



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

**Wednesday, November 4, 2020
6:30 p.m.
Virtual Meeting via Zoom**

CALL TO ORDER: 6:32 P.M. by Chairperson Melinda Moses

ROLL CALL:

Members Present: Gail Bennett, Ryann Hoffman, Patty Hontalas, Linda Jonas, David Martinez, Melinda Moses, and Dan Wells

City Council Liaison: Sue Beckmeyer

Staff Members: Lisa Petersen, Sam Bautista, Aren Clark, Lawrence Henriquez, and Michelle Trayer from Public Works

APPROVAL OF AGENDA: Approved.

APPROVAL OF October 7, 2020 Minutes: Approved.

PUBLIC COMMENT: Gail Shoemaker with Tree City Pacifica was present to discuss Arbor Day, which is held on the second Saturday of November. The month of November is chosen because the State Urban Forester for this area said it is best to plant trees before California's rainy season, rather than April or March as they do in the East Coast. Last year the group had about seventy Arbor Day participants who participated in nature walks, discussions, and tree planting. This year because of the pandemic, the event looked very different. Flyers were sent out to those interested in planting and Gail noted the City generously donated thirty one trees. Originally, some of those trees were going to be planted in school areas, but because of COVID, the schools decided to wait until next year. Gail shared there was a big response from groups like the Girl Scouts, as well as families interested in planting trees. Pandemic pods of two to four people were allowed per tree, and each tree is at least 10 feet apart. There were four distinct geographic areas chosen for the trees. Two of those areas are at The Sanchez Library. Five trees are to be planted in the front of the Library which also has a reading nook Eagle Scout project taking place. An additional five trees will be planted along the fence between the shopping center and the back of the library, and Mayor Deirdre Martin and her family are one of the families planting in that area. The remaining twenty one trees will be planted at the Sanchez Art Center along Linda Mar Boulevard, and behind the dog park between the dog park fence and neighboring area. The committee learned there will be some trees planted in the dog park by Public Works in the future, which will provide shade to those visiting.

Due to the large interest from the public and unfortunately having to turn people away, Tree City Pacifica put out an additional flyer recommending people plant their own tree on Arbor Day. Photos of those planting their trees would go into the Tree City USA application, which would be submitted after Arbor. Additionally, the City generously offered to purchase trees at cost for individual families with the caveat that a master gardener or someone with a lot of expertise would look at the site and advise what species

and size of tree can be planted, taking into consideration streets and power lines. Gail believes this can be a popular idea in the future to offer months ahead of Arbor Day so people know they can, with advice, plant trees in their own yards. Tree City Pacifica sent out documents to everyone planting trees which included COVID protocol instructions and maps showing exactly where their numbered tree will be.

In regards to the trees at the Sanchez Art Center, Councilmember Beckmeyer asked how the issue of street trees along Linda Mar Boulevard and the eventual growth of them in future years was addressed. Gail stated there were several socially-distanced site visits with City Arborist and Parks Supervisor Aren Clark and Landscape Artist Sandy Ayres to make sure the trees would not get too big for the area. The meetings also covered the species of the tree, water issues, and road distance. Aren shared the trees chosen are a species of Magnolia and Crepe Myrtle. Gail is hoping next year City Council can make speeches and review the proclamation and stated her disappointment at the inability to gather in large groups because of the pandemic.

Patty questioned why the speeches could not be made outdoors since people would already be gathering to plant. Gail explained the event would be a little difficult to control especially with children present. The City and Tree City Pacifica discussed ideas of how people could carefully congregate, but after reviewing the County guidelines, it was decided it would be safer for those planting in one of the four locations to celebrate Arbor Day around their designated tree. Patty also asked if there was any newspaper publicity about Arbor Day. Gail said there was a multi-page story in Pacifica Magazine last year, and presently, the Pacifica Tribune has an Eagle Scout article which mentions Arbor Day at the end of the story. Gail thought it would be unlikely the magazine would print another story since the one last year was large, but will see if content can be put into the new Tribune or other publications. Tree City USA has a Facebook page that will include photos of the event and the trees being planted by the families. Gail also mentioned there is a tree planting guideline that they would be happy to share with the BAC and hoped next year the committee can assist with getting the word out about Arbor Day and planting opportunities.

Councilmember Beckmeyer had questions about the mapping locations of the trees. Gail stated there is a list of trees that were planted last year and there will be a map created this year to show the individual families where the site of their tree will be. Councilmember Beckmeyer said the City is undertaking a GIS system project, so capturing this tree location information would be helpful for the program. Gail said the maps are not perfectly accurate at the moment because Cindy Abbott requested the trees that will be planted on Linda Mar Boulevard start at a point after the tiles that are on the chain-link fence for visibility along the driveway. The map at this time is more symbolic so the people planting know where to go. If a paper map was given to Gail, she stated they would be able to supply the City with last year and this year's tree locations.

Melinda asked what type of trees would be planted at the Library and Art Center and if an assessment was made on how the trees are doing from last year. Gail said the Vallemar trees are looking good, and the four trees in front of the School District office are looking great. The school is using their own water supply for the trees. Gail answered Melinda's question and stated Crepe Myrtle and Southern Magnolias will be planted on Linda Mar Boulevard, and Flowering Cherry, Big Leaf Maple, and Pacific Wax Myrtle will be planted around the dog park. Big Leaf Maple and a Red-Leaf Japanese Maple will be in front of the library, and Catalina IronWood and Toyon trees will be along the fence behind the library.

Ryann asked when Arbor Day planning usually begins. Gail stated Tree City Pacifica usually starts planning in July. The part that was not developed early because it was new this year, was the ability

of individuals to buy trees at cost. Gail said her group would like that campaign to coincide with all of the decisions about the trees so the City only has to order trees once.

Dave wanted to discuss another item under Public Comment. Dave spoke to Vickie Moore, a local realtor who also works realtor Lisa Eccleston, about BAC outreach. Ms. Moore sent the BAC an email about trash pick-up, which prompted Dave to tell her more about what The BAC does for the City. Dave directed Ms. Moore to the Beach Coalition for trash pick-up information, while Councilmember Beckmeyer directed her to Parks, Beaches, and Recreation and to Aren Clark in Public Works. After further discussion, Dave found Ms. Moore would be willing to help with outreach since she is on Pacifica Locals and has a Facebook page. Dan mentioned he has walked by the beach and noticed the overflowing garbage can and thought Ms. Moore had good suggestions in her email about trash pickup incentives. Councilmember Beckmeyer said the topic of trash has been an ongoing discussion for Councilmembers and the City in general, and she noted ultimately clean up should be everyone's duty, not just certain committees or The City. Dave said litter pick-up was never on the original BAC work-plan, and the only mention of such was to establish a relationship with CALTRANS, which has not yet occurred. The subject of the BAC taking on such a task and incorporating it into a working plan with other committees was brought up by the Chair. Ryann inquired about what process would have to take place to achieve this. Linda said the Beach Coalition has trash pick-up events and said the Rotary International came up with a seventh area of focus, which is dealing with Climate Change. Linda will bring more information to the group when she obtains it.

DISCUSSION ITEMS:

A. Review of Palmetto Workday 10/24/20: Gail said the day went well, although no one emailed her to say they would be attending. Despite no notice, there were attendees and the planting event was enjoyable. Melinda provided Gail with a list of tools the sponsors would need for the next November 7th planting date. Attendees for the November planting will be The Rotary Club, "Friends of the Library", The Pacifica Environmental Family, The Pacifica Resource Center, and the Lion's Club. Linda said Ginny told her the original plan for the euonymus was to trim them like a hedge so they outlined the planter boxes. Per Dave, these should not get more than 2 ½ to 3 ft. high for car sight distance issues. Councilmember Beckmeyer asked if there would be anyone present to direct volunteers on how to trim the euonymus. Dave will not be present but said to just trim the plant like a hedge. Gail asked Aren if any Public Works staff would be present for the November planting, which Aren replied yes. Linda asked Dave if the Rotary Club could use electric hedge-clippers. Dave suggested to practice safety and only have one person operate this equipment, but that type of tool should not be required. Ryann will be asking City staff to assist with posting photos and an event summary to different social media platforms. Councilmember Beckmeyer mentioned she remembered the original presentation to the Lion's Club about adopting the bump-outs included trash pick-up of the sites, the topic brought up under Public Comment earlier in the evening. Gail said she received an email from Recology stating they have people maintaining their bump outs. Aren will be meeting with North Coast County Water District to look at the water leak at the library and see if the french drain that was installed resolved the issue. Ryann said there was a discussion with Gail and Councilmember Beckmeyer about what contract steps to take if the sponsors do not fulfill their responsibilities and general renewals. The committee will look into contract revisions and existing expiration dates.

- B. Update on Mayor’s Beautification Awards application and distribution:** Ryann shared a PowerPoint Presentation which included ideas such as an award name change, nomination schedule, award process, promotion, and BAC actions to be taken. The awards subcommittee suggested changing the award name to “Pacifica Beautification Award,” but the change may or may not require Council action or may need to be consent item presented to Council on a future agenda. Councilmember Beckmeyer suggested the subcommittee schedule a Zoom meeting with City staff to present the changes so they can better determine how they should be presented to Council and when the topic could potentially be included on a future agenda. Ryann also brought up a 501(c) (3) partnership and asked if Dan had any thoughts about the Garden Club being part of that partnership. Dan will bring the topic up to the Garden Club Board.
- C. Revised Planting Guidelines:** Ryann shared her ideas for revising the committee’s planting guidelines for California Native plants. Revisions included an introduction from the BAC and some material reorganizing and highlighting.
- D. 400 Rockaway site update:** Patty asked Realtor Lisa Eccleston if she would be interested in taking on the planting across the street from her existing site and said she would be willing to do so. Patty asked the committee to come up with a planting site plan, planting costs, and also said an agreement needed to be drawn up to give to Lisa Eccleston. Per Aren, the water company will install a water meter at no cost to the City in the area, and Public Works will install a back flow. Plant species that would not be a sight issue to any residents was discussed. Dave also discussed ideas and costs for plants at the Grace McCarthy overlook area, such as a Salvia and Agave mixture.

STAFF COMMUNICATIONS:

A. Cabrillo School Bio Retention Basin Adopt-A-Spot:

The Cabrillo School Crosswalk Improvement Project was completed over the summer and the City installed retention basins at the location. Last month Associate Civil Engineer Lawrence Henriquez addressed the committee and asked if they could assist with finding sponsors to adopt the barren bio swale areas. Public Works Deputy Director Sam Bautista revisited the topic and asked the committee if there was any sponsor interest. The committee did not have anything to pass on to the City, but Dave, a member of the Master Gardeners, said there is a new bio swale project happening and he himself might be interested in learning more. Councilmember Beckmeyer noted there is still water and weeds accumulating in one of the areas. The discussion of the Master Gardeners possibly looking into the site to further their research was had.

NEW BUSINESS/ITEMS FOR NEXT MEETING AGENDA:

No new business or items for next meeting.

GOOD OF THE ORDER:

Reminder to email, text, or call if not attending the meeting as it is important for quorum. Please review minutes and agenda before meeting.

ADJOURNMENT:

There being no further business, Chairperson Moses closed the meeting at 8:18 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, December 2, 2020 at 6:30 p.m. and is subject to change.