

MINUTES

Beautification Advisory Committee
Police Department – EOC Conference Room
2075 Coast Highway
Pacifica, CA 94044

June 7, 2017

The meeting was called to order at 6:32 p.m. Members of the Beautification Advisory Committee (BAC) in attendance were Dave Martinez, Wendy Santiago, Edith Dom, Avelino Pombo and Ginny Jaquith. Mayor Mike O'Neill was present, as were Yessika Dominguez and Evan Albert from the City of Pacifica Public Works Department. Rachel Phillips and Susan Miller from Clay Creations were present as members of the public.

The agenda was approved with only one change, which was to table Item No. 9a regarding the re-adoption policy because Jaquith and Clark did not get a chance to discuss this beforehand.

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

Announcements:

- Santiago will be resigning as of the end of June. Martinez gave her a book on mulching as a parting gift. Jaquith commended Wendy for all of her time and efforts spent while on the BAC, as she was on the committee from its inception. Santiago touched on trying to engage members of the community to be on the BAC. Martinez noted how she was the second-in-command and very valuable to the committee, and the community as a whole. The committee hopes to find someone as knowledgeable on plants. Martinez also commented on Ernat's involvement and wished him good health.

Public Comment:

- Rachel Phillips and Susan Miller from Clay Creations spoke about some ideas they have for potential new BAC projects. They are big proponents of the BAC and commended the committee on their recent work at the various project sites. Miller noted some work she did in the Quarry on Earth Day. She commented on the condition of the library properties, and wondered if low-maintenance improvements such as mulching and weeding can be done. Phillips is a new resident to the area and had some suggestions, such as the rain barrel rebate program, that can benefit the area. She is willing to band together with other volunteers to beautify the area. Martinez asked what jurisdiction we have at the library properties and O'Neill said we own and maintain the building and lease it to the County for the library system. Albert noted that the City's Department of Public Works is currently in "weed abatement" mode since it is that time of year. Martinez also noted that we got an unusual amount of rain this year. Jaquith agreed that this would be a perfect BAC project, especially if Friends of the Library can get involved. O'Neill discussed the Council's plans for moving the Hilton library off of Palmetto Avenue. The Library Advisory Committee is supposed to come back next year with a site evaluation and quoted a minimum of 2-3 years for an official decision to be made. Martinez asked if both libraries need attention, and Miller said that there are groups that currently are beautifying the garden at the Sanchez Library. O'Neill suggested a GoFundMe account for this project, as there are several supporters of the library who may be willing to contribute. Jaquith suggested the greenhouse to potentially propagate plants. American Historical Trees takes cuttings from various famous historical sites and planting them elsewhere, and O'Neill says this could be a great idea for the library sites. The next steps would be to have the BAC vote on the project at the next meeting and designate a project lead. Dom volunteered to be the lead on this. Jaquith will work with her on the checklist, and Susan and Rachel will get a group together in the meantime, and maybe start the GoFundMe page. Susan asked if the BAC will get the volunteers. She can market the project with local businesses that she frequents. Martinez explained that sponsors adopt each area, fund the plants, seek volunteers and maintain the site for 2 years per the agreement. He suggested contacting the library beforehand.

Project Updates:

- **Linda Mar Medians:** The committee is currently reviewing new adoption agreements. The medians are looking much better now after DPW's maintenance.
- **Sanchez Art Center Sign:** Martinez requested 7 yards of mulch to be delivered below the sign on Friday, which he will spread over the weekend.
- **Greenhouse Project:** The dedication date for this site needs to be set before Dustin goes out of town. A sign also needs to be ordered. The dedication date was tentatively set for July 22nd. The language for sign was discussed. Pombo mentioned the proclamation and O'Neill agreed to execute it. Martinez will provide the information on Dustin, and O'Neill will draft a proclamation. O'Neill also offered to reach out to the Sam Mazza Foundation for a possible donation to the greenhouse. Martinez will get a price list together and send to O'Neill. Martinez will work with Clark on this, as the policies and procedures are still being streamlined. Albert shared that he talked with the City Attorney's office and they are reviewing the policies of other cities and can help draft the guidelines.
- **Oceana Blvd. (Rotary Club and Ocean Shore School):** Jaquith reported that they did not hit the timing target on this project, but the murals are done. The four individual murals will be going on the monuments. It was decided that the dedication date will be held off until September when school is back in session and kids that were involved can participate. A parent offered to paint the wall over the summer. Jaquith asked if DPW would be okay with this. Ace Hardware donated all the materials for this project. Jaquith asked for BAC's approval of the paint design, and said that the Rotary still needs to approve it. Albert noted that paint may require some maintenance over the years, but the Rotary has committed to maintaining the area. O'Neill noted the Manor Overcrossing application in June and asked if this project will be affected. Santiago mentioned that the ceanothus may grow dramatically and impact the project. Rotary would like to modify the standard sign for BAC projects because there are several groups involved. The idea is to have a series of lasered tiles, and another monument for each logo. Martinez suggested that the text on the monuments should be large enough to be legible for people driving by. Pombo asked if the tiles can be on each end of the monuments. Jaquith will bring back some design samples to the next meeting for BAC's final review and approval.
- **Highway 1 / Adopt-a-Highway:** There is still some confusion around the planting design plan for the San Jose Avenue Pedestrian Overcrossing project, and Ocampo suggested that we re-submit the plan for clarification. Albert will work with Ocampo to finalize the plan, which won't be implemented until the last phase of the project.

Upkeep of Completed Projects:

- ✓ **Grace McCarthy Vista Point:** Lots of new thistles, Rotary came over and cleaned it up.
- ✓ **Marvilla Estates Park:** Still waiting for the new playground structure. The Mother's Club has also been working at this site. The Girl Scout Troop will coordinate efforts to eliminate redundancy.
- ✓ **Spindrifft School:** All new plants are thriving, and school is installing a patio. The dedication date for the brick sponsors is on June 9th.
- ✓ **Safeway Manor parking lot:** Pombo spoke with Bill Meyerhoff of Seaview Tire and Brake, and they discussed that the best way to get something proposed is to design and propose soil prep, plant selection and labor costs, and overall cost for 1-year maintenance. The next step would be to form a group to do the work. Jaquith said that this is an example of a group hiring their own contractor to do maintenance. Pombo says the business owners are willing to fund the project, but are asking the BAC to design the overall scope of work and submit to them to review. Martinez mentioned talking to Meyerhoff about the association of business owners in the Manor Plaza. O'Neill says they mainly talk about the parking lot. Jaquith clarified the exact location of the project sites. Pombo will talk to Friends of the Urban Forest for more ideas. Jaquith reminded him of the approved plant list for the BAC.

Continuing Business:

- **Review of the BAC Calendar:** No updates. Martinez will ask Hontalas to take on this task now that Santiago will not be on the committee.
- **Mayor's Beautification Awards Sub-Committee:** The first meeting has taken place. A few changes to the flyer have been made. Martinez asked if the BAC is interested in having a fireworks booth at Frontierland Park. Dominguez will share the final flyer / application with group. Martinez asked if someone would be willing to take his place on this committee and asked Dom if she was willing to volunteer. Dom agreed. It would be acceptable to have three BAC members on the subcommittee.
- **Mural Sub-Committee:** Jaquith said the group is ready to get the final report on Council agenda. Albert and Dominguez will coordinate with Ocampo. O'Neill mentioned an artist that may be interested in doing a mural, and offered to invite him to the next meeting. He also asked why the Council needs to approve this project, and said the subcommittee should move forward with the mural projects without seeking Council approval. Santiago talked about an incident in San Francisco with a mural being painted over by the property owner, and noted some potential issues with murals in the future. She suggested having a clause in the agreement to protect the artwork.
- **Pacifica Beach Coalition (PBC):** The Coalition is having a showing this Friday on Oceans Week.
- **Palmetto Streetscape Project:** Construction and trenching has started. The groundbreaking ceremony is slated for June 24th at 10am. Dominguez will send an event reminder to the group.
- **Replacement of club signs on Sharp Park Road:** O'Neill said the Boys and Girls Club are interested in having their logo put on the sign.
- **"Adopt-a-Spot" Signage:** Pombo offered to meet with John the Sign Guy, and Jaquith suggested designing the sign first and then present it for final BAC approval. Some design ideas were discussed, such as a whale's tail that says "Adopt Me" and could have the Keep Pacifica Beautiful (KPB)/BAC logo. Pombo will bring signs and pricing to next meeting. Ways to anchor down the signs were discussed so that they won't blow away. Martinez suggested an affixed sign holder that would allow signs to be swapped out. Pombo noted that it could be very costly. Funding options were discussed by the committee.

New business: Re-adoption policy item and election of vice chair have been tabled for next meeting.

Reports from Staff: Dominguez announced the City's 60th anniversary event at the Community Center on Saturday, November 11th.

There are no items scheduled for the next meeting.

Good of the Order: Best of luck to Wendy Santiago on her move to Washington.

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

The next meeting of the Beautification Advisory Committee is scheduled for August 2nd at 6:30 p.m. The meeting will be held in the EOC conference room at the Pacifica Police Department, 2075 Coast Highway.