



Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA
Beautification Advisory Committee (BAC)

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MAYOR
Sue Beckmeyer

**MAYOR PRO
TEM**
Christine Boles

COUNCIL
Mary Bier
Mayra Espinosa
Greg Wright

Wednesday, August 6, 2025

6:30 p.m.

**Civic Center Campus– Pier Conference Room
1800 Francisco Blvd. Pacifica, CA 94044**

CALL TO ORDER: 6:40 pm by Chairperson Gail Bennett

Members Present: Gail Bennett, Julie Gossage, Linda Jonas, Taylor Seabaugh, and 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 June 26, 2025, Minutes: Approved

PUBLIC COMMENT:

PB&R Liaison Benton Shoemaker announced congratulations to Taylor Seabaugh on the adopt-a-tree program, as he got 15 West Sharp Park residents to sign up to adopt street trees.

Benton Shoemaker also mentioned a recent landscape project that was completed in Half Moon Bay, by Poplar and Main Streets. This is a good example of this kind of work.

DISCUSSION ITEMS:

A. Workday Reviews and Updates - Chairperson Bennett

August workdays: the Crespi bioswales workday got switched to the afternoon of August 16. The BAC members will be working with Cabrillo PTO volunteers, parents, and some children. This is the third year of working together with the Cabrillo community and serves to get the school ready for the new school year.

September 13: Palmetto bulb outs, adding mulch as needed to get ready for FogFest.

All of the arches in the Palmetto Plaza were painted in just one day, Chairperson Bennett will speak with Gino Assereto and Mike Pham of Public Works to schedule a power wash of the seating area and plaza floor to get it ready for FogFest.

B. Approval of Plaque Proposal for Palmetto Plaza - Chairperson Bennett

Chairperson Bennett requested a BAC proposal to have a plaque created for Palmetto Plaza. Public Works Director Tigbao has asked that BAC make a request and formal proposal for a plaque. There was a motion and the motion was seconded, along with approval by a show of hands of BAC members to submit a proposal for a plaque. Rotary Club might pay for this plaque. Chairperson Bennett will meet with Public Works Director Tigbao about guidelines for the plaque. Chairperson Bennett will contact John the Sign Guy to get a cost and sample to bring to the next meeting.

- C. Asphalt Art Project - Executive Director Sanchez Art Center Abbott
 The proposed workday, Friday August 15 for the Asphalt project had to be cancelled. Executive Director Abbott explained that cancelling the asphalt project at this time since there was no concurrence from City Engineer Yip on what paint can be used for the project. Yip is looking for durability and slip resistance, there also needs to be an example from a city transportation organization to provide an example of the paint used on a project like this as reference. Public notification has not gone out. The public needs plenty of notice for road closures. This is needed with plenty of time otherwise the public will not receive this project well. At this point, the asphalt pilot art project is not moving forward. Encroachment permits and traffic detour signage, and a letter must go out to residents in the area with a minimum of 7 days.
 Next available date of school break that could potentially work is Thanksgiving week, but the weather is very different than summer.
 It is a one-day project, and it must be done during a regular workday to be able to staff accordingly. Chairperson Bennett suggested following up and preparing all the necessary information and logistics for next spring.
- D. PB&R update on Priority Parks and the Parks Review - PB&R Liaison Benton-Shoemaker
 The current priority parks are Marbella, Brighton, Imperial, and Skyridge. Brighton Park's playground was deemed unsafe, and all play equipment was removed. The neighborhood has a big need for this playground. Budget and bids are still being worked on. Marvilla is in the best shape out of all parks. The other parks will be prioritized depending on the budget. Bids have been almost double in cost than original projection. This is delaying the process. Park reviews are still in process.
- E. FogFest - Chairperson Bennett
 The dates and times for the FogFest are Saturday, September 27, and Sunday, September 28, from 10:00 a.m.- 6:00 pm. The location for the BAC and Sanchez Art Center booth is at the intersection of Palmetto and Santa Rosa. A sign-up sheet for volunteering @ the FogFest, with two-hour shifts, was passed around for members to sign.

COUNCIL MEMBER UPDATES:

Council Member Espinosa announced that 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 especially after two Tsunami warnings.
 City has a new AI assistant named Rose; it can give information for inquiries and AI can also help with traffic recommendations
 Short-term rental was voted on and it passed with more strict guidelines for having a short-term rental. This means that those short-term rentals may go back on the market for residential housing. The City does not have enough housing.

STAFF COMMUNICATIONS:

Parks & Building Superintendent Pham- Public works has been following maintenance calendar and transitioning into Fall and preparing for FogFest.

NEW BUSINESS:

- A. Adopt-a-tree pilot program (West Sharp Park – streets: (Santa Maria, Carmel and Paloma)
- B. Statue replacement
- C. FogFest

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 7:37 p.m. The next meeting of the Beautification Advisory Committee is scheduled for September 3, 2025, at 6:30 p.m.