



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

**Wednesday, June 2, 2021
6:30 p.m.
Virtual Meeting via Zoom**

CALL TO ORDER: 6:34 P.M. by Vice Chairperson Ryann Hoffman

ROLL CALL:

Members Present: Gail Bennett, Ryann Hoffman, 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 and Michelle Trayer from Public Works

APPROVAL OF AGENDA: Approved.

APPROVAL OF MAY 5, 2021 MINUTES: Approved as amended. Committee member Hontalas requested a change under Public Comment regarding NCCWD sponsoring just one Linda Mar Blvd. median site, not multiple ones.

PUBLIC COMMENT: No members of the public present.

DISCUSSION ITEMS:

A: Council presentation June 14-Content for a 10-minute PowerPoint /photos of BAC projects and bullet points:

The PowerPoint presentation prepared by Committee member Hontalas was reviewed. The members went through each slide to give their input for edits and discussed the format of the ten-minute presentation, which will be led by Chairperson Moses.

B. 2012 Beautification Plan Updates:

Chairperson Moses shared she has been working to make sure the plan has the BAC's updated sponsorship forms and any information that would be helpful to future BAC members.

C. Palmetto workdays- frequency / what days:

Committee members Bennett and Hoffman met on Palmetto Ave. on June 1 to weed a few very overgrown sites. Both members felt a sense of community at the most recent planting day and felt those who participated really enjoyed it. Committee member Jonas shared she too has noticed the excitement and interest from people passing by when she is out tending to her sites. Committee member Hoffman thought additional planting days may encourage sponsorship involvement and asked for ideas about increasing the number of scheduled planting events throughout the year. Committee members Bennett and Hoffman spoke with Lynn Adams from the Pacifica Beach Coalition who offered to ask her own volunteers if they would be able to assist the BAC on planting days. Committee member Bennett asked

one of the Public Works crew members how often the water from the drip line flows at one of the Palmetto sites and was told it runs on Mondays and Thursdays. She also shared there are five Palmetto spots open for adoption. Committee member Bennett spoke to Beverly of “Reflections Hair Salon” who told her the Palmetto business Lytt has expressed interest in adopting a site, so she will reach out to them and other merchants to gauge their interest. Mayor Beckmeyer noticed a spot at Palmetto that looked orphaned and asked if the committee had a map of the sites. Committee member said a map does exist and will use it to survey the location later in the week. Committee member Jonas said the lavender plants have not grown in one of the boxes despite being planted about four times, so a further discussion will be had with members Bennett and Hoffman to determine what else could be planted. The committee agreed they would start with increasing planting dates to a quarterly system. Mayor Beckmeyer stated Councilmember Bigstyk has been in contact with some of the gardeners of the Liberty Garden who have expressed interest in being redirected to other potential locations in the City. The committee agreed it would be best if these interested parties contacted them by email.

D. Mural update- photo of south wall / donations amounts:

Chairperson Moses shared the Mural Committee has been communicating with a pair of potential mural artists about a project location. Mural subcommittee member Cindy Abbott will assist with coordinating this effort and should be meeting with them on Monday, June 7. Chairperson Moses said the Four Directions Unity Mural has a project website set up and is continuing to collect donations. Mural Subcommittee member Abbott is assisting the group and ensuring they will not start any of the walls until enough funds are accrued.

E. Planting Sites updates:

Chairperson Moses said she would like to keep this as a standing agenda item. She said she noticed fresh mulch and possibly new plants at the Linda Mar median closest to the beach and commented she thought it looked nice. Chairperson Moses asked if Committee member Hontalas had any further communication with Jane Herman, the resident in attendance at the May 5 meeting who offered her landscaping expertise to the committee. Committee member Hontalas has not been in contact with Ms. Herman, but she does need to return a call from NCCWD to discuss if they would like to adopt the other medians. No updates on the Lisa Eccleston Rockaway adoption.

STAFF COMMUNICATIONS:

A: General Updates from Public Works: Public Works Director Petersen noted the City Manager’s office received a call about the state of the Lion’s Club bulb-outs on Palmetto, but the progress and clean up was already addressed under Discussion Item C. Mayor Beckmeyer shared Zoom meetings will most likely continue until September due to the relocation of staff members from City Hall to the Community Center in anticipation of the Civic Center remodel.

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 7:46 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, July 7, 2021 at 6:30 p.m. and is subject to change.