

## MINUTES

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

September 5, 2012

The meeting was called to order at 7:05 PM by Chair Jaquith.

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

The minutes of the previous meeting were accepted.

Several points were made by Chair Jaquith at the start of the meeting. These points were:

- A sentence would be added in the final report indicating that Sue Digre stepped down as Council liaison after Ginny Jaquith was appointed to the City Council.
- The City Attorney made a recommendation concerning the oversight of the various beautification projects. The advice given is to create a beautification advisory committee that reports directly to the Public Works Department.
- Add wording in the report clarifying the areas to be maintained by City staff and those to be maintained by volunteers.

The Beautification Task force members were asked to comment on the draft of the 2012 Beautification Plan in order to finalize the report. The Goal is to present the report at the regularly scheduled meeting of the Pacifica City Council on October 22, 2012. The Task force members commented on each section of the report. The suggestions were:

1. *Introduction*: No changes
2. *Task Force Work Plan*: No Changes
3. *Task Force Work Process*: No changes
4. *Overall Community Beautification Theme*: Change the word “natural” when describing plant material to “non invasive”.
5. *Criteria for Site Selection*: Change the words “natural, native” when describing plant material to “non- invasive”.
6. *Recommended Beautification Projects and Priorities*:
  - Add wording to describe planter boxes around statue area to the description of the “Crespi Drive/Highway 1 entrance” area.

- For the area titled “Highway1/Fassler to Pacifica Lumber” change Pacifica Lumber to Pet Hospital.

7. *Guidelines for Developing a Beautification Area:*

- Change the word native to drought tolerant in the second paragraph.
- Change “sites have been designed by the BTF” to “The BTF has created an action plan for each site”.
- Remove wording “developed by Master Gardener’s”.
- Change “contract the BTF” to read “contact the BAC for a list of approved contractors”.
- Change “Beautification Task Force (BTF)” to “Beautification Action Committee (BAC)”.

8. *Adopt a Highway:* No Changes

9. *Strategies for Implementing and sustaining the BTF Plan:*

- Change “Use the Pacifica Tribune” to “Utilize the Pacifica Tribune”.
- Add a statement that describes the proposed signage in greater detail.

10. *Recommendations for the Implementation and Sustainability of the BTF Plan:* No Change.

11. *Appendices:*

- Remove the word “Best” in “Best Environmental Practices”.
- Plan size can be 11” by 17” if they are folded.
- Change “Resources for Plant and Garden Resources” to “Resources for Plant and Garden Material”.

The next meeting of the Beautification Task Force is scheduled for Wednesday October 3, 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 8:30 PM.

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