MINUTES

Beautification Task Force Meeting
1800 Francisco Blvd.
Pacifica, CA 94044

November 7, 2011

The meeting was called to order at 7:10 PM by Ginny Jaquith.

Beautification Task Force members that were in attendance: Ginny Jaquith, John Edwards, Michael Mooney, Susan Vellone, David Martinez, and Ann Long. Members that were absent were Chris Porter, Wendy Santiago, Mary Ann Nihart and Sue Digre.

It was pointed out at the beginning of the meeting that the approval of the minutes of the prior meeting was not on the agenda. The approval of the minutes of the October 13th meeting, as well as the approval of the minutes of the November 7th meeting, will be approved or rejected at the next meeting scheduled for December 7, 2011.

The group was asked to suggest criteria for the selection of improvement areas and the suggestions were:

1. Areas with high traffic visibility.
2. Areas with available water for irrigation.
3. Areas that are easily accessible.
4. Areas that are safely accessible.
5. Prioritizing the main corridors entering the City.
6. Prioritizing City Buildings specifically:
    - Community Center
    - City Hall
    - Linda Mar Pump Station
7. Low Cost – possibly cultivating plants to reduce cost.
8. Later in the meeting additional criteria related to gardening practices were added to the list. These are:
    - Building healthy soil.
    - Reducing waste in the garden.
    - Conserving water.
    - Creating wildlife habitat.
    - Protecting local watersheds and the ocean.
    - Contributing to a healthy community.
    - Saving energy.

The Task force then viewed a power point presentation showing areas that could be improved. These areas included:

1. Linda Mar Boulevard at Highway one. The median strip on Linda mar Boulevard was mentioned as well as the planting strip along the SamTrans

parking lot and the corners of the intersection on the west side of the highway.
2. The San Pedro Road walking area and the beach parking lot entrance.
3. The area in front of the Linda Mar Ace Hardware.
4. The median strips at Rosita Road and Linda Mar School.
5. The median strips at Linda Mar Boulevard and Oddstad Boulevard.
6. Terra Nova Boulevard in front of Park Mall.
7. Roberts Road.
8. The Linda Mar Pump Station.
9. Along Crespi Drive in front of the Pacifica Beach Resort.
10. Crespi Drive in front of Cabrillo School and the Crespi Shopping Center.
11. The Crespi Shopping Center
12. Highway One adjacent to the Sea Bowl.
13. Highway One between Fassler Avenue and Pacifica Lumber.
14. All Sides of the Sharp Park Golf Course frontage.
15. Fairway Park at the entrance to Highway One.
16. Along San Marlo Way in Rockaway.
17. The Rockaway Beach Plaza parking lot.
18. The Entrance to the pedestrian highway overpass across from the San Francisco RV Resort.
19. Oceana Boulevard along Highway One.
20. Center Strip of Highway One.
21. The Manor Shopping Center.
22. The intersection of Skyline Boulevard and Hickey Boulevard.
23. The Grace McCarthy Vista Point.

Some specific items mentioned during or immediately following the viewing of the power point presentation were:

1. The possibility of replacing the broken hand rail at the Manor area Highway One overpass with a post and stainless steel cable arrangement constructed in the same manner as the fence bordering the trail between the Palmetto Avenue beach access point and Esplanade Avenue. The idea was raised that more people might walk in this area if the overpass entrances were more attractive.
2. The idea was razed that a group could adopt a highway as a way to achieve rapid results and generate more community interest. This could also serve as a way of developing a working relationship with Cal Trans.
3. David Martinez mentioned that he would like to have some time at the next meeting to provide a summery of bay friendly gardening techniques.

Each member of the Task Force was asked to name the three areas they felt were the most important. The two topped ranked areas were:

1. The Linda Mar Boulevard Center Strip at The Highway One intersection.
2. The Manor Shopping Center.

The following areas tied for third place in the ranking.

1. Grace McCarthy Vista Point
2. The Highway One pedestrian overpasses.
3. The front of the Ace Hardware Store on Pedro Point.
4. Along Highway One.
5. The Pacifica Community Center.
6. The Entrance from Highway One into Rockaway.

The next meeting of the Beautification Task Force is scheduled for Wednesday December 7, 2011 at 7:00 PM. The meeting will be held in the PB&R Conference room located at 1810 Francisco Boulevard.

Chair Jaquith adjourned the meeting at 9:00 PM.

Minutes taken by: Aren Clark