



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

Wednesday, May 3, 2023

6:30 p.m.

**Public Works Corporation Yard
675 Oceana Blvd. Pacifica, CA 94044**

CALL TO ORDER: 6:32 p.m. by Chairperson Gail Bennett

Members Present: Gail Bennett, Julie Gossage, Hernan Muirragui, Teresa Sulcer and Dan Wells

City Council Liaison: Councilmember Sue Beckmeyer

PB&R Liaison: Commissioner Gail Benton Shoemaker

Staff Members: Public Works Director Lisa Petersen, Parks Superintendent Gino Assereto, and Project Coordinator Michelle Trayer from Public Works

APPROVAL OF AGENDA: Approved.

APPROVAL OF APRIL 5, 2023 MEETING MINUTES: Approved.

PUBLIC COMMENT: No public comment.

DISCUSSION ITEMS: Commissioner Gail Benton Shoemaker said Sandy Ayers of Tree City USA will speak at the next Pacifica Garden Club meeting at the American Legion Hall on June 14th. Topics include what trees would be best for residents to choose for their homes.

Commissioner Benton Shoemaker said the Pacifica Garden Club will also be giving a tree tour which will identify different species.

A. Palmetto Streetscape Updates:

Chairperson Bennett said a planting and mulch spreading workday was held Saturday, April 15th, which included five committee members and seven sponsors. She stated there was a mulch-spreading day on April 19th and shared the last Palmetto site located at the northeast corner of Brighton was adopted by the Pacifica Mother's Club.

B. "Color" on crosswalks or other locations along Palmetto:

Committee member Sulcer shared pictures and ideas from other cities who have colorfully painted crosswalks and asphalt art. She said she felt Palmetto Ave. could use more color or decorative elements. Chairperson Bennett said she received grant opportunity information from Sanchez Art Director Cindy Abbott. Director Petersen shared the process, which would include checking with the Planning Department and its Sharp Park Specific Plan and looking into traffic standards. She said the committee would need to officially vote on if they wanted City staff to look more into the process. Committee member Gossage made a motion to vote on more research. The BAC voted to move forward with having City staff obtain more information on the process. Committee member Muirragui was concerned about taking on another project before finishing already existing ones, such as the Rotary Club's Oceana Blvd. project.

He proposed the Rotary Club Oceana project extended all the way to the Highway One freeway entrance. Since absent Committee member Jonas serves on the Rotary Club, this topic was tabled until she could speak on it. Chairperson Bennett stated she would add this item to June's agenda. Committee member Sulcer also wished to discuss the possibility of refurbishing and decorating the garbage cans on Beach Blvd. She thought this could be a sponsorship opportunity and made a motion for the group to vote on more research of the topic. The BAC voted to obtain more information on this potential project as well.

C. Cabrillo Bioswales Update:

Chairperson Bennett shared she and Committee member Gossage presented a PowerPoint presentation to the Cabrillo Elementary Parent Teach Organization on April 13th. She said the Co-presidents of the PTO agreed to have a parent volunteer group co-sponsor the two areas in front of the school. She will be in talks with the group to schedule the first workday.

D. Workdays:

Committee member Wells brought up the need to schedule workdays for the Community Center planters, especially where the monument by the highway is. Committee member Gossage suggested the BAC contact a sponsor representative to check their availability and offer date options as opposed to the BAC choosing a workday date and hoping the sponsor can make it. She said this practice might ensure more participation with the maintenance of their adopted site. Chairperson Bennett stated she has not had success with getting in contact with Pacifica Resource Center about maintaining their site. Commissioner Benton Shoemaker suggested the BAC attend a Pacific Resource Center board meeting. Workdays for the Community Center were discussed, and Committee member Wells will bring the dates to the Pacifica Garden Club. The proposed bioswale workdays were Saturday, May 20, 9:30-11:30 am; Sunday, May 21, 12:00-2:00 pm; OR Sunday, June 4, 12:00-2:00 pm. The workday for the Community Center planters was scheduled for Saturday, June 10, 9:30-11:30 a.m.

E. Pacifica Beautification Awards application due date:

Chairperson Bennett said she recently presented at the last City Council meeting, which recognized Jayme Wessell, winner of the Commercial category for the Manor Dr. State Farm building. Chairperson Bennett encouraged members to take applications and look for potential nominees. She said the deadline for the next round of award applications will be June 1st so winners can be chosen and recognized at an August City Council meeting.

COUNCIL MEMBER UPDATES:

Councilmember Beckmeyer shared a rendering of the new North Coast County Water District office with the group. She also said the City will be sponsoring the June 3rd Pride Parade. She said there will be a family fun festival at Ingrid B. Lacey School, as well as various local business sponsored events. She stated the City partnered with Half Moon Bay Coast Pride on this event. Councilmember Beckmeyer discussed the Climate Action Plan study session and said the Council recommended the formation of a community group to help develop a plan. She said Tree City Pacifica had feedback about including a tree canopy element to the plan. She said applications for the community group will be going out in the very near future. Councilmember Beckmeyer also discussed Measure Y and said one of the items in the measure language was to have a Citizen's Oversight Committee of three to five individuals who would make sure expenditures are consistent with what was stated in the measure. She said the small group would meet one to two times a year. Councilmember Beckmeyer noted there would be another round of Committee and Commission interviews coming up.

She said City staff was working hard on the budget and Capital Improvement Program for the new fiscal year. Lastly, she shared the work on the mural at the Anza Pump Station can resume. Director Petersen will be in touch with Mural Subcommittee member Cindy Abbott about coordinating work dates with the artist.

STAFF COMMUNICATIONS:

Director Petersen said the annual Committee report presentation to Council will be held on June 12. Chairperson Bennett will be working on the PowerPoint presentation with the help of the committee.

NEW BUSINESS:

- A. Rotary Club Oceana Blvd. Project**
- B. Grace McCarthy Working days discussion**
- C. Pacifica Beautification Awards**

GOOD OF THE ORDER:

Reminder to email, text, or call if not attending the meeting as it is important for quorum. Please review the minutes and agenda prior to the meeting.

ADJOURNMENT:

There being no further business, Chairperson Bennett closed the meeting at 7:50 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for June 7, 2023, at 6:30 p.m. and is subject to change.