



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

**Wednesday, October 4, 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, Sue Garza, Julie Gossage, Linda Jonas, Hernan Muirragui, Teresa Sulcer and Dan Wells

**City Council Liaison:** Sue Beckmeyer

**PB&R Liaison:** Not present.

**Staff Members:** Director of Public Works Lisa Petersen, Public Works Acting Building and Parks Superintendent Michael Pham, and Project Coordinator Michelle Trayer from the Engineering Division

**APPROVAL OF AGENDA:** Approved

**APPROVAL OF SEPTEMBER 6, 2023 Minutes:** Approved.

**PUBLIC COMMENT:** No public comment.

**DISCUSSION ITEMS:**

**A. Pacifica Beautification Awards discussion and application voting:**

Chairperson Bennett asked if there were any new nominations from the members, but no new applications were collected. Committee member Sulcer suggested the group choose a different area in Pacifica each award period so there is a focused push for advertising. Chairperson Bennett told the group the awards are posted on all of the City's social media sites. Committee member Garza was concerned the posts were not being viewed because of lack of frequent posting and social media algorithms. She suggested the BAC work with local businesses and ask if a flyer about the awards could be posted in their establishment since there may be more foot traffic. Committee member Gossage said selecting one location to promote at a time might be an issue because some areas do not have as many commercial buildings as some of the other locations. She thought if there was more of an incentive for people to participate other than just winning a lawn sign and recognition, the awards might attract more interest. She suggested different prize options to the group. Director Petersen said she would need to check with the City Attorney's

office to see if this would be allowed. Committee member Gossage said the program, or at least the nomination form should be revamped. Chairperson Bennett reminded the group the program was just updated in 2021. She said since Committee member Gossage saw the need for nomination form revisions and clarifications, she would email her the word document so she could make those changes and bring her edits back to the group for discussion.

**B. Fog Fest Wrap Up:**

Committee member Sulcer thought their involvement in the Fog Fest went pretty well but found the available space too small. The Fog Fest booth is reserved for City Hall and Wastewater Division to share information and literature, so space is limited on the tables. Committee member Gossage did not feel the scavenger hunt was much of a success and felt it would work better at a different type of event. She noticed items on the hunt were hidden once the vendor tents went up. She said an interactive game where one could win a prize might draw more crowds and engage more children. Committee member Sulcer said more volunteers would have been helpful, and the two-hour shifts was enough time for them to stand at the booth. She brought up the need for more space for the BAC and suggested the committee get its own booth for next year and possibly share it with another committee or commission. Director Petersen said she would bring their idea to her next management meeting.

**C. Workdays:**

Chairperson Bennett told the group she would be meeting the Cabrillo PTO volunteers on Saturday, October 7<sup>th</sup> to weed and clean some of the bioswales and asked for BAC volunteers. She said the Cabrillo PTO volunteers proposed a recurring schedule of meeting the first Saturday of every month to work on the bioswales depending on the weather. She asked for volunteers for a Grace McCarthy Overlook workday to be held Sunday, October 8<sup>th</sup>. Committee member Gossage said they should put cardboard, compost, and mulch if the actual plant restoration would not take place by the end of the year. She said the group should aim to plant before the rain comes in the fall. Chairperson Bennett and Committee member Gossage discussed dates and the coordination with Public Works to obtain plants from the nursery. Committee member Jonas said she would contact the Rotary Club President and ask when the club might be available for planting.

**D. Timeline for plant purchases and workday:**

This topic was addressed under Item C.

**COUNCIL MEMBER UPDATES:**

Councilmember Beckmeyer said the City Council met on September 11<sup>th</sup> to discuss the current Tree Ordinance and its permit fees. Since the ordinance was just amended, the Council opted to wait until the next budget season when all fees are reviewed. She said this would also allow staff to gather data such as how many violations may have occurred for illegal tree cutting.

Councilmember Beckmeyer also addressed the disruptive hate speech that occurred during the public comment portion of the September 25<sup>th</sup> City Council meeting. The council will be

holding a study session on October 9<sup>th</sup> to discuss options for a path forward regarding remote public comments.

**STAFF COMMUNICATIONS:**

Chairperson Bennett said she noticed one of the locations was very dry during one of the group's September workdays. Public Works Acting Building and Parks Superintendent Michael Pham said the water system issue has been resolved and asked that he be contacted if there were any further issues. Director Lisa Petersen shared an Arbor Day flyer which stated the annual event would be held on Saturday, November 11<sup>th</sup> at 10:00 a.m. Committee member Muirragui asked if any Veterans were invited to a special ceremony since the event is a day after Veteran's Day. Director Petersen said she would check with PB&R Liaison Gail Benton Shoemaker, who is part of Tree City USA, the organization who is holding the event.

**NEW BUSINESS:**

- A. Pacifica Beautification Awards application revision update
- B. Committee Fog Fest booth update for next year
- C. Workdays schedule

**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 7:42 p.m.

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