The next meeting of the Beautification Task Force originally scheduled for Wednesday August 1, 2012 has been rescheduled for Wednesday August 15 at 7:00 PM.

MINUTES

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

July 11, 2012

The meeting was called to order at 7:00 PM by Chair Jaquith.

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

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

The Beautification Task Force was reminded of the request by Cal-Trans for a list of possible meeting dates so that they could attempt to schedule a meeting between all of the interested parties concerning the adopt a highway program. It was agreed that Ginny Jaquith and Michael Mooney would discuss scheduling options and provide Pacifica Public Works with the necessary information.

Strategies for project implementation were suggested. The suggestions presented were:

- The Master Gardeners of San Mateo County could use beatification sites as project areas.
- The current City of Pacifica Adopt a Landscape program is a way to recruit volunteers. The Beautification Task Force could provide resources and training to the volunteers.
- The Beautification Task Force could operate information booths at community events such as the Fog Festival
- Community service hours needed by high school students could be earned working on beautification projects.
- Boy and Girl Scouts could work on beautification projects to earn badges.
- The Beach Coalition could provide volunteers.
- The San Mateo Board of Realtors may be interested in a project if they had a clear proposal. Some of the questions raised by the board concerned the cost of the projects and plant availability.

It was suggested that if memorial plaques are installed as part of a beautification project that they be constructed in a way that would allow additional names to be added if new volunteers take over maintenance of the area in the future.

The need for project oversight was the next topic discussed. The ideas presented concerning this topic were:

- Create an oversight committee made up of members of the community.
- Have one individual from the community work together with the City of Pacifica Public Works department on project oversight.

The point was raised that many of the areas selected for beautification projects have no irrigation. It would be important to plant in the fall so that plants could take advantage of winter rains to become established. This would require that the Beautification Task Force finalize recommendations in time to be presented to the City Council in September.

Possibilities for fundraising were discussed. The ideas presented were:

- Sell tee shirts caps and safety vest with the Beautification Task Force logo on them.
- Create a tile project and sell individual tiles to raise funds.
- Sponsor a fund raising event at a local restaurant.
- Explore the possibilities of using the website www.kickstrter.com for fundraising

The next meeting of the Beautification Task Force is scheduled for Wednesday August 15, 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