

## MINUTES

Beautification Advisory Committee  
2075 Coast Highway  
Pacifica, CA 94044

December 6, 2017

The meeting was called to order at 6:32 PM by committee Chair Dave Martinez. Members of the Beautification Advisory Committee (BAC) in attendance were, Dave Martinez, Avelino Pombo, Melinda Moses, Edith Dom, Ginny Jaquith and Patty Hontalas. Also in attendance were Yessika Dominguez and Aren Clark from the City of Pacifica Public Works Department. Dan Wells of the Pacifica Garden Club was present as a member of the public.

The minutes of the previous meeting were approved with one correction. See revised minutes from the November 1, 2017 meeting.

There were no Announcements.

There was no Public Comment.

### Project Updates:

- **Linda Mar Medians:** This project is on hold. Martinez pointed out that Kimco mulched the landscape areas around the shopping center.
- **Sanchez Art Center:** Chair Martinez planted more plants, and is waiting to schedule the dedication date. Jaquith gave the project sign to Public Works Superintendent Clark. Martinez asked if Public Works can install sign before Christmas.
- **Greenhouse Project:** A Certificate of Appreciation with the Mayor's signature is needed for the December 30<sup>th</sup> dedication. Dominguez will work on this. Martinez noted that he would like the entire committee to attend this dedication.
- **Oceana Blvd/Ocean Shore & Rotary Club:** Monuments are completed, but the Rotary Club is still working on tiles. Volunteers may be able to work on December 16<sup>th</sup>, but if not, then after the new year. Martinez asked how far they were going to plant, and Jaquith said all the way to Manor Drive.
- **Highway 1 / Caltrans:** Ocampo noted that Caltrans will be overlaying Hwy 1 from 280 to the tunnel. No landscaping will be done as part of the project. Work will commence in 2018. Ocampo also said the City has requested for Caltrans to work during night hours to avoid traffic congestion, at least for the Vallemar/Fassler intersections.

### Upkeep of Completed Projects:

- **Marvilla Park:** More playground bark is needed at this site. Superintendent Clark will try and bring some but does not have an ETA.
- **Grace McCarthy Overlook:** The new sign has been made; Jaquith and the Rotary Club will install it soon.
- **Spindrift School:** Chair Martinez asked if better signage can be installed to distinguish the entrance from the exit, as cars are using the wrong way to get out. Clark will look into this. The garden is looking good at this site.
- **Manor Plaza / Safeway Parking Lot:** Vice Chair Pombo is hoping to get bids by mid-December. Jaquith asked if the presumption is that the property owners will be paying for the maintenance. Martinez asked if this would be considered a BAC project if it's private property.

Pombo explained that half of the project involves public property, so this could be at the discretion of the committee.

#### Continuing Business:

- **Review of BAC Calendar:** Hontalas provided an updated 17-18 calendar.
- **Mayors' Beautification Awards:** Director Ocampo explained the order of the December 11<sup>th</sup> Council meeting, since there will be a special meeting to appoint the new Mayor for 2018. Dominguez stated that letters to the award recipients were sent out last Friday. Ocampo reminded the committee that the presentation should be kept as short as possible, and Dominguez suggested a way to call all recipients who are present at the Council meeting to the front of the room during the presentation in order to save time.
- **Mural Sub-committee:** Ocampo will propose that this item go before the Council in the second meeting of January.
- **Palmetto Streetscape Project:** Paving is done; striping will take place over the next few days, and then the streetlights will be installed. The goal is to have the lights up by Christmas. The next step is to remove the wooden poles and patch up the holes. Jaquith said the Rotary will be planting on Paloma Avenue on December 16<sup>th</sup>, but there are several issues such as the indemnity agreement with City. Project engineer, Lee Panza, has been communicating with the Rotary about their plans and is still working this out.
- **Re-Adoption Policy:** This was approved, Jaquith sent to Dominguez. The next step is to discuss with the committee and agree on the process and update the policy accordingly. Moses suggested some language. Dominguez will send policy to group for review. Jaquith mentioned that there are 8-9 sponsors that need to be sent the new policy if they are interested in renewing their plots. Martinez asked if Moses would be able to send letters out to the existing sponsors. By the next meeting, Martinez will put together a list of all the project sponsors and who is up for re-adoption, as well as a checklist.
- **Adopt-a-Garden Signs:** Vice Chair Pombo contacted 2 vendors for bids on the temporary signs. He asked the committee what kind of signs they wanted - material, one or two sided, how durable, etc. He reminded the group that they are only temporary, until a sponsor adopts the area and a permanent sign is made. The goal for the next meeting is to have 3 bids. Moses asked where the funding for the signs will come from. Pombo also asked who would be able to sponsor this. Martinez said there needs to be more brainstorming on fundraising for this committee if that is the direction they want to go in. Pombo brought up the Sam Mazza foundation donating funds for various projects. Martinez said a specific project is needed in order to request fund donations.
- **Graffiti removal:** Superintendent Clark is still working on tracking staff time for this.

#### New Business:

- **City Park locations:** The committee would like to have a map of City park locations. Clark will work on this.
- **ReLeaf Grant Program:** This item can be removed from the agenda, as Pombo said it was more for brainstorming ideas for beautification projects and other grant funding opportunities. State funding is available for cities that request it, but a grant writer needs to be designated to apply for this funding. Moses pointed out that some grant programs have a specific spending window during which funds can be used. She also mentioned the native plant nurseries as a potential resource.
- **Adopt-a-Spot shared on local media or City emails:** BAC projects can potentially be published on the Connect with Pacifica newsletter. Jaquith will draft language and Ocampo will ask the City Manager's office to publish it in the newsletter. Jaquith noted that BAC meetings are never mentioned in the newsletter, even though other meetings are noted. Pombo asked what format is

required for publishing information, and what kind/how much info can be added. He suggested having a specific icon to identify the BAC or its projects.

Reports from staff: None. Martinez asked about the City's 60<sup>th</sup> Anniversary event turnout.

The meeting was adjourned at 7:45pm.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, January 3, 2018 at 6:30pm. The meeting will be held in the EOC room located in the Pacifica Police Station at 2075 Coast Highway Pacifica California.