City is out of compliance. She said City staff will now be working on an Environmental Impact Report as the next step.

Committee member Beckmeyer touched on the Seabowl site that was sold to a developer and is currently zoned for recreation. She said it was important to note that although a site is zoned for recreation, the developer can decide to use it for housing. Lastly, she said at the most recent council meeting, Council discussed the City Manager's review, an issue with a cannabis retailer's window not being safety compliant, and appointments to committees and commissions.

STAFF COMMUNICATIONS:

Field Services Manager Assereto announced Michael Pham had been promoted to Superintendent for Parks and Building Maintenance in the Field Services Department of Public Works. He also told the group Public Works is working diligently to make sure they are ready for the Arbor Day event and said they will be digging for the tree placement closer to the event to ensure a more successful plant.

NEW BUSINESS:

A. No new business was discussed.

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 7:38 p.m.

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