

Beautification Advisory Committee
Annual Report 2013-2014

To: Mayor and Members of the City Council:

The Beautification Advisory Committee (BAC) was formed and members appointed by the City Council in January, 2013. Members of the committee include:

Ginny Jaquith, Chair
Wendy Santiago, Vice-Chair
Dave Martinez
Florentina Mazzone
Mike Mooney

Staff: Van Ocampo, Director of Public Works
Aren Clark, Parks Superintendent

The BAC is charged with the implementation of the Keep Pacifica Beautiful (KPB) program as part of the Beautification Plan created by the Beautification Task Force and approved by Council in 2013.

During 2013 the BAC met monthly in its efforts to begin the first year of implementation of the Keep Pacifica Beautiful program. The following is a list of the activities conducted and achievements gained by the BAC in 2013 and early 2014:

- Developed guidelines and policies for the implementation of the KPB including signage, project costs, etc.
- Members Wendy Santiago and Dave Martinez spent a great amount of volunteer hours outside of meeting times during the year working on designs, plant lists and irrigation plans for beautification sites. Member Mike Mooney worked to design and develop the framework for site adoptions signs.
- Participated in Earth Day 2013 by providing an information booth to promote the program and interest citizens in volunteering to work on beautification projects. The BAC also sold Keep Pacifica Beautiful (KPB) coffee mugs, hats and tote bags to raise money for KPB projects (\$136)
- Worked with the Rotary Club of Pacifica to adopt the first beautification project with the rehabilitation of the Grace McCarthy Vista Point at Sharp Park Road.
- Conducted a "Ribbon Cutting" ceremony to celebrate the completion of the Grace McCarthy Vista Point project (see attached Tribune article)
- Participated in Coastal Cleanup Day last September by sponsoring a cleanup of the Highway 1 southbound off ramp at the Sharp Park exit.
- Worked with North Coast County Water District to sponsor the restoration of the first median strip on Linda Mar Blvd. in partnership with the Department of Public Works. Completed work on the project in January. (see attached Tribune article)
- Solicited sponsors to adopt the three remaining Linda Mar Blvd. island median strips including Visions Seaside Spa, Coastside Community Church and Mike Durkin, Realtor. Work on these medians was completed last February and March, with a ribbon cutting ceremony to follow.

- Sought the sponsorship of Beta Sigma Phi towards the adoption of a planter area inside the Crespi Parking lot. BAC and DPW also coordinated the clean-up efforts of the said planter box with a local Eagle Scout. This clean-up effort was completed on April 27th with the intention of planting in the fall to take advantage of the winter rains to establish plant growth.
- BAC members Wendy Santiago, Dave Martinez and Ginny Jaquith discussed the Keep Pacifica Beautiful program and the Grace McCarthy Vista Point project on the Pacifica Community Television show "Urban Traditions".

The BAC was active during its inaugural year working with community groups to adopt six beautification sites, worked on details of the KPB program, conducted one beautification project of its own, and participated in several community programs to promote the BAC and KPB.

The BAC would like to acknowledge the efforts of Van Ocampo, Director of Public Works and Aren Clark, Parks Superintendent for their wise counsel and continuing support and to Yessika Dominguez for her staff support.

A special thanks to Aren Clark for his continued work with Cal Trans and his personal volunteer efforts in improving the Highway 1 sites at Sharp Park Road exit and Pacific Manor overcrossing.

We specifically acknowledge and greatly appreciate the Public Works Department crews for their outstanding efforts in assisting the BAC to launch its beautification projects at Grace McCarthy Vista Point and Linda Mar Blvd. Their support has been invaluable.

We look forward to continuing the momentum which has been developed this year as we continue to beautify the community.