



**Minutes
Parks, Beaches, and Recreation Commission
City of Pacifica**

REGULAR MEETING – 7 PM

Wednesday, February 22, 2023
2122 Beach Blvd. Pacifica, CA 94044

CALL TO ORDER:

Chair Pro Tem Lusson: called the meeting to order at 7:00 pm.

I PLEDGE OF ALLEGIANCE:

Commissioner Heywood: led the Pledge of Allegiance.

II ROLL CALL:

Commissioners Present: Commissioners: Benton-Shoemaker, Heywood, Lusson, Nicolari, Rodriguez

Commissioners Excused Absent: Chair Abbott and Commissioner Phillips

Staff Present: Director Bob Palacio, Recreation Supervisor Anthony Schriver, Recreation Specialists Rebecca Collier, and Edward Viray

III APPROVAL OF MINUTES:

Chair Pro Tem Lusson called for a motion to approve the minutes 01/25/2023. **A motion was made by Commissioner Heywood, seconded by Commissioner Benton-Shoemaker, motion carried 5-0.**

IV ADOPTION OF THE AGENDA:

Chair Pro Tem Lusson called for motion to approve the agenda of the 02/22/2023 meeting. **A motion was made by Commissioner Nicolari, second by Commissioner Rodriguez, motion carried 5-0.**

V SPECIAL PRESENTATION:

None

VI ORAL COMMUNICATION:

Christina Lee introduced herself to the Commission and asked the Commissioners to support bounce house pilot program at Pacifica City Parks.

VII ITEMS FOR CONSENT:

None

VIII ITEMS FOR CONSIDERATION:

- A. **Beach Safety** - Sea Valor received the initial 5 Life Ring Buoy stations earlier this week. Two will be installed on the pier within seven days. California Coastal Commission (CCC) sent staff a checklist of additional

items that they want provided for the application for waiver. Items requested are reasonable and should be returned in a timely manner. Supervisor Anthony Schriver provided the Commissioners details of thirty-nine potential locations for installation of Life Ring Buoy stations. Not all thirty-nine will be installed but will be approved for future needs. Beach safety pamphlets have been passed out to the local hotels and surf shops. Off leash dogs at the beaches, staff will be working on plan to educate dog owners/public on the leash laws and locations of local off-leash parks and beaches.

Commissioner Heywood: Asked, for a review of Linda Mar Beach locations and possible addition of at least one more Life Ring Buoy stations.

Commissioner Nicolari: Asked, for a review of the north end of Rockaway beach and might be able to reduce the number of locations and add at other locations. He also inquired if maintenance and resilience of the Life Ring Buoy stations had been factored into the project.

Supervisor Schriver: Responded, staff has reviewed all factors with the Life Ring Buoy stations project.

Chair Pro Tem Lusson: Asked, for signage on the Life Ring Buoy stations to have more concise location information.

B. **Role and Size of Parks, Beaches, Recreation City wide Special**

Events- World class (thought and preparations) Special Events play an important part in bringing a community together and creating pride and image for the City and community.

Director Palacio: Asked, Commissioners input on City Parks, Beaches, and Recreation (PB&R) department sponsored Community special events or refining current special events. What size, types of events and partnerships the Commission envision for future community special events?

Commissioner Benton-Shoemaker: Asked, for a list of the current PB&R special events for review and stated the Poet Laureate would like an event. She heard FUNFEST might be endangered and would not want to see this event end.

Commissioner Rodriguez: Stated, she would like to see a hybrid Food Truck event at the beaches, while supporting local business by giving them booths at the event with a special city permit (for the event) to sell items at the beach. These events attract all ages and could also benefit local business. She also received comments from the community about their disappointment in the size of the tree at Rockaway Tree lighting last year and was hoping for a larger tree in the future.

Chair Pro Tem Lusson: Commented, he would like the focus on using special events to build and involve community. Secondly, he would like to see more involvement with local groups special events and what the City can provide to improve their events. For example, space or equipment for their events.

C. **Opportunities to assist in relationship building and support with local service providers-** Local service providers/groups are in need help to continue success for the future. How can PB&R Commission find ways to have a positive impact for continued success?

Director Palacio: Stated, each Commissioner has different talents and experiences that could be beneficial for the local service providers/groups. For

example, many providers/ groups do not have successful business plans and/or information needed to run a successful program. He would put together a list service providers/groups to see how the Commission can best support local service programs. He asked for ideas, knowledge and information that could be passed along to local service providers/groups?

Commissioner Rodriguez: Commented, as a resident for the past 15 years, she has found information to be siloed. PB&R Commission can do a better job of communicating to the public what is under their umbrella. She did not fully understand what programs, events and work fell under PB&R until she became part of the PB&R Commission. One way communication and marketing can improve, is through brand identity, better leveraging digital marketing tools. The current use of printed flyers and word of mouth is not effective and there needs to be improvements in this area for future success.

Director Palacio: Responded, he understands the glaring flaw of the PB&R department is brand identity. The department has four different logos in use for different divisions and digital marketing footprint is limited. Along with no visual identity for the department in the community. A focus for him upon his arrival has been to create one logo and visual identity for the department and more focus on digital marketing.

Commissioner Nicolari: Commented, for groups in need of business plans, there are MBA programs through local universities that would assign students projects to evaluate, updated or create business plans for groups. When he attended San Francisco State University, they had such a program.

Commissioner Benton-Shoemaker: Stated, Stanford University Business School has teams that can assist Non-Profits with their business plans. When groups feel siloed, they miss opportunities that have benefited other local groups and the Commission could help bridge the gap of information.

Commissioner Heywood: Asked, if staff has a media person responsible for posting on digital platforms and marketing? He also stated the importance around branding for the success of programs and events.

Director Palacio: Responded, most agencies have a person in charge of marketing, digital marketing, printed marketing and ectara, have more resources and staff at their disposal. PB&R department does not have staff or resources, currently, at this time the department several staff taking pieces of marketing and they're doing the best they can at this time. Not ideal situation to create a robust marketing presence in the community. As time goes on, he hopes to change the structure to support the marketing needs for the department.

Commissioner Rodriguez: Commented, she would like to see a mixer once a year for community providers/groups along with local business to introduce PB&R and give our vision and goals to the groups to build relationships. The mixer can create brand awareness and reputation for PB&R.

Chair Pro Tem Lusson: Commented, he also sees the silo of local community groups especially sports youth groups. Successful local groups have platforms to come together to collaborate, joint advocates, and communicate. He finds a red flag that community groups do not attend the PB&R Commission meetings to communicate with the Commission or attending City Council meetings. He thinks it would be helpful to bring community providers/groups together to empower them and to listen to their needs would help to strengthen them for the future.

IX REPORTS, ANNOUNCEMENTS, AND CORRESPONDENCE FROM COMMISSIONERS:

Commissioner Heywood: He attended the Surf Survival Apnea Course at Jean Brink Pool. The course offered lifesaving, breathing techniques and other useful information. He would recommend taking the two-day course.

Commissioner Benton-Shoemaker: She attended the Beautification Committee, almost all the adopt the spot have been filled. They received an update from Public Works on January storms and all the work that was done for the community. She attended the Poet Laureate event, and Poet Laureate would like support for future events which can be discussed in the future.

Commissioner Nicolari: Attended the Open Space and Parkland Advisory Committee (OSPAC) Monthly trail maintenance workday 9am-11am Saturday, February 11, 2023, around the Cattle Hill area with twenty (20) volunteers. They learned to make water bars to help with erosion control on the trails. They will be working on maintaining the whole trail network in the area with monthly workdays.

Commissioner Rodriguez: She attended Youth Advisory Board (YAB) meetings. YAB has eleven (11) members with three sub-committees: planning, marketing and fund raising. Fund raising committee has an event with Round Table pizza to raise funds. She asked Commissioners if they have contact with other local business that would be willing to support YAB. The current event being planned is the J-Teen dance on March 10, 2023, the plan is to host dances four times a year. Currently, PB&R staff runs YAB social media accounts, and responsibility will be handed over to YAB. There was a marketing strategy developed that would revive social media presence. She is also the liaison to the Chamber of Commerce, but she has not been able to make contact, she will continue to reach out.

X REPORTS FROM STAFF:

Director Palacio: Gave updates on the following:

- **Events and Programs:** Parents Night out was a successful event, thirty (30) children were entertained by staff for a night of games, activities, dinner, snacks, and a movie. Staff received great feedback and parents are requesting additional nights. Upcoming events: J-Teen Dance March 10th and Volunteer Appreciation Dinner April 5th. Bounce house pilot program will begin late spring or summer and would be attached to park rentals with an additional fee. The program would have safety, equipment, weather, and provider requirements. Junior Lifeguard program at Linda Mar Beach, staff has reached out to the State of California Parks and Recreation and will give an update once more information about the program becomes available.
- **PB&R Department Highlights:** Staff will be going to City Council to ask for approval on the purchase of a new walk-in refrigerator freezer for the Community Center Kitchen. Pacifica Police Department will give additional attention to Frontierland Park due to complaints about drinking and motorbikes at the park.
- **Trail Signage:** State and County will provide the City with about eight (8) signs for the Ohlone-Portola Heritage Trail, will help connect the City with the rest of the county.

- **Surf Camp/School Policy Advisory Task Force Recommendations:** Staff and City Manager Kevin Woodhouse spoke with the new Executive Director for the California Coastal Commission (CCC). Both parties agreed that more time was needed to discuss the permitting process moving forward. The item will be on the April CCC agenda.
- **Priority Parks:** Staff requested that NCE Landscape Architects design into the existing plans an irrigation system. It will be an add alternative, but staff feels it is necessary and will provide a more sustainable park landscape and irrigation for the future.
- **Staff Updates:** Recreation Supervisor Recruitment, applications closed on February 20, 2023, and staff are currently reviewing and will be moving to the next step of two formal interviews, then selection of candidate.
- **PB&R Commission Meeting Minutes:** "Meeting minutes are notes that are recorded during a meeting. They highlight the key issues that are discussed, motions proposed or voted on, and activities to be undertaken. The minutes of a meeting are usually taken by a designated member of the group or staff person. Their task is to provide an accurate record of what transpired during the meeting." The minutes of a meeting document the most important points discussed during the gathering. They aren't a full meeting transcript and shouldn't include too much detail. Instead, they should cover the highlights. Director Palacio will provide Specialist Collier and Viray with an outline for minutes creation and would like for each of the Commissioners to provide feedback on the minute structure at our next meeting.

Commissioner Nicolari: Agreed with the change and thinks that the current minutes are too much and would like to see minutes like the OSPAC minutes.

Commissioner Benton-Shoemaker: Commented, she would not want to see the minutes scaled down as much as OSPAC but understands the value of staff time and would rather like to see a compromise. She enjoys the current minutes because it is a thorough record of the meeting.

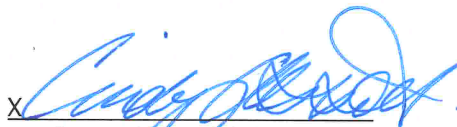
Chair Pro Tem Lusson: Agreed, the current minutes needs to be scaled down to allow staff to more time to focus on other projects.

XI ADJOURNMENT:

Chair Pro Tem Lusson: asked for motion to Adjourn. **A motion was made by Commissioner Heywood, seconded by Commissioner Nicolari. Motion carried 5-0.**

Next Regular Meeting: Regular Meeting – March 22, 2023, 7:00pm

Respectfully submitted by,
Rebecca Collier, Recreation Specialist
Pacifica Parks, Beaches, and Recreation

X 
Pacifica Parks, Beaches, and Recreation Commission
Chair Cindy Abbott