



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

**Wednesday, September 4, 2024  
6:30 p.m.  
Civic Center Campus  
1800 Francisco Blvd.  
Pacifica, CA 94044**

**CALL TO ORDER:** 6:32 p.m. by Chairperson Gail Bennett

**Members Present:** Gail Bennett, Sue Garza, Julie Gossage, Linda Jonas, Hernan Muirragui, and Teresa Sulcer

**City Council Liaison:** Not Present

**PB&R Liaison:** Gail Benton Shoemaker

**Staff Members:** Interim Director of Public Works John Mullins, Field Services Manager Gino Assereto and Project Coordinator Michelle Trayer

**APPROVAL OF AGENDA:** Approved

**APPROVAL OF AUGUST 7, 2024 Special Meeting Minutes:** Approved

**PUBLIC COMMENT:** Before Chairperson Bennett opened this section, she introduced Interim Public Works Director John Mullins, a Pacifica native who worked on the Civic Center project, has a Public Works background, and worked for the town of Hillsborough. Gail Benton Shoemaker introduced herself as the liaison from the PB&R Commission and a member of Tree City Pacifica. She discussed the 6<sup>th</sup> annual Arbor Day Celebration this upcoming November which would be held at the Community Center. She said Sandy Ayers, a local Landscape Architect and Tree City Pacifica Volunteer has chosen the species of trees for the event because he is knowledgeable in what trees will thrive in certain areas. She stated twenty trees will be planted and said he found space for thirty. She went on to say she would need to meet with the Department of Public of Works to go over planting logistics to see where trees can be safely planted and will not interfere with pipelines.

**DISCUSSION ITEMS:**

**A. Workday Updates:**

Chairperson Bennett said the group had a five hour workday on August 25<sup>th</sup> workday at the Crespi School bioswale location in which Public Works delivered ten yards of mulch. She stated the next workday is scheduled for Saturday, September 14<sup>th</sup> from 9 a.m. to 11

a.m. on Palmetto Avenue. She also mentioned she emailed photos to the sponsors whose sites needed to be weeded and advised them to do so before the mulch is delivered.

**B. Public Art/Mural Subcommittee Meeting Updates:**

Committee member Sulcer stated Public Works approved three locations the Public Art Mural Subcommittee suggested for the asphalt art project. Since Director Lisa Petersen left the City of Pacifica in August, Interim Director of Public Works John Mullins asked to see the approval and all supporting documentation and plans for this project so far, which Committee member Sulcer said she would provide. Regarding the sites, Committee member Sulcer said Public Art Mural Subcommittee Member Cindy Abbott would assess them to see which ones would need the least prep work and would let Public Works know what site that would be. She said due to the fact the project is a temporary art installation, the call for artists would be limited to a list of working artists at the Sanchez Art Center. The subcommittee will continue the timeline, artwork selection, funding, and community involvement discussions and their future meetings but was hoping to accomplish this project before the end of the year.

**C. Fog Fest Booth & Sign Ups**

Committee member Sulcer said this year the Beautification Advisory Committee would be sharing a space with the Sanchez Art Center in order to better promote themselves. She said the space would be located at the corner of Palmetto Avenue and Santa Rosa Avenue. The group discussed volunteer shift times and what displays they would have at their booth.

**COUNCIL MEMBER UPDATES:**

Councilmember Beckmeyer was not present to give updates.

**STAFF COMMUNICATIONS:**

Field Services Manager Gino Assereto said Public Works has been busy with coastal cleanups, preparing for the upcoming Fog Fest festivities and winter season.

**NEW BUSINESS:**

- A. Arbor Day Activities for Tree City Pacifica**
- B. Public Art/Mural Subcommittee Meeting Updates**
- C. Fog Fest Review**

**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 7:18 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for October 2, 2024 at 6:30 p.m. and is subject to change.