

MINUTES

Beautification Advisory Committee
2075 Coast Highway
Pacifica, CA 94044

May 2, 2018

The meeting was called to order at 6:32pm by Committee Chair Patty Hontalas. Members of the Beautification Advisory Committee (BAC) in attendance were: Dave Martinez, Ginny Jaquith, Avelino Pombo, Vicki Sundstrom, Melinda Moses and Council liaison Mike O'Neill. Also in attendance were Van Ocampo and Maria Suzuki from Pacifica Public Works. Cindy Abbott from the Sanchez Art Center and Dan Wells from the Pacifica Garden Club were also in attendance as members of the public.

Patty Hontalas welcomed everyone and introduced herself as the new Chair of the Beautification Advisory Committee.

Minutes for the March meeting were approved.

Minutes for the April meeting was also approved with one correction: the Items for the Next Agenda should read Beautification Advisory Committee, not Mayor's Beautification Awards.

Announcements:

Welcoming of new committee member John Edwards was postponed because he was not in attendance.

Public Comment:

- Cindy Abbott from the Sanchez Center gave a presentation on the Creative Place Planning for the Palmetto Streetscape Project. She reported that Creative Place Planning will strategically shape the physical and social look of the city through artists. It will make the City of Pacifica a place where people want to gather, visit and live. Success of creative place making is dependent upon collaborations of government, private and non-profit groups, artists, and citizens. A plan to host discussions about the streetscape is planned.
- Creative place making helps people see streets in its entirety and intends to activate the streets. Some examples are sidewalk chalk art, temporary murals, informal art and participatory public art. The streets can also be a place where kids come and paint. There are different ways to engage people to share their ideas, like murals, art walks in street crossings, art painted in the middle of the intersection, shadow art, or even rock gardens. The timeline for this project is:
 - July 2018-Sept. 2018: Host discussions to engage the community and exchange ideas
 - Oct. 2018-Jan. 2019: Generate a written report and action plan
- The goal of this project to improve the quality of life in Pacifica, encourage activity, create a sense of place, and to attract people to come and revitalize the economy
- Cindy will reach out to residents and business owners during the public meetings to encourage participation.

Public Comment

- Earth Day held on April 21st was successful
- Dan Wells of the Pacifica Garden Club announced the Annual Garden Tour and Plant Sale scheduled for June 16, 2018

Project Update

Linda Mar Blvd. Medians

Dave Martinez expressed that the BAC should change the decision to charge people for the space they adopt since they are already paying for the plants. Also since they are doing maintenance for the area, they deserve the recognition they get from the signs. Dave suggested that Public Works maintain the medians at Linda Mar Blvd. due to its difficult accessibility. Mike O'Neill suggested that BAC talk to Kimco regarding the Linda Mar medians and ask them to maintain the medians. However, Van mentioned that we need to have a further discussion before approaching Kimco because the current adopter may want to keep doing the maintenance.

Ginny then suggested that BAC can ask Kimco to maintain the entrance to the Fairmont Shopping Center. O'Neill will ask Kimco at their next meeting if they can do this. Hontalas will ask adoptees if they will readopt their areas. Ginny made a motion to set sponsorship of areas to include maintenance every other month and this was unanimously accepted.

Sanchez Art Center

Dedication suggested for June 16th. This will be confirmed at next meeting.

Greenhouse Project

No updates

Oceana Blvd Project

Ginny said they are just finishing up.

Spindrift School

Dave reported that the dedication of the Gratitude Garden for the "skinny dude" had about 30 people in attendance and a close friend said some nice words. The garden enhances the parking lot and makes the theatre look good.

Upkeep of Completed Projects

Grace McCarthy Overlook – no update

Linda Mar Medians – status quo

Marvilla Park – no update

Community Center Planter Boxes - Patty said they look really good. Wells of the Garden Club said he watered the plants today and received 3 compliments!

Continuing Business

- Present annual BAC report to City Council – May 14, 2018 at Council Chambers:** members agreed to be there early. Van reported there will be 5 committees, each committee will be given 10 minutes to present with 5 minutes for questions. The BAC will be second on the roster.
- Beautification Awards Committee:** Will meet on May 29th, location to be determined.
- Mural Sub-Committee:** No update
- Manor Safeway Parking Lot planting:** No update
- Adopt-A-Garden signage:** Avelino will work with Yessika Dominguez in Public Works on the website

- f) **Adopt-A-Spot shared on local media or City emails:** Ginny will provide this information at a later time.
- g) **Update on Palmetto Streetscape Project – City staff:** Van reported the first phase is installed and our permit for recycled water has been approved, therefore we can start installing the watering system. Hontalas spoke to some local businesses and presented them with the idea of adopting and maintaining an area on Palmetto in exchange for signage for their business and there seems to be some interest. The Rotary Club wants to coordinate the planters, but Van said this is the function of the BAC.
- h) **Highway 1/Caltrans - City staff.** Van said he will be in a meeting with Caltrans tomorrow to discuss their poor maintenance of the highway and signs.

New Business

Adopt-a-Bench Program: There may be an Adopt-a-Bench program with the Parks, Beaches and Recreation Department. Van mentioned that the Coastal Trail memorial bench program has ended. Mike O'Neill mentioned that people may be interested in adopting a bench on Palmetto. Van explained that the sidewalk design on Palmetto does not accommodate benches. He suggested that maybe the committee can identify city parks that can accommodate benches.

Reminder to email, text or call if missing a meeting: Hontalas reminded everyone to let her know if they will be attending the next meeting so she can determine if there is a quorum.

Review minutes before the meeting for faster approval/meeting: Hontalas suggested that everyone review minutes ahead of time so approval can be done at the beginning of the meetings.

Photo for BAC annual report presentation after meeting is adjourned: Ocampo took a group picture of the BAC committee members.

Reports from the Staff

- AB1234 Ethics training (Ethics Laws and Ethics Principle): RSVP by May 11, 2018; meeting will be held at the EOC, Pacifica Police Dept.
- Ginny met with Lynn Adams from the Beach Coalition to discuss ways to collaborate

The meeting was adjourned at 8:19pm

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, June 6, 2018 at 6:30pm. The meeting will be held in the EOC room at the Pacifica Police Station at 2075 Coast Highway, Pacifica, CA.