



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

**Wednesday, October 5, 2022
6:30 p.m.
VIA ZOOM MEETING**

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

Members Present: Gail Bennett, Julie Gossage, Linda Jonas, Melinda Moses, and Dan Wells, Ryann Hoffman, Hernan Muirragui

City Council Liaison: Council member Sue Beckmeyer

Staff Members: Public Works Director Lisa Petersen, Field Services Manager Paul Lavorini and Maria Suzuki from Public Works

APPROVAL OF AGENDA: Approved.

APPROVAL OF SEPTEMBER 7, 2022 MEETING MINUTES: Approved.

PUBLIC COMMENT:

DISCUSSION ITEMS:

- A. Fog Fest after-action report:** Chairperson Moses spoke of the BAC presence at the Fog Fest and commented on the good clearing of Palmetto both before and after the event. Field Services Manager Paul Lavorini mentioned that after the event, Public Works picks up the barricades and signs. Chairperson Moses thanked Dan Wells and Gail Bennett for representing BAC at the event. Committee member Bennett said there were so many people and she had to be a “barker” to attract people into the booth. Committee member Wells said he had a great time and enjoyed bringing people into the booth. He also said that he loved the poster that Committee Member Bennett put out about the BAC sites for adoption that explained the BAC goals and mission. Chairperson Melinda requested a copy of the poster because they may be able to use it for their PowerPoint for council next year in June.
- B. Palmetto Sites: post Fog Fest-status of bump outs/scheduled workdays/ plants to purchase:** Committee member Jonas said that bump outs were not damaged at the Fog Fest. Committee member Bennett said she has scheduled November 12 for the next cleaning and planting event on Palmetto. Field services manager Lavorini said he doesn’t feel Arbor Day will affect the Palmetto cleaning date because Arbor Day will be on school property. Committee member Gossage said she is not able to attend on November 12. She recommended that BAC buy plants from her preferred plant list because these are suitable for the bump outs.

The plants on the list are microclimate plants for coastal climates and grow under 3 feet making them suitable for traffic corners. Committee member Bennett asked Field Services Manager Lavorini how much lead time is needed to purchase plants for the Nov. 12th Palmetto cleanup date. Lavorini said that a quick turnaround time should not be a problem. Committee member Wells said that on Oct. 12, the Garden Club will have a guest speaker from “Tree City USA” and is inviting everyone to attend. It will be at the American Legion Hall at 7:00PM in Rockaway.

C. Pacifica Beautification Awards certificate and sign design:

Chairperson Moses asked Public Works Director Petersen if the City has a template for a recognition certificate. Petersen will ask Parks Beach and Recreation if they have this template. Chairperson Moses said the certificate will be from the BAC. She also said that BAC must design a sign for those who will display it on their property. She also said that the resident can keep it for the rest of the year. Committee member Bennett asked if the signs will be done by John the Sign Guy. She said she will reach out to John to see if he has saved any of the templates for signs we have done in the past. Chairperson Moses said that BAC can use an “adopt a spot” sign as a model for size and check that it is weatherproof. Committee member Bennett said that nominations should be in “Connect with Pacifica” so people can read about it and get interested.

D. Mural Update:

Chairperson Moses said that Cindy Abbott is the primary lead for directions with the artist. She mentioned that contractor equipment blocked access to the wall and Danielle the artist was not able to paint. Public Works Field Manager Lavorini mentioned that the artists plan on being done with the mural by the middle of next month. Committee member Muirragui asked for the artist’s name. Chairperson Moses said there are four artists involved and she will send him their names.

STAFF COMMUNICATIONS:

Public Works Director Petersen thanked Committee members Bennett and Wells for their presence and dedication at the Fog Fest. Chairperson Moses mentioned that benches on the beach are getting vandalized and tagged. Field Services Manager Lavorini said Public Works is in the process of removing the graffiti, but it is an ongoing process because after they are cleaned, they are tagged again. Committee member Wells asked if the BAC could arrange for a cleanup day to help remove the graffiti. He asked if there is a special cleaner that needs to be used to remove the graffiti. Field Services Manager Lavorini said he will ask the rangers who are currently doing the cleaning what cleaners they use. Lavorini also mentioned that Public Works is in the process of replacing the stolen plaques for the benches. He said that going forward, the plaques will be made of aluminum to discourage theft.

NEW BUSINESS:

Committee member Muirragui asked if there will be a dedication ceremony to inaugurate the Unity Mural. He wants to be involved in organizing the dedication. Chairperson Moses said that there is a BAC subcommittee that handles that including all suggestions on artwork and murals on City property. Hernan also expressed the idea of having a BAC fundraising dinner.

Chairperson Moses said the BAC does not do fundraisers and raise their funds in other ways. Council member Beckmeyer mentioned that “in person” council meetings will resume on October 24. She said Arbor Day is happening on Nov. 12, 2022. Field Services Manager Lavorini said that for Arbor Day, there will be 33 trees at Oceana High school, 10 at the Pacifica School District, and 3 for City Property. Public Director Petersen mentioned that there was a resolution to the EQ Basin lawsuit, and it got settled favorably for the city. Council member Beckmeyer mentioned that Sam Bautista has left Pacifica is now the Director of Public Works for Millbrae. She said that it is good to know that the City has a desire to give people the opportunity to move further up into their careers. Committee member Bennett said that BAC will have a cleanup date set for Oct. 22nd at 10:00AM, at the Pacifica Community Center, corner of Crespi and Hwy 1. She said the planters are in a great location and can build up interest for people to adopt these planters. Chairperson Moses reminded everyone that agenda items need to be turned in 10 days before the 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 prior to the meeting.

ADJOURNMENT:7:42PM

There being no further business, Chair Moses closed the meeting at 7:42 PM.

The next meeting of the Beautification Advisory Committee is scheduled for November 2, 2022, at 6:30 p.m. and is subject to change.