

MINUTES

Beautification Advisory Committee
Linda Mar Fire Station 72
1100 Linda Mar Blvd.
Pacifica, CA 94044

May 3, 2017

The meeting was called to order at 6:35 p.m. Members of the Beautification Advisory Committee (BAC) in attendance were Dave Martinez, Wendy Santiago, Patty Hontalas, Avelino Pombo and Ginny Jaquith. Mayor Mike O'Neill was present, as were Yessika Dominguez, Aren Clark and Evan Albert from the City of Pacifica Public Works Department. Cindy Abbott attended as a member of the Mural Subcommittee.

The agenda was approved with only one change, which was to move the Mural Subcommittee Report to the first item under Project Updates.

The minutes of the previous meeting were unanimously approved with no corrections.

Announcements:

- Ernat will be withdrawing from the BAC due to health reasons. Santiago also announced that June may be her last meeting, and she will send an official letter of resignation. Ernat sent his resignation via email to Chair Martinez, who will forward it to Dominguez.
- The BAC voted unanimously to cancel July's meeting. Santiago abstained because she will not be on the committee at that time.

There were no Public Comments.

Project Updates:

- **Mural Subcommittee:** Jaquith received comments from Santiago and implemented them into the report. Chair Martinez clarified the number of seats on the committee, and Abbott explained that people may want to rotate their seats on the committee based on their interest in particular projects. Hontalas asked what changes were made to report based on Santiago's comments. Jaquith proceeded to go over the comments with the group. Pombo asked if members of the BAC will sit on the subcommittee, and Jaquith explained that the two representatives will be the chair and co-chair. Mayor O'Neill asked if the Water District pump station was one of the sites, and Jaquith said that it was. The next step for this subcommittee will be to present the final report to the City Council. Martinez commended the subcommittee on the quality of the research and report. Jaquith made the recommendation for the BAC to approve the report, and forward it to City Council for final approval. The committee unanimously voted in favor, and now the item will need to be agendized for a future City Council meeting.
- **Linda Mar Medians:** This site has been cleaned up, however the second median still needs some work. Parks Superintendent Clark reported that Public Works will continue to maintain the medians at this time. Martinez asked what the next step will be since the current sponsorship agreements have expired. Jaquith suggested an alternative plan. The group discussed an appropriate donation amount for each future sponsor. Martinez asked if there was a count on how many plants need replacement. Clark said a few plants have died, and Hontalas said she is willing to seek volunteers to maintain the area on a rotational schedule. Martinez pointed out the amount of weed growth that occurred this year because of the heavy rainfall. Jaquith noted that if the sponsorship process is streamlined, all adopted sites will need to be re-adopted, such as the Grace McCarthy overlook. Clark discussed the difference between various types of groups that adopt the sites and how much to require as a donation. He noted that the amount should be based on whether or not the individual / group will be volunteering to do maintenance. Santiago pointed out that the ceanothus has died at Grace McCarthy due to water logging. Martinez suggested adding this as an item on the next agenda. Jaquith suggested a draft policy to bring to the next meeting. Clark said DPW will do some research and will work with Jaquith on completing the draft.

- **Sanchez Art Center:** New lights have been installed, and more stakes will be added in the near future. This site also needs mulch.
- **Greenhouse Project:** The group visited the greenhouse and discussed irrigation and ventilation. Martinez brought up fundraising to help pay for air vents for circulation. Jaquith asked if the City could possibly store materials in the interim, but Clark said he'd like to push the usage forward. Hontalas reached out to Pacifica's Community Garden to see if they were interested, whose greenhouse blew over during the storm season, and they are not interested at this time. The Pacifica School Gardens may be interested but Hontalas does not have a contact. A Master Gardener focus group may be interested – Alan Ernat had previously talked about training non-Master Gardener volunteers, and Martinez noted that Master Gardeners have their own insurance. Hontalas reiterated the need for a greenhouse manager, and reached out to a few people, but no one has expressed interest. Santiago suggested having a job description to show potential candidates. Jaquith clarified that the BAC will propagate plants for planting around Pacifica. Sponsorship funding will help purchase plants. Martinez said the best way for watering plants in the greenhouse would be with a mister. Jaquith asked Hontalas to explain what the Master Gardener's role would be in the greenhouse. Hontalas said the idea is to train gardening volunteers, but to also help manage the greenhouse. Her Coastal Focus Group is currently discussing this issue. The committee confirmed that no plants could be grown for profit in the greenhouse. Jaquith asked if there is an ordinance in place to support this. Martinez asked if an area within the greenhouse could be used to grow plants to raise funds for the Master Gardener program, but Deputy Director of Public Works Albert responded saying that there could be liability issues if someone were to get sick from the plants. Clark noted that the San Francisco arboretum has a monthly plant sale. DPW agreed to look into this with the City's legal department. Jaquith noted the rummage sale and elf market, which are examples of using city property to earn profit. Hontalas will look into licensing requirements.
- **Oceana Blvd., Ocean Shore School:** Jaquith and members of the Rotary Club met with Ocean Shore School to discuss the mosaic/art portion of this project, which is scheduled to be completed by May 25th during Oceans week. The Rotary Club will create and provide the surface for this art. Jaquith shared the design of this structure with the group and with Public Works, and Albert reported that the City prefers the second option with the wave on top. Once a dedication date is established, Jaquith will report to the group.
- **Highway 1 / Adopt-a-Highway:** DPW will follow up with Caltrans on the tree clarification for the pedestrian walkway project, and will also request the most updated design drawings to share with the committee. Mayor O'Neill noted some spray paint along the center median that read "remove bushes" which indicates that some maintenance was done there recently.

Upkeep of Completed Projects:

- ✓ **Crespi Parking Lot:** Hontalas cleaned up this area on Earth Day, and the Pacifica Garden Club and Pacifica Resource Center were also seen working on their planter boxes. Hontalas suggested seeking help from the Beach Coalition to get volunteers.
- ✓ **Grace McCarthy Vista Point:** This area needs to be cleaned; several plants are dying, possibly due to water logging.
- ✓ **Marvilla Estates Park:** Jaquith received an email from the troop leader for this site, and they are requesting more playground bark and asked if the City would purchase some. Clark noted that the budget is extremely tight and Public Works cannot replace it at this time.
- ✓ **Spindrift School:** Plants were replaced at this site. Kids from the school helped out on Earth Day. The concrete pad and bench will be installed in the near future.
- ✓ **Safeway Manor parking lot:** Pombo is working with the owner of the plaza and will continue to coordinate the adoption of this site. The next steps would be to determine the donation amount and put an agreement in place.

Continuing Business:

- **Review of the BAC Calendar:** Santiago distributed an updated calendar and discussed it with the group.

- **Mayor's Beautification Awards Sub-Committee:** First meeting will take place at the end of the month. Hontalas will send out an email to all members of the committee to see if they are still interested.
- **Pacifica Beach Coalition (PBC):** Earth Day / Eco Fest had a great turnout. Most of the BAC sites got cleaned up.
- **Palmetto Streetscape Project:** Construction surveying has started. The City is looking into a groundbreaking date. Martinez asked if the BAC could get involved in the project and would like to attend the groundbreaking event. Albert will share the date with the group once it has been established.
- **Replacement of club signs on Sharp Park Road:** Santiago and the Rotary Club are continuing to work on this project.

New business:

- **New ideas for seeking site sponsorship:** Pombo has been researching how to get more sponsors to adopt new sites. He believes the best approach is to identify the key areas that need beautification, and post signage in these areas to advertise for sponsorship. The committee can also prioritize these areas. Martinez noted that the Beautification Task Force Plan (BTF) plan has already done this, but the group agreed that it needs to be updated. Martinez also said the island at the Community Center is a high priority. Signage could be too inundating, but Pombo recommended doing this in stages, just a few around town to attract interest and get people motivated to get involved. Signage can include contact information, potentially even a snap code that directs people to the BAC's webpage, and the donation amount, which can vary based on the size of the plot. Pombo is also looking to establish a relationship with Friends of Urban Forest to get more ideas and tips on outreach and recruiting for sponsors. He recognized the strong sense of community that Pacifica has, and if there was more advertisement of the BAC and its programs, it could engage more residents in beautifying the city. Mayor O'Neill suggested updating the BAC's page on the City website to show the various programs and committee contact information.
- Mayor O'Neill brought up the citywide event for Pacifica's 60th anniversary. Palmetto Avenue is currently an area of interest, and possibly Ingrid B. Lacey Middle School if the weather does not permit an outdoor event. Non-profit groups can help with getting information out. He suggested that the BAC staff a booth to do outreach and promotion. November 22nd is the City's incorporation date, but the actual date of the event has not yet been set. Mayor O'Neill will send any updates to Dominguez, who will share with the group. O'Neill also suggested contacting the Sam Mazza foundation (Pacifica Castle) for sponsorship.

Reports from Staff: None.

Good of the Order: Hontalas asked about the greenhouse dedication date. The committee decided to hold off for now until use of the greenhouse is established. Santiago noted that Dustin will be leaving for college in August. Hontalas asked if he will be included on the sign since he sponsored the entire project. Mayor O'Neill suggested a proclamation from the City to commemorate his work. Clark asked what is needed to start propagating plants. Martinez said tables and fans are needed first. O'Neill suggested contacting Home Depot, as they have donated a lot of materials to other local groups and organizations.

The meeting was adjourned at 8:20 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for June 7th at 6:30 p.m. The meeting will be held in the EOC conference room at the Pacifica Police Department, 2075 Coast Highway.