



MINUTES
LOMPOC BEAUTIFICATION & APPEARANCE COMMISSION
SPECIAL MEETING
Thursday, October 15, 2020

This meeting was called to order at 4:02 p.m., by Susan Gallacher, in the City Council Chambers, at 100 Civic Center Plaza, Lompoc, California.

ROLL CALL: Chairperson: Susan Gallacher
Vice-Chairperson: Kristofer Clark
Commissioner: ZuZu Aceves
Commission: Julianna Ibarra

ABSENT: Commissioner: Judith McKinnon

CITY STAFF: Urban Forestry Supervisor/Commission Secretary: Sean O'Neil
Urban Forestry OSAIL: Kathleen Forbes

PUBLIC: Julianna's Mother
Dirk Starbuck, City Council Member
Jim Mosby, City Council Member

PUBLIC COMMENTS: No public comments.

WRITTEN COMMUNICATIONS: No written communications received.

COMMISSION AND STAFF COMMUNICATIONS: None to report.

CONSENT CALENDAR:

Approval of Minutes: On the motion by Chairperson Susan Gallacher and with a second by Commissioner ZuZu Aceves, the minutes from the July 8, 2020, August 12, 2020, September 9, 2020 and October 14, 2020 cancelled meetings and the Special Meetings on June 11, 2020 and June 22, 2020 were approved.

UNFINISHED BUSINESS:

No unfinished business to report.

NEW BUSINESS:

1. Welcome Julianna Ibarra to the Beautification Commission: Ms. Ibarra was introduced to the Beautification Commissioners. Susan explained the two large events that the Beautification Commission does each year: 1) Spring Yard Beautification Contest, which used to be the Say it with Flowers Event, and the 2) Holiday Decorating Contest. Susan stated that the Commission gave out 166 awards/certificates this year for the Spring Yard Beautification Contest. People were just so excited to get that piece of paper, that we acknowledged their hard work in their yards. Before Christmas, the Commissioners go out and judge the decorations that people put in their yard. We are not sure how we will be doing that this year due to the restriction of COVID. Last year the Commissioners used a City van and it took about 3 hours and 40 minutes to get to the decorated houses. Susan state that we went around with an Urban Forestry gentlemen who is from Lompoc and was giving us a history lesson at the same time. The Beautification Commission handed out around 78 awards/certificates to residences, business' and hotels.

The Beautification Commission also has had other projects in the past, just not this year. The Commission plans clean-up projects at various locations around town, example of Olive and O Street. There have been bird houses donated to help decorate various locations around town, like Ocean Avenue by I Street. Unfortunately, the bird houses at this location were vandalized this year.

2. Recognition Grove Applications for 2021: Susan asked Sean to give a rundown as to what Recognition Grove is and how the application process works. Sean explained that Recognition Grove was originally started up at Beattie Park, when it outgrew that space it was split and moved to River Park. The Parks Division maintains the Grove at Beattie Park and Urban Forestry Division took over the Grove in River Park. Recognition Grove is where people are nominated for entrance for community services that they have performed over a period of time. The deadline for the applications are by the end of the year as we need time for the planning process, we need to order the plaques, order the trees, etc. When those applications come in, the Commissioners review and approves up to 3 applications. These approved applications will get a plaque that is placed in front of a tree planted in the Grove during a dedication ceremony. Unfortunately, last year we did not receive any applications. Sean stated that there are currently 13 trees, 11 trees were relocated from Beattie Park to River Park. He also explained that there is a \$300.00 fee that is included with the applicants for the cost bronze plaque and there is a choice of trees (from a list), which will be planted by Staff. There are four different tree type that due well at the park that applicants can choose from. The plaque is good sized and includes the person's name and summary of accomplishments and is placed in concrete in front of the tree. A proclamation, from the City will be presented to the applicant or the applicant's family during a ceremony at the Grove on the Saturday following Arber Day.

Sean suggested we start on the publicity for this event so that we can receive at least 3 applications this year. We can use social media (Facebook, YouTube, Instagram, etc.), as well as pubic information press releases, radio, podcasts and TV. ZuZu made the motion to nominate Susan to speak, public announcement from the Commission, on the local news/talk radio station to inform the public about this event. This motion was seconded by Susan, passed unanimously. The announcement will of course be posted on the City website. Susan and ZuZu stated that they will look into radio, TV and any other avenues to get the word out for these and future Beautification Commission events.

Sean informed those present that there is a map of Recognition Grove at River Park and that he is working with Danny Lara, Parks Division, in getting a map together for Recognition Grove at Beattie Park.

3. Holiday Decoration Contest: Susan asked about ideas for how to judge this event if there are still COVID restrictions in place as the City van may not work. Caravanning or driving by in personal vehicles was suggested.

Sean suggested that we wait until the beginning of November, after Halloween, before we put this out to the media. We will reach out and have this advertised on the local radio stations and social media. Susan volunteered to contact the local radio station to see about advertising this event and Zuzo stated that she will research how to do a live segment on the local TV news station. This announcement will, of course, be posted on the City website and social media accounts. The winner announcement with photos were one of the highest hits on the City's website last year. Susan stated that she wants to give out more awards this year, more first places, in more categories.

The Commissioners agreed that they will continue this discussion at the next meeting, which is scheduled for Thursday, November 12th.

- Sean stated that he will see if Transit will allow us to use a small Transit bus this year due to the distancing restrictions.
- Discussion on the judging.

STAFF ITEMS:

No staff items at this meeting.

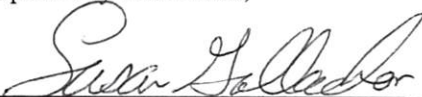
COMMISSIONER REQUESTS:

1. Susan stated that the Commissioners need to collect all the signs from the Spring Yard Beautification Contest so that they can be stored for next year.
2. Commissioners requested that a copy of the 2021 Recognition Grove application be sent to them.
3. Susan requested that a scarecrow competition be added to the next agenda. She would like to add this event for next year, not Chamber no longer handles/plans this due to their budget being cut. She suggested that we bring this event to the community. Add one more event that the Beautification Commission handles.

ADJOURNMENT:

Seeing no further business, Chairperson Susan Gallacher made the motion to adjourn of the Beautification & Appearance Commission, Kris Clark seconded the motion, and the meeting was adjourned at 4:46 p.m.

Respectfully Submitted,



Susan Gallacher, Chairperson



Sean O'Neil, Secretary