



Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA
Beautification Advisory Committee (BAC)

www.cityofpacifica.org
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www.cityofpacifica.org

MAYOR
Sue Beckmeyer

**MAYOR PRO
TEM**
Christine Boles

COUNCIL
Mary Bier
Mayra Espinosa
Greg Wright

SPECIAL MEETING
Thursday, June 26, 2025
6:30 p.m.
Civic Center Campus
1800 Francisco Blvd. Pacifica, CA 94044

CALL TO ORDER: 6:32 p.m. by Chairperson Gail Bennett

Members Present: Gail Bennett, Julie Gossage, Linda Jonas, Taylor Seabaugh, Daniel Wells

City Council Liaison: Mayra Espinosa

PB&R Liaison: Gail Benton Shoemaker

Staff Members: Parks & Building Superintendent Mike Pham & Administrative Assistant I for Department of Public Works Ivette Singh

APPROVAL OF AGENDA: Approved

APPROVAL OF May 7, 2025, Minutes: Approved with correction

PUBLIC COMMENT:

DISCUSSION ITEMS:

- A. Chairperson Bennett introduced the new BAC member, Taylor Seabaugh, and new administrative staff for Public Works, Ivette Singh.
- B. Chairperson Bennett handed out the workday schedule for July and August and discussed the upcoming events. There was a discussion of painting the arches of the Palmetto Plaza as the next step to the revitalization of this public space. After a discussion and sample paint color shared with the members, Member Jonas proposed to move forward with this project and Member Gossage seconded the motion. Chairperson Bennett shared a tentative timeline for the painting. There will be two workdays, Saturday, July 26, and Saturday, August 2, to complete this work. Chairperson Bennett will invite City Council members, City employees, Palmetto Streetscape sponsors, Palmetto business owners, Rotary Club members, and the public to join the BAC with these events.
- C. Executive Director of Sanchez Art Center Abbott will work with Parks and Building Superintendent Pham regarding the coordination of street closure, the cleaning prep, marking out the space for the asphalt art, and notice to the community. She mentioned that Special Projects Manager, John Mullins, was very helpful with the planning aspect

of the project and noted he will be available to help. The proposed dates are Tuesday, July 15, and Thursday, July 17, OR Tuesday, July 22, and Thursday, July 24, the preference is for the second set of dates.

- D. Chairperson Bennett announced that the BAC would be sharing a booth again this year with the Sanchez Art Center for the Fog Fest, September 27 and 28. The activities will be SELFIE frames and large posters for the public to color. Executive Director Abbott will purchase posters. There will be two-hour shifts that BAC members and Sanchez Art Center artists will need to staff on September 27 and 28. The BAC and Palmetto Streetscape sponsors will spread mulch on all bulb outs two weeks prior to the Fog Fest.

COUNCIL MEMBER UPDATES:

Council Member Espinoza shared that there was a successful Blues and Brews event held on Saturday, June 21, with lots of people walking around the area. The City Manager made the link available to people in the e-newsletter, Connect With Pacifica regarding the San Mateo County Alert System (link: [SMC Alert | County of San Mateo, CA](#)). The meeting attendees were asked to remind people to sign up for this San Mateo County alert system. There is a Fourth of July Frontierland Park event, 11:00 am – 3:00 pm. There will be drinks, games, music, and rides for children. The city council chambers have been pressure washed, and the City Manager said there is some money in the budget to ask Public Works for plants. The plan is to improve the exterior of the city council chambers as the area is very busy with visitors. Council Member Espinoza had a meeting with Wastewater Deputy Director Sun at the Water treatment facilities, and they have fertilizer for plants.

STAFF COMMUNICATIONS:

Parks & Building Superintendent Pham said crews did a lot of prep work for the Fourth of July, such as weed abatement on Sharp Park Road, the common islands in between neighborhoods, and work will continue up until the holiday. He said the Parks Department has been tending to Frontierland and Linda Mar Beach in anticipation of the holiday crowds. Additionally, crews will be out a few days prior to the holiday, getting barrels and signage ready so people can safely use fireworks. He noted the areas to be marked for use of fireworks will be Rockaway and the Linda Mar North and South sides. Public Works will be setting up No Parking barricades for the Frontierland event that is being put on by the Parks, Beaches and Recreation Department, and parking will be by shuttle.

NEW BUSINESS:

- A. Workday Schedule and Updates
- B. Asphalt Art Project
- C. Fog Fest

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 7:08 p.m. The next meeting of the Beautification Advisory Committee is scheduled for August 6, 2025, at 6:30 p.m.