



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

**Wednesday, November 3, 2021
6:30 p.m.
Virtual Meeting via Zoom**

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

ROLL CALL:

Members Present: Gail Bennett, Julie Gossage, Patty Hontalas, Linda Jonas, Melinda Moses and Dan Wells

City Council Liaison: Mayor Sue Beckmeyer

PB&R Liaison: Commissioner Gail Benton Shoemaker

Staff Members: Lisa Petersen, Paul Lavorini and Michelle Trayer from Public Works

APPROVAL OF AGENDA: Approved.

APPROVAL OF October 6, 2021 MEETING MINUTES: Approved.

PUBLIC COMMENT: Resident Jen Carrillo was present for the continuing conversation regarding the status of the Cabrillo School Bioswales Project. This topic would be covered under Discussion Item A Cabrillo Bioswale Project.

DISCUSSION ITEMS:

A. Planting site updates: Cabrillo Bioswale/Palmetto Streetscape flyer/Rockaway sponsor/ Linda Mar medians:

Chairperson Moses recently had a discussion with the San Mateo County Office of Sustainability about potential funding sources for an interpretive wayside along the bioswale sidewalk. She explained she was told the County is working with the City on issues of bacteria outflow from the creek into the ocean and since bioswales assist in that process, the County may be able to fold that into that program. Resident Jen Carrillo shared her findings and ideas of educational plant identification tags. She observed similar signs on the Linda Mar Beach trail that were made by the Pacifica Beach Coalition. She shared The Cabrillo School has an art program and brought up the possibility of having the students create the artwork for the signs. The cost per Ms. Carrillo is about fifteen dollars per sign. Committee member Bennett asked what material the Pacifica Beach Coalition used for their signs. Ms. Carrillo thought they felt like a high-end vinyl, not metal. Chairperson Moses asked Director Petersen about the contract status. Director Petersen said the contract has been going well and gave all of the credit to Field Services Manager Paul Lavorini and his team for getting the contract in place. Public Works will have a kick-off meeting to discuss next steps pending the contractor's schedule. Director Petersen asked the Committee to discuss the watering schedule so that information can be passed on to the contractor. Ms. Carrillo shared the school is in the process of putting together a Beautification Committee and this task could be accomplished under that group of individuals. She asked what the ideal watering schedule would be. Committee member Gossage said watering infrequently is best and suggested deep watering once a

week would be fine during the establishing period. Ms. Carrillo asked the logistics of how the plants would be watered. Chairperson Moses asked if there was a spigot at the school, which Mayor Beckmeyer confirmed there was. Mayor Beckmeyer had the idea of the volunteers using watering cans, which Committee member Gossage said was fine as long as they were deep watering, not just light, daily watering. She also suggested using recycled milk jugs as watering vessels since they are easy to fill and carry. Chairperson Moses brought up the next location, the Palmetto Streetscape, and asked to view the flyer created by Committee member Hoffman that advertises the location. After review of the flyer, the Committee discussed advertising it on social media platforms and distributing it to local businesses. Committee member Bennett recently visited local business “John the Sign Guy” and shared the cost and details of the Adopt-A-Spot and sponsor signs with the group. The membership asked what funding was available to them for the signs. City staff will review the BAC budget and report back at the next month’s meeting. There were no new updates on the Rockaway sponsor, nor the Linda Mar Medians to discuss. Regarding the Community Center planter box and the need for a new sponsor, the group discussed adding an Adopt-A-Spot sign next to the existing sponsor to advertise the program. Mayor Beckmeyer stated City staff recently met with Caltrans representatives and brought up the need for cleanup at the Linda Mar “Park N’ Ride.” She said Caltrans took note of the issue and will follow-up.

B. Arbor Day and BAC participation:

Commissioner Gail Benton Shoemaker said starting the weekend of November 6th until the end of Arbor Day, the Sanchez Art Center will be showing art submitted by Kindergarten to 8th Grade children in its East Wing. The winners of the contest will be announced by Mayor Beckmeyer at the Arbor Day event on Saturday, November 13th at 10:00 a.m. at the Fairmont Park and Recreation Center. After the proclamation is delivered, Francis Wright, Dan and Betty Wells of the Pacifica Garden Club will dedicate the COVID Memorial Grove, and Tree City Landscape Architect Sandy Ayers will lead a tree-planting demonstration. She also said the many families and Girl Scout troops who registered for trees will be planting in the park and in the neighborhood of Parkview, mainly on Parkview Circle. Commissioner Shoemaker invited any member who is knowledgeable in tree planting to join the event and also stated there was a need for people to help pound stakes. The Public Works Department will be assisting in prep-work such as digging the tree holes.

Commissioner Shoemaker said ten trees will be planted by schools the day before Arbor Day and certain teachers will have tree curriculum and planting events available. Additionally, members of the Pacifica Garden Club may be there to serve as tree planting experts for those classrooms. For instance, at Sunset Ridge, three trees will be planted, and Garden Club volunteers will be on site to answer questions to make sure the tree is planted properly. Field Services Manager Lavorini and Committee member Wells, also associated with the Pacifica Garden Club, are collaborating on the installation of the COVID Memorial Grove sign, bench, and Flowering Cherry tree at the Fairmont Recreation Center. Commissioner Shoemaker mentioned the sign, bench, and tree were all generously sponsored by the club. Committee member Hontalas asked if the volunteers were given any type of instructions on how properly plant their tree. Commissioner Shoemaker said they have an instructional video from the Sacramento Tree Foundation that they have shared with the volunteers and teachers, and there will be a training meeting held via Zoom on November 11th at 7:00 p.m.

C. Pacifica Beautification Award program:

Committee member Hoffman discussed the award process and the actions the membership will need to take for making the program successful. The committee also discussed edits to the award application, adding a form letter, and publicizing the awards on social media and other outlets. Committee member Hontalas stated the new program will start January 2022. Mayor Beckmeyer reminded the group the new Mayor will be voted in in January and said she would like to brief that person on the program before they start.

D. Community Center planter box:

Chairperson Moses asked if anyone has visited the Eagle Scout planter box recently. Committee member Wells noted the site looks fine.

STAFF COMMUNICATIONS:

A. General Updates from Public Works:

No new updates.

NEW BUSINESS:

No new business for the next agenda was brought up. Committee member Hontalas commended the Public Works Department for their assistance and hard work during the recent storm event.

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, Chair Moses closed the meeting at 7:51 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for December 1, 2021 at 6:30 p.m. and is subject to change.