



Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA

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MAYOR
Sue Beckmeyer

VICE MAYOR
Christine Boles

COUNCIL
Mary Bier
Mayra Espinosa
Greg Wright

Wednesday, November 5, 2025

6:30 p.m.

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

CALL TO ORDER: 6:36 pm by Chairperson Bennett

Members Present: Gail Bennett, Julie Gossage, Linda Jonas, 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 October 1, 2025, Minutes: Approved

PUBLIC COMMENT:

Chairperson Bennett Report

Chairperson Bennett announced that two new members have joined the BAC: Deborah Soliz and Maile Velichko. Their terms will run from December 2025 through March 2026, after which they may reapply for longer terms.

The next BAC workday is scheduled for the Crespi Bioswales, and will include weeding, mulching, and planting activities.

Chairperson Bennett shared updates from Cindy Abbott: A public art element is being planned near the bridge at Adobe Drive and San Pedro Creek, in partnership with the San Mateo Resource Conservation District and The Association of Ramaytush Ohlone. The project aims to foster community engagement and provide educational opportunities related to the creek environment. Funding for the bridge restoration portion has already been allocated, and the overall project is projected for **2026–2027**.

The pilot asphalt art project remains under review and is anticipated to move forward in the spring.

PB&R Liaison Benton Shoemaker: reported that Pacifica’s 7th Arbor Day event was a success, with strong turnout and positive feedback. More than 50 volunteers participated, and Public Works staff played a key role in the event’s success. There is also a proposal to increase outreach to residents living near future Arbor Day sites to encourage greater local participation. Great participation from the schools, PB&R, BAC and City Council members.

COUNCIL MEMBER UPDATES:

Councilmember Espinosa noted that Arbor Day was a great success at Fairmont West Park. She also reported that the City Council is moving forward with the process to hire a new City Manager, as current City Manager Kevin Woodhouse is scheduled to retire in March 2026.

An Economic Development revenue-generation study session is scheduled for November 10, 2025, at 6:00 p.m. in the City Council Chambers. The session will be open to the public.

The City Council also approved a new ordinance regarding the selection of the Mayor and Mayor Pro Tem. This updated policy expands opportunities for more individuals to apply for these positions.

The city is also in the process of updating its housing ordinance to comply with new State requirements. These updates include loosening certain development restrictions and increasing the number of required electric vehicle (EV) charging stations.

9 new members for the Climate Action Committee were appointed by Council.

STAFF COMMUNICATIONS:

Parks and Building Superintendent Pham is very impressed with the planting done on Arbor Day, that park really needed more trees. 23 new trees went up at Fairmont West Park that day. Public Works installed a memorial plaque at the pier honoring the “Crab King” and completed improvements to the surrounding area.

The Department of Public Works is preparing for the upcoming storm season. Crews will be conducting storm watch operations and performing emergency maintenance at various locations as needed. locations.

DISCUSSION ITEMS:

A. Charter Review Questions for Committee Discussion

1. What are the top 3 projects/initiatives that the BAC has worked on that have been most valuable to the community?

Crespi Bioswales Project

The Crespi Bioswales have provided significant environmental and community benefits by improving stormwater management, reducing runoff, and enhancing local habitat. It serves as a visible example of sustainable infrastructure and community stewardship.

Murals and Public Art Initiatives

BAC-supported murals and public art installations have enriched Pacifica’s public spaces, strengthened community identity, and increased civic pride. These projects also create opportunities for local artists and support cultural engagement throughout the city.

Palmetto Plaza Enhancements

Improvements to the Palmetto Plaza have enhanced pedestrian experiences, beautified a key corridor, and provided inviting, functional community space. These upgrades contribute to economic vitality and improve overall quality of life for residents and visitors.

2. In your experience as a committee, what advice within the Committee's scope does the City Council need that BAC should be providing, but isn't? How should BAC be providing this advice?

Assistance in beautification that is beyond our scope – A liaison meeting with other committees a few times a year to talk about cross-collaboration

Originally BAC was set up to inspire property owners to improve their own properties

Documenting our murals and creating an interactive map that can be published on the City website help with more funding for BAC

An awards of recognition program to recognize residents or businesses that invested in beautifying a highly visible private property

Adopt-a-tree program that encourages volunteers to plant and help maintain trees on City property to make the City more beautiful and livable.

Improve areas with foot traffic that have chain link fence to create a more walkable visually appealing solution that can provide more economic development for local businesses. Examples of locations: Highway 1 and Francisco Blvd, Sharp Park Golf Course, Esplanade Blvd along the coast.

3. Are there specific projects BAC should work on, such as the Palmetto Streetscape bulb out project or the Terra Nova Boulevard pilot asphalt art project?

Caltrans Liaison

Statue at Community Center (Highway 1)

Graffiti removal

New planting areas-reference 2012 guide, liaison with parks.

Concentrate on all ends of Pacifica, a lot of work has been done in Linda Mar area.

Focus on new projects- Rockaway?

Identify and target existing growing space on city property for trees to be planted and adopted.

Along Palmetto create planting wells for trees, plants and mediums, large above ground planters.

4. Is BAC's membership size (7) appropriate and effective to accomplish its work, considering quorum and Brown Act requirements, subcommittee work, etc.?

It is a good size but there is a proposal for more community participation at meetings to hear what community wants. Also, a proposal to add more available people to manage specific programs end to end.

5. Are there any specific qualifications BAC members should have to ensure they are effective as a member?

6. What City Council Strategic Plan goals and strategies (attached) could BAC help support and how?

7. What changes to BAC's charter do you think should be made, and why?

NEW BUSINESS:

A. Continuing the BAC Charter Review– All BAC members

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 7:45 p.m. The next meeting of the Beautification Advisory Committee is scheduled for Wednesday December 3, 2025, at 6:30 p.m.