



Scenic Pacifica
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CITY OF PACIFICA

170 Santa Maria Avenue • Pacifica, California 94044-2506
www.cityofpacifica.org

CITY OF PACIFICA BEAUTIFICATION ADVISORY COMMITTEE MEETING MINUTES

Wednesday, May 7, 2025
6:30 p.m.
Civic Center Campus
1800 Francisco Blvd.
Pacifica, CA 94044

MAYOR
Sue Beckmeyer

**MAYOR PRO
TEM**
Christine Boles

COUNCIL
Mary Bier
Mayra Espinosa
Greg Wright

CALL TO ORDER: 6:33 p.m. by Chairperson Gail Bennett

Members Present: Gail Bennett, Julie Gossage, Linda Jonas, Hernan Muirragui, and Teresa Sulcer

City Council Liaison: Mayra Espinosa

PB&R Liaison: Gail Benton Shoemaker

Staff Members: Special Projects Manager John Mullins & Project Coordinator Michelle Trayer for Department of Public Works

APPROVAL OF AGENDA: Approved

APPROVAL OF April 2, 2025 Minutes: Approved

SPECIAL ORDER OF BUSINESS: PUBLIC HEARING

1. The Beautification Advisory Committee will meet to discuss the proposal for the following project:

a. Asphalt Art Pilot Project located between 1060 Terra Nova Boulevard. and 1055 Terra Nova Boulevard:

Chairperson Bennett set up a PowerPoint presentation for Public Arts Mural Subcommittee member Cindy Abbott to present. She stated asphalt art projects can enhance street safety, encourage traffic calming, and it can also make people feel good. The location and design were accepted by the BAC at a previous meeting, and the location was chosen because the location is highly trafficked by the senior apartments' residents so they will hopefully feel safer which is the main reason for this project. The Back of the valley is the best location to launch this pilot project because of the weather. The project is funded by the Sanchez Art Center and the artist is one of the founders of the center, Andrew Leoni. Committee member Jonas asked about the timeline for the project. Special Projects Manager Mullins said he would be performing a paint test on May 16th to see how long it would take to dry then he would go from there. Committee member Muirragui asked if plywood or an iron sheet would be placed over the paint while it was drying, but Project Manager Mullins said doing so would damage the paint underneath. Committee member Sulcer asked who the volunteers were, and Cindy Abbott said there would be Sanchez Art Center volunteers and possibly members of the BAC. Committee member Gossage inquired about the preparation of the street, such as cleaning the debris and setting the primer. Project Manager Mullins said logistics will be taken care of by Public Works once the project is ready to start. A plan will be designed to assist with not creating too much traffic for the duration of this project since it is a very busy road. Since there were no questions from the public, this portion of the meeting was closed at 6:58 p.m. Chairperson Bennett then made the motion a minute later to vote and move forward with the project, with Committee member Jonas approving

and Committee member Sulcer seconding the motion. All members of the BAC voted, and the project passed unanimously.

PUBLIC COMMENT: No members of the public were present to comment on the project or any further business.

DISCUSSION ITEMS:

A. BAC Workday Review and Updates:

Chairperson Bennett stated May 10th is the “Second Saturday” event, so it was decided to cancel the regular streetscape workday and focus on the plaza across from the library from 12 p.m. to 2 p.m. since it is further away from the downtown vendors. She said the Rotary Club will still work at the end of Clarendon Road and Palmetto Ave.

B. Follow Up Regarding Sculpture at Community Center:

Special Projects Manager Mullins spoke to Council member Dan from the Town of Hillsborough about the potential acquisition of the town’s sculpture that may be donated to Pacifica. He would need to speak to the City Council as well as the donor and the artist of the sculpture. The BAC said if the sculpture were to come to Pacifica, all parties should be acknowledged with a placard next to the statue.

C. Rock Donation:

Chairperson Bennett asked the group for ideas of where the river rocks donated by Project Manager Mullins could be placed. He stated some of the rocks could potentially be placed at Council Chambers.

COUNCIL MEMBER UPDATES:

Councilmember Espinosa said staff will be attending the California Coastal Commission meeting in Half Moon Bay on May 8th to discuss the update of the City’s Land Use Plan,

STAFF COMMUNICATIONS

Special Projects Manager Mullins stated the new Director of Public Works, Melissa Tigbao will start on May 27th, 2025. Commissioner Benton Shoemaker inquired about the “Adopt-A-Tree” program. Project Manager Mullins stated a resident named Taylor Seabaugh is coordinating with an Engineer in Public Works since the department is working on Capital Improvement Project nearby. Commissioner Shoemaker said the PB&R Commission had some questions about the tree watering agreement. Project Manager Mullins asked if there were any additional questions about the asphalt project, then spoke a little about the traffic control plan. Councilmember Espinosa asked for a follow-up about the signage project that was brought before the BAC in the past few months. Chairperson Bennett stated this project is not part of BAC’s charter and will no longer be on the agenda in the future.

NEW BUSINESS:

A. Follow up on Asphalt Art Project

B. Fog Fest Prep

C. Crespi Biowales

GOOD OF THE ORDER:

Reminder to email, text, or call if not attending the meeting as it is important for quorum. Please review the minutes and agenda prior to the meeting.

ADJOURNMENT:

There being no further business, Chairperson Bennett closed the meeting at 7:41 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for June 4, 2025 at 6:30 p.m.