

City of Pacifica

Beautification Task Force Minutes 10/13/11

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

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

The meeting began with the chair stating the three main objectives of the Beautification Task Force and these are:

1. To Identify and prioritize the areas in Pacifica in need of beautification.
2. To determine what needs to be done in these areas in order to make them attractive. This will involve creating a planting theme that will be consistent throughout the City.
3. To look to the community for the recourses necessary to complete and maintain the identified projects.

Chair Jaquith also explained that it is important for this committee to be useful. To this end each person on the committee had been selected based on their proven ability to accomplish things in the community. Each person on the committee introduced themselves and talked briefly about projects they have worked on.

The fact that this is an official City task force, it is therefore subject to the Brown Act. The following were explained in relation to this:

1. Each meeting must have an agenda and the agenda must be posted at least seventy two hours in advance of each meeting.
2. Discussions and official decisions cannot be made at a particular meeting unless that item is on the meeting agenda. If a topic is to be discussed at a particular meeting and an official decision is necessary, the item must be moved to the following meeting and added to that meeting's agenda.
3. Members of the Committee are not allowed to engage in back and forth discussions with the public during official meetings. The Public are allowed to speak at a set point in each meeting. If a member of the committee wishes to discuss a point expressed by a member of the public the committee member can ask to have that item listed for inclusion in the agenda for the following meeting.
4. The Task force consists of nine members. Task force members consisting of groups of four individual task force members or less, can meet outside of official meetings and discuss beatification topics, however, five or more members cannot.

The chair asked if they have ideas they wanted to express regarding the structure and direction of the future meetings. The following ideas were put forward:

1. It is important for members to attend the meetings and be on time.
2. It would be desirable for the group to make at least one decision at each meeting.
3. The importance of completing projects. It was discussed that the purpose of the group was not to complete individual planting projects at this time. The group needs to create a document that identifies the location, prioritizes projects, creates a planting theme that is consistent and suggest mechanisms for completing projects. The committee is to report to the City Council upon completion of each of the three phases.
4. The need for the committee chairperson to keep discussions on track during meetings.

In order to cover the entire City in a more effective manner, the task force decided to break into three groups in order to locate areas in need of attention. It was noted that it was not necessary to identify property ownership at this time. The groups were advised to take pictures of the site(s) and to make observation regarding the soil conditions. Pacifica was divided into the following three areas:

1. Area 1- South of Fassler Avenue including Fassler Avenue and the back of Linda Mar. David Martinez, Michael Mooney and Ginny Jaquith volunteered to evaluate this area.
2. Area 2 – North of Fassler Avenue to the golf course including Sharp Park road and the area south of the Golf Course and West of Highway One including Pedro Point. Ann Long, Susan Vellone, and Chris Porter volunteered to evaluate the area.
3. Area 3 – Pacifica North of the Golf Course. Wendy Santiago, John Edwards and Nattie Juvland volunteered to evaluate this area.

It was decided that phase one of the project (which is determining and prioritizing the areas in need of improvement) is to be completed in February of 2012.

The task force also acknowledged their regular meeting date which is the first Wednesday of each month at 7:00PM. The next meeting of the Beautification Task Force is scheduled for Wednesday November 2, 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