



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

**Wednesday, February 24, 2021
6:30 p.m.
Virtual Meeting via Zoom**

CALL TO ORDER: 6:35 P.M. by Chairperson Melinda Moses

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

Mural Subcommittee Members Present: Cindy Abbott, Ginny Jaquith, and Linda Jonas

City Council Liaison: Sue Beckmeyer

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

APPROVAL OF AGENDA: Approved.

PUBLIC COMMENT: No public comment.

DISCUSSION ITEMS:

A. Unity Project/Four Directions Mural at Linda Mar Beach Restrooms (Anza Pump Station):

Chairperson Melinda Moses opened the floor for comments and feedback regarding the proposed Unity Project/ Four Directions mural at the Linda Mar Beach Restrooms (Anza Pump Station). Committee member Linda Jonas was not in favor of any political subject matter on a City building and had slight reservations about some images proposed, however, since that portion is on the West wall, it was passable in her opinion. Mural Subcommittee member Ginny Jaquith recently spoke with Lead artist Danielle Redlin Gustavson, who will be present at the March 3, 2021 Beautification Advisory Committee meeting and said she would be available to answer any questions about the project.

Chairperson Moses shared the Mural Subcommittee met with a different group of artists last fall who were interested in doing a “Black Lives Matter” mural, but some of the members moved away, and the project came to a halt. The Subcommittee then met with a new group of artists who brought forth the proposed Four Directions idea.

Public Works Field Services Manager Paul Lavorini told the Committee the proposed location of the bathrooms is often vandalized with graffiti and wanted to know who would be responsible for repairs if that occurred. Mural Subcommittee member Jaquith shared the murals are finished with a “graffiti-proof layer” and noted she has not seen any of the City’s other murals vandalized. Mural Subcommittee member Jaquith went on to say the group factored the issue into their budget and are prepared to repaint the site should it be defaced.

Public Works Field Services Manager Lavorini pointed out there is a pay machine and bulletin board on the south wall that was not shown in the images on the proposal, so those items need to be considered when the artists start to paint. Public Works Field Services Manager Lavorini also shared the Anza Pump Station is technically in the California Coastal Commission's jurisdiction but did not believe there to be an issue. Public Works Field Services Manager Lavorini also said he would be speaking to the local surf groups about helping to monitor the safety of the mural. Mural Subcommittee member Jaquith said the mural group is requesting Public Works prep the restrooms by power-washing the structure and repair any cracks if it has any. Public Works Field Services Manager Lavorini said there are some areas of separation on the building that will be addressed, and they are prepared to meet the requests of the artists in terms of preparation. Chairperson Moses explained the transparent sealant that would be used by the artists makes graffiti easier to remove but does not prevent it.

Mayor Sue Beckmeyer inquired about the repairs still needed to be done due to the 2019 fire that occurred at the Anza Pump Station. Public Works Field Services Manager Lavorini explained Public Works is still a few months out until completion, as they are still needing to refinish and install two sub-pumps and a new roof. Director of Public Works Lisa Petersen also mentioned the City is waiting on the California Coastal Commission to approve the City's plans for the repairs.

Mayor Beckmeyer asked if a California Coastal Commission permit would be needed, and if they would consider the mural project as new development within their zone. If permission is needed, Mayor Beckmeyer suggested the City seek a letter of support from someone, hopefully a Pacifican, from the Surf Rider Foundation to give to the Coastal Commission. Executive Director of Sanchez Art Center Cindy Abbott said as a member of the Mural Subcommittee, she would take the lead in obtaining that support. Director Petersen recommended waiting for a determination about the Coastal Commission before seeking a letter of support and noted there would be further discussion with the Planning Department. Once there is a final determination on whether a permit would be needed, City staff would let both committees know.

Chairperson Moses asked Public Works Field Services Manager Lavorini about setting up a safety zone when the artists are working on site. Chairperson Moses stated there would be no weekend work on the mural and wanted an information board outlining the project background for beach visitors. Public Works Field Services Manager Lavorini said Public Works would set up a safety zone and would close two bathrooms at a time if needed.

Committee member Bennett asked if the artists had a timeline of when they wanted to start the project, and who would be funding it. Mural Subcommittee member Jaquith said the group did have a timeline, but since repairs are still being done to the pump station, that timeline is no longer applicable and would have to change. In terms of funding, Mural Subcommittee member Jaquith said the subcommittee approved the proposal with the understanding the mural could not be started until funds were secured. Mural Subcommittee member Jaquith revealed Cindy Abbott and the Sanchez Art Center Board agreed to be the fiscal sponsors for the project and as soon as the project is fully approved, they will start a fundraising campaign to raise the approximate \$25,000 for the four murals. The budget includes artist payment, supplies, insurance, and a percentage fee retained by the Sanchez Art Center for processing and holding the funds.

Mural Subcommittee member Jaquith also shared the group would be looking into a GoFundMe campaign. Committee member Martinez shared that in partnership with the Sanchez Art Center, he thought the budget was closer to \$30,000 because of the processing fees, but Mural Subcommittee member Jaquith stated she spoke with Lead artist Danielle Redlin Gustavson and

shared the artists agreed to decrease their stipend for the project.

Mayor Beckmeyer said she saw the mural as inspirational and felt it would speak to the Community. Mayor Beckmeyer asked about the cultural heritage aspects process of the murals and what the process has been in including the Ramaytush Ohlone people in the designs. Mural Subcommittee member Jaquith said artist Jeffrey Wong worked alongside Jonathan Cordero; the only descendent of the first people to originate in Linda Mar and would speak more about the process at the public hearing.

Mayor Beckmeyer shared her reconnection with a Pacifica family at the Jean Fassler Parking Lot Ribbon Cutting and thought it would be important to have them involved with the mural in some way because they are Ohlone descendants who live locally and are part of the community. Mural Subcommittee member Jaquith said she would reach out to artist Jeffrey Wong about the family and pass on contact info.

Chairperson Moses recapped the meeting and said the follow-up items would be the California Coastal Commission permit question and the Anza Pump Station repairs. Public Works Field Services Manager LAVORINI said the installation of the roof would not be a problem if the group wanted to start painting and suggested starting on the East-facing wall, as it would grab the attention of beach visitors.

The Committee unanimously voted to take the mural discussion to the public meeting on Wednesday, March 3, 2021.

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 7:06 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, March 3, 2021 at 6:30 p.m. and is subject to change.