

MINUTES

Beautification Advisory Committee
Police Department EOC
2075 Coast Highway
Pacifica, CA 94044

April 5, 2017

The meeting was called to order at 6:36 p.m. Members of the Beautification Advisory Committee (BAC) in attendance were Dave Martinez, Wendy Santiago, Alan Ernat, Patty Hontalas, Avelino Pombo, Edith Dom and Ginny Jaquith. Yessika Dominguez and Ryan Marquez from the City of Pacifica Public Works Department were also in attendance. Cindy Abbott, Gwen McCormick and Linda Jonas attended as members of the public.

The agenda was approved with no corrections.

The minutes of the previous meeting were approved with no corrections. Jaquith abstained from approving the minutes as she was not present at the March 1st meeting.

Announcements:

- The annual Earth Day / Eco Fest event will take place on April 22nd. Cleanup of designated areas will be from 9 – 11 a.m., and the EcoFest will be from 11 a.m. – 2:30 p.m.

Public Comments:

- Gwen McCormick, a longtime Pacifica resident introduced herself and stated that she was interested in the committee's function and would like to get more involved. Martinez mentioned that a seat on the committee may be available soon. McCormick asked about the BAC's role in City's / Public Works Department's operation. Martinez responded with the BAC's mission and the reason it was started, and explained that the committee aims to create sustainable gardens that the Public Works Department, with some help from volunteers, can easily maintain. McCormick asked if the beautification projects are specific to gardens and medians, and Martinez explained that the committee has expanded to other types of areas. Ernat noted that the committee is trying to find groups to adopt these areas, organize resources and make a commitment to work with the BAC on a design for a cohesive look throughout Pacifica, and supervise people as they execute their projects. McCormick asked if a neighborhood group could beautify a City median on their street. Martinez mentioned Edgemar Park, where nearby residents formed a group and worked with Lynn Adams from the Pacifica Beach Coalition (PBC). McCormick said she would like to engage her neighbors and asked if each area had a "rep," and the committee responded in the negative, but noted that it is a great idea. Jaquith stated that the BAC is the catalyst in finding groups to help beautify the area. Martinez said he would like to reach more people to get them involved in BAC efforts. Santiago asked how McCormick found out about the committee, and McCormick said that the newly refurbished greenhouse at the Linda Mar fire station was discussed at her Master Gardener class. Pombo said that he has an idea to draw people's attention to certain areas in town.

Special Presentation:

- **Mural Subcommittee Report:** Jaquith, along with Linda Jonas and Cindy Abbott, gave a background of the subcommittee and explained the process of preparing the report and exploring various sites around Pacifica, public and private, to find potential sites for public art. The study was broadened from just the idea of murals. She touched on the importance of public art and how it improves the sense of community, while keeping with the theme of the BAC's "Keep Pacifica Beautiful" plan. A brief overview of the survey was given, and key areas were prioritized. It was reported that PG&E no longer has a program where they paint utility boxes. The group reviewed

current City ordinances and how they apply, saying that murals are considered "signs" per Pacifica's Municipal Code, so they focused on murals that would not promote any business. Ideas were discussed in the report for the application process and how artists would apply and be selected. If the BAC adopts this plan, its recommendations would go before City Council for final approval. Jaquith explained the timeline structure of implementing this program, and said that the City Council must first adopt the public art program based on this report, then approve the development of a 9-member committee which will be appointed by BAC. For flexibility, 11 candidates were considered for the committee, who can be rotated based on current interests/work load. Pacifica does not currently have any ordinance in place for this type of program, but the committee would do research on existing ordinances adopted by other municipalities. This program would be a community/volunteer effort, and Mike Perez, Director of Parks, Beaches and Recreation has reviewed the document and is in full support of the program. Jonas stated that she is looking forward to seeing this program move forward and hoping to draw more tourists to Pacifica. Abbott commented on the mural process at the Sanchez Art Center, which was very elaborate in 1998, and explained that each site may have a different process depending on who the property owner is, such as Caltrans, who has approved similar projects in the past. Funding for this program will mirror the BAC's sponsorship process, and the report also suggests other funding sources based on research of other cities' processes, such as grant funding. Jaquith discussed a potential ordinance, marketing for the program, online application process and funding plan, which will all need to be streamlined before program can take off. The first step is to obtain Council approval. Jonas noted that 2019 is the 60th anniversary of the Discovery of the Bay and a mural commemorating this milestone would be nice. Santiago asked if excess ERAF funds can be used for this program. Jaquith explained that funds aren't always guaranteed, but the BAC can certainly request funding if it is available for any given year. Pombo asked if this is the final list of potential sites. Jaquith said there are still a few sites that are not shown in the report. Pombo asked if the wall of the Public Works corporation yard can be considered as one of the sites, and Ernat added that it would be an easy site to approve because it's City property. Abbott noted how the criteria (page 5 of the report) was determined. Jaquith said she will add it to the list of potential sites. Hontalas asked if any artists have shown interest so far, and Jaquith responded saying that there is no formal list, but they've kept contact information for those who have expressed interest. Abbott said each mural can be done in a different way - individual artist or community group. Jonas noted that people could start promoting the program now and begin seeking artists. Martinez asked about the selection process, and Abbott mentioned Alameda County's annual "Call for Artists." Ernat affirmed that the committee would likely be interested in seeking out local artists only, within county boundaries. Hontalas asked if the BAC, or the mural subcommittee will be voting on artists for each site. Jaquith said the subcommittee will vote, but will then make recommendations to BAC for final approval. Martinez asked what the next steps will be now that the report has been completed, and Jaquith suggested that the BAC approve the report and its recommendations. Martinez asked if everyone was able to review the report and if the committee would be comfortable with voting on it tonight. Santiago stated that she would like to do a more thorough review of the report before bringing it to the City Council. Jaquith said that the decision to approve the report should be unanimous. McCormick pointed out that some neighbors may come forward and be opposed to a particular mural or artist. Jaquith explained that it is at the discretion of the property owner. The committee decided to review the report until the next meeting and vote on it at that time.

Project Updates:

- **Linda Mar Medians:** Ernat mentioned that he saw someone working on Mike Durkin's median today. Jaquith noted that she talked to Director of Public Works, Van Ocampo, and confirmed that Public Works will start working at that site. Martinez explained that the intent is to have someone adopt the area and pay for a maintenance crew. Martinez said that Kimco still puts mulch there, and asked if the City can contact them and ask them to stop. A new business sign was installed there, and the committee agrees that mulch should no longer be put there due to potential flooding when it rains.

- **Sanchez Art Center:** A local electrical contractor, John Peterson Power & Light, will be replacing the signs. Martinez and Peterson will also be working with Urban Farmer to get materials, and will donate lights to get this project moving forward. Mulch will be put down at the very least, if planting cannot be done right away.
- **Greenhouse Project:** Dustin Hatlen will attend the council meeting for BAC presentation, and Martinez encouraged all committee members to be there to thank him for his work. Jaquith mentioned giving him a certificate, and Martinez said the dedication ceremony would be a better venue for awarding him. The date is set for April 29th at 10 a.m., and the site still needs irrigation and hose bibs. Martinez said he needs to ask Public Works Superintendent Aren Clark where he can install the hose bibs, and reiterated that greenhouse requires constant attention and maintenance. Martinez still also needs to bring ventilation for air flow, which is essential to growing plants. California natives typically need an ambient, warm temperature, and it was discussed that the door can even be left open, but Hontalas warned the group that this may allow deer to enter the greenhouse. Martinez suggested taking a field trip to the site, and Hontalas suggested having the next meeting there. Dominguez will set up the next meeting at the Linda Mar fire station. Martinez reminded the group that a manager is still needed to oversee this site, and a few more people to help. Ernat suggested having help from master gardeners. Martinez said there could be liability issues with this, but to check with Ocampo on what the city would allow. Jaquith suggested seeking some master gardeners and putting together a policy to establish how the greenhouse will be operated. Santiago suggested putting together a schedule and ground rules to start. Ernat will put together a draft with Martinez. McCormick asked about Go Native, who may have policies in place that the BAC could potentially use as a sample. Martinez will reach out to them for more information, and clarified that the interest of the master gardeners is to help out countywide, and perhaps also teach classes. He asked if a sign should be installed at this site to commemorate Dustin's work on this BAC project. The committee decided to hold off on the dedication for now, until the greenhouse's use is established and possibly also until plants are planted there.
- **Oceana Blvd., Ocean Shore School:** Jaquith said she made contact with Ocean Shore School, who will be doing a series of murals on concrete basins between the ceanothus. This will be done in the spring during Oceans Week. Jaquith is asking for donations of tile, and Ernat mentioned that there may be some available in Redwood City. Dom offered to post an ad on NextDoor. The murals will be done by May 25th, and the Rotary Club will have the units built by then. The dedication can be set after the art is installed.
- **Highway 1 / Adopt-a-Highway:** The BAC reviewed the response from Caltrans on the planting suggestions. Caltrans said that due to their regulations, nothing will be planted in the medians, but hydroseed will be laid down as an erosion control measure. This item needs clarification, because original Caltrans planting plan shows planting in the medians.
- **Crespi Parking Lot:** Martinez made contact with former committee member Sandy Parry, who will continue to maintain her planter box, but said that she will not be able to keep up with the parking strip.

Upkeep of Completed Projects:

- ✓ **Crespi Parking Lot:** Ernat noted preparation for Portola's anniversary.
- ✓ **Grace McCarthy Vista Point:** No updates; this site looks good.
- ✓ **Linda Mar Medians:** No updates, the City is continuing to work on them.
- ✓ **Marvilla Estates Park:** No updates; this site looks good.
- ✓ **Spindrift School:** This site will be getting some replacement plants, and Martinez asked if Public Works can bring two truckloads of woodchips for Earth Day.

Continuing Business:

- **Review of the BAC Calendar:** No updated calendar, feedback on mural report for May.
- **Mayor's Beautification Awards Sub-Committee:** Meetings will commence in May.
- **Pacifica Beach Coalition (PBC):** EcoFest / Earth Day this year is on April 22nd and Martinez suggested reaching out to BAC sponsors to remind them to clean up their areas on Earth Day. Jaquith said that project leads should be the ones to reach out to them, since they are already in contact and are familiar with each group. The BAC discussed and confirmed the leads for each project. For the Linda Mar medians, Jaquith suggested reaching out to each of the sponsors to see if they can re-plant on Earth Day, but Santiago said the area is very dangerous and Earth Day may not be a good day to work due to increased traffic. The PBC and Lynn received an award from Sustainable San Mateo County for their work in Pacifica. Jaquith clarified what the process will be for groups to register for Earth Day. Hontalas asked if Dom or Pombo would be interested in being the liaison so they can get more involved. The goal is to collaborate with the PBC and incorporate BAC projects and overall function with their volunteer base. Dominguez will send email to the committee of everyone's phone numbers.
- **Palmetto Streetscape Project:** This project was approved by Council and the contract was awarded to Golden Bay Construction. Jaquith noted that the Rotary Club is interested in planting in the designated planting areas.
- **Replacement of club signs on Sharp Park Road:** Santiago and the Rotary Club are continuing to work on this project.
- **Annual Report to City Council:** This will be presented on April 10th, with Martinez giving the presentation. A new committee photo was taken to be added to the presentation.

New business:

- **Edgemar Park:** This site has adopted by local residents / neighbors, who want to plant fruit trees in the park. This has been cleared with Public Works and just needs BAC approval. Martinez asked what the timeline is for the new play structure. The PBC is hoping to do this on Earth Day. Plants will be purchased by sponsors, but Martinez asked if the City will be purchasing the trees. Jaquith insisted that a plan be put in place before the project can move forward. The committee discussed whether this would be a BAC project, or something worked out between the City and PBC / Lynn Adams. Sponsors will be putting down decomposed granite and mulch, and can prep the site for now, and explore the tree planting plan in the future, since it may not happen before Earth Day. Santiago reminded the group that fruit trees can draw in animals and that additional efforts will be required to keep the trees secure. Jaquith noted the procedures of adopting the area, and that they must be executed before any trees can be planted. Martinez agreed to put this project on hold until a sponsorship agreement is in place.
- **Safeway:** Pombo spoke with the property manager of Manor Plaza, who is willing to donate money to improve the area. There is a lot of opportunity to plant shrubs to hide the parking lot and make the area look better, since it is the first exit as you enter Pacifica. There are three dirt areas that are potential planting sites. Pombo asked if the BAC would be able to design a plan/proposal for him to take back to the board/owner for review. Jaquith noted that this area has already been established as a high priority area for improvement. The next steps are to get Safeway to sign an adoption agreement, and look into irrigation options for the site, and Pombo will send out the sponsorship agreement to his contact at Safeway. The design plan should also be sent with the agreement so the owner can review and approve it before committing to the project. Santiago suggested looking at the Oceana project that is currently underway, and reminded the group that visibility of the parking lot is an issue for the Police Department. Ceanothus would be a good option there. Hontalas suggested taking photos of different tree options and sending it to the owner for selection. McCormick asked whose responsibility it is to abate weeds along the

fence. Marquez referenced the California Streets and Highways Code and said it is the property owner's responsibility to keep the right of way clean and safe for public thoroughfare.

Reports from Staff: None.

Items for Next Meeting: Adopting areas and drawing attention from sponsors (Pombo will lead the discussion on this).

Good of the Order: Everyone's help is needed on Earth Day.

The meeting was adjourned at 8:46 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for May 3rd at 6:30 p.m. The meeting will be held in the conference room at the Linda Mar Fire Station at 1100 Linda Mar Blvd.