



BEAUTIFICATION COMMITTEE STAFF REPORT

ITEM NO. 4.4

DATE: January 7, 2026

TO: Chairperson and Members of the Beautification Committee

FROM: Marisa Gan, Management Analyst II

SUBJECT: Appoint an ad hoc committee for the 2026 Beautification Awards

RECOMMENDED ACTION

Staff recommends the Beautification Committee appoint an ad hoc committee for the 2026 Beautification Awards.

DECISION TYPE

Administrative

SUMMARY

The Beautification Awards recognize the efforts of community members in enhancing and increasing the aesthetic attraction of Livermore. Awards will be presented to the winners at a City Council meeting in November 2026. The Beautification Committee will nominate and appoint an ad hoc committee for the 2026 Beautification Awards.

DISCUSSION

Annually, the Beautification Awards recognize the efforts of community members in enhancing and increasing the aesthetic attraction of Livermore. These awards are given to encourage community improvements and recognize those individuals dedicated to enhancing the City's visual image. Examples include residential site improvements, re-landscaping to conserve water, retail and/or commercial upgrades, renovations, restorations and volunteer efforts to improve public property.

At the January 7, 2026, Beautification Committee meeting, the Committee will nominate and appoint an ad hoc committee for the 2026 Beautification Awards.

The Beautification ad hoc committee will have the following tasks:

- Brainstorm ideas on how to increase the number of applications received and applications from commercial locations.
- Provide suggestions on how to improve the online application process and increase public

outreach.

- Make improvements to the application brochure and review award criteria.

Awards will be presented to the winners at a City Council meeting in November 2026. The ad hoc committee will be comprised of up to three members. It will sunset at the December 2, 2026, meeting of the Beautification Committee once all tasks have been completed.

ATTACHMENTS

Prepared by: Rebecca Aguilera
Administrative Clerk II