

MINUTES

Beautification Advisory Committee
2075 Coast Highway
Pacifica, CA 94044

August 1, 2018

The meeting was called to order at 6:38 p.m. by committee Chair Patty Hontalas. Members of the Beatification Advisory Committee (BAC) in attendance were, Chair Patty Hontalas, Ginny Jaquith, Avelino Pombo, Melinda Moses and City Council liaison Mike O'Neill. Also in attendance were Van Ocampo and Yessika Dominguez from the City of Pacifica Public Works Department. Dan Wells, Cindy Abbott, Linda Jonas, Paul Slavin and Kathleen Manning of the Mural Subcommittee were also in attendance.

The minutes of the May 2, 2018 meeting were approved, however approval of the June 6, 2018 meeting minutes was tabled for the next meeting since a quorum from the last meeting was not present.

Agenda Item #5 - Announcements: There is currently one open seat on the committee. The deadline to submit an application is Friday, August 3rd.

Agenda Item #6 - Public Comment: Dan Wells noted that he watered the plants at the Community Center planter box, and discovered that the water had been shut off there. He notified Public Works, and they came out and turned it back on.

Agenda Item #7 – Continuing Business:

- a. Palmetto Streetscape Project: Public Works Director Ocampo gave an update on the planter areas. The first phase of the project has been completed, and the second phase will be to install the benches, arches, and landscaping, but this is dependent on grant funding. Jaquith said the process of seeking sponsors for each planter area needs to be expedited. The BAC members did a tour of the businesses along Palmetto Avenue to see who would be interested in adopting an area. Jaquith put together a plan for this program to landscape all 60 planter areas. Currently there are about six interested groups. Cindy said that the Sanchez Art Center is interested, but some of the planter areas are not conducive to many plant selections because of the size and layout; obstructions such as the recycled water box would block plants. Jaquith suggested a subcommittee to manage this program. She said it would be ideal to plant in September, but Hontalas said those plants could be trampled during Fog Fest. Pombo said the Fog Fest group may want to plant before Fog Fest, and that this could be used as a sample to advertise the program. Abbott said there's more discussion within the Economic Development Committee (EDC) to do an event in October to install other art/beautification projects. Chair Hontalas raised the question of cost. Ocampo presented an estimate that Public Works got from a local landscaper, which is \$10-12 per square foot. Jonas asked if a specific plan was already put in place for this area. Jaquith and Ocampo stated that the landscape plan that has already been established. Clark said the average size landscape area is 5' x 5', which would cost about \$250. Ocampo stated that each site would need to be priced by square foot, because all the planter areas are different sizes. The estimate includes installation and plant cost. Hontalas asked what the cost would be without the plants, because some groups may want to purchase the plants on their own. Moses asked what the irrigation setup consisted of. Clark said it would be a simple installation because the planter areas are rather small. Ocampo said the first step would be to identify which areas will be adopted by sponsors. Hontalas pointed out that the Fog Fest pilot garden would be a great way to introduce and publicize the program

during Fog Fest Weekend. Councilmember O'Neill asked if the BAC will have a booth at Fog Fest. Ocampo said they can share a booth with Public Works. The design of the sponsor signs was discussed, and the group decided that this can be decided once the subcommittee is formed. Jaquith presented the revised BAC sponsorship forms to the group. Chair Hontalas asked if there would be an estimate for art installations in the planter areas, and Ocampo pointed out that the planting plan has already been approved, so he's not sure if art will be an option for these planter areas. He will check and circle back with the group. He also asked for a sample of the art pole installations that the Sanchez Art Center is proposing for these sites. Hontalas asked what happens with leftover funds. Ocampo noted that the BAC has a City fund. Hontalas confirmed that the cost will be included in the sponsorship form. Ocampo suggested having the site plan with the associated cost for each planter area attached to the form.

- b. Mural Sub-Committee: The focus of the plan has been shifted to city-owned property only. The intent is to approve the final report and present it to the City Council at the 8/13/18 meeting. The next step after obtaining Council approval would be to make appointments to the subcommittee and move the program forward. Councilmember O'Neill mentioned a program that encourages art on the highways. Pombo asked if there were properties on the north end of town, such as the Manor district, that are being looking at for potential public art. O'Neill brought up the Public Works Corporation Yard. Pombo said he would like to see the art more balanced throughout town. Abbott said the subcommittee focused mainly on sites that were walkable, and Jaquith said the committee will move forward with the current list and hope to add sites once the program kicks off. She also talked about funding opportunities for the Public Art / Mural Program. Pombo noted that the San Francisco Mural Foundation typically involves artists who are willing to use their own supplies and resources as long as they're given the space to create their art. Abbott said the program would be more marketable if funding was offered for supplies and materials. Moses pointed out that the artist qualifications did not include school-age children. Abbott noted that each artist may form a community group to do the project as a group, similar to the Historical Society's project. Pombo talked about a group called "Graffiti Grandmas" which engaged the senior community in San Francisco to find new passions in art and painting. He also mentioned that there may be restrictions for commandeering children to work due to labor laws. Jonas pointed out that the mosaic project done in front of Ocean Shore School was done as part of their Ocean's Week curriculum through the school program. Jaquith moved to approve the Keep Pacifica Beautiful Through Public Art Plan, and Moses seconded approval. Ocampo encouraged everyone to attend the August 13th City Council meeting for this item.
- c. Highway 1 / Caltrans: Director Ocampo provided an update on the Highway 1 paving project as well as the San Jose Pedestrian Overcrossing project. Caltrans has also been repairing the chain link fence and removing dead trees in the area. Jaquith brought up the median landscape plan that the BAC suggested to Caltrans some time ago. Ocampo said the only landscaping and cleanup that will be done will be in conjunction with the projects. He noted that some suggestions from former BAC member Wendy Santiago were incorporated in their project.

Agenda Item #8 – Project Updates: Tabled for the next meeting.

Agenda Item #9 – New Business: None.

Agenda Item #10 – Reports from Staff: None.

Agenda Item #11 – Items for Next Agenda:

- a. BAC booth at Fog Fest.

Agenda Item #12 – Good of the Order: None.

The meeting was adjourned at 7:59 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for Wednesday, September 5, 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.