

MINUTES

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

August 15, 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, Jerry Crow, John Edwards, Mary Ann Nihart and Susan Vellone.

Members that were absent: Chris Porter, Ann Long and Michael Mooney

The minutes of the previous meeting were accepted with the correction that Mary Ann Nihart did attend the meeting on July 11 2012 but did not remain for the entire meeting.

At the beginning of the meeting each member of the Beautification Task Force in attendance was given a copy of the draft of the final report to be presented to the City Council. The discussion then centered on areas of the draft that need to be changed, corrected or expanded. The suggestions were:

- Add a section that discusses the color palette. It was mentioned that much work had already been done in this area in the process of developing the landscape plans for Palmetto Avenue. The specific colors mentioned by Wendy Santiago were:
 - Blue
 - Gold
 - Green
 - Beige
 - Pink
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- Add an appendix to the report that will outline gardening recommendations discussed in the book Bay Friendly Gardening. This book is provided as a public service by the Alameda County Waste Management Authority and Recycling Board (StopWaste.Org).
- Expand the section titled “**Overall Community Beautification Theme**”. The suggestions for additional ideas or lines to be added to this section were:
 - Create habitat for native animals and beneficial insects.
 - Create continuity in the City as this would be beneficial to economic development.
 - Create a sense of ownership in the community.
 - Tie the community together so that it is one town and not a lot of separate districts.
 - Create more of an impression at City entrances especially around the “Welcome to Pacifica” signs.

- In the section titled “**Beautification Priority Projects**” the suggestion was made to change the wording “Highway1/Fassler to Pacifica Lumber” to “Highway1/Fassler to Pet Hospital”
- In the section titled “**Adopt a Highway Program**” the suggestion was made to change the wording that states that the organizations that are permitted by CAL-Trans to work along the highway are inactive. This section could read ” *Cal-Trans currently has the majority of the Highway 1 corridor through Pacifica listed as Vacant NSR (meaning the site is currently vacant pending a review by Cal Trans regarding the areas suitability for adoption) thereby preventing interested organizations from participating in the Adopt a Highway program.* ”
- In the section titled “**Strategies for Implementing and Sustaining the BTF Plan**” there was a discussion about the possible need to create a beautification commission or a committee. The desire is to insure that disputes that may arise within the process of beautifying the city are settled in a way that does not involve the City Council. One suggestion was to make the current Parks Beach & Recreation (PB&R) Commission oversee the beautification process. Perhaps there could be a beautification committee that would report to the PB&R Commission. No conclusion was reached on this topic.

It was mention that there are currently two groups that are interested in undertaking a beautification project. They are:

- The Board of Realtors.
- The Rotary Club is interested in the Grace McCarthy Scenic Overlook

There was a discussion about the history of the sign displaying the names of community organizations located west of the Grace McCarthy Scenic Overlook. It was mentioned that the Eagle Scouts put up the most resent sign.

The next meeting of the Beautification Task Force is scheduled for Wednesday September 5, 2012 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 8:40 PM.
