

## MINUTES

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

June 6, 2012

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

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

The minutes of the previous meeting were accepted with no revisions.

It was announced that the Surf Spot had been chosen as the location of the December grand opening celebration of the Devils Slide Tunnel.

Michael Mooney reported that he had attended a meeting of the Board of Realtors. He discussed Pacifica's "Curb Appeal ". The possibility of individual realtors adopting landscape areas was discussed.

Creating cost estimates for various projects was discussed. It was agreed that the second island on Linda Mar Boulevard could be completed for less than \$1,000.

It was reported that the master plant list is moving forward and that the first three or four areas will have detailed planting plans.

The strategies for implementing and insuring the ongoing maintenance of projects were discussed. The ideas mentioned were:

- Contacting local organizations.
- Using volunteers to prepare sites prior to opening them up for adoption.
- Using the Pacifica Tribune as a way to create interest.
- Allowing families to adopt areas as memorials.
- The need for good signage to acknowledge volunteers.
- Having groups agree to a two year maintenance program prior to adopting an area.
- Creating a section on the Adopt a Landscape form where the applicant can explain how they intend to maintain the adopted area.
- The adequacy of the currently used adopt a landscape form was discussed. The group felt the current form is good in that it covers safety, compensation etc.

Concerns were raised about how projects could be completed by volunteers and yet assure quality work and long term maintenance. It was pointed out that the most difficult part of the process is getting a garden established. Volunteer groups would likely not

know the proper techniques for planting, mulching, etc. There would be the necessity of having a qualified person on site in order to assure the success of the project. There was also the question of who would approve projects applied for by volunteer groups. The suggestions put forward were:

- Create an honorary position called Pacifica's Master Gardener similar to Pacifica's Poet Laureate. During the time of appointment this person could oversee projects and coordinate with Public Works on approving plans for individual projects.
- A trained group of volunteers could do the project installations and the areas could then be turned over to the adopting group for maintenance.
- Create an advisory or oversight committee (three individuals) that could oversee projects and coordinate with public works.

Three general methods of establishing and maintaining areas were agreed upon:

1. Have the Beautification Task Force members or a group of gardeners appointed by the task force do all of the project installations then turn the areas over to the adopting group for maintenance.
2. The adopting group can install and maintain the project.
- 2 The adopting group can pay a contractor to plant and maintain an area.

It was decided that adopted areas should have standardized signage displaying both the City of Pacifica logo as well as the logo of the adopting agency. Jerry Crow agreed to design the sign.

The next meeting of the Beautification Task Force is scheduled for Tuesday June 26, 2012 at 7:00 PM. The meeting will be held in the PB&R Conference room located at 1810 Francisco Boulevard.

The meeting was adjourned at 8:45 PM