

**DRAFT MINUTES
CITY OF NOVATO
STREETSCAPE MAINTENANCE COALITION
ADVISORY COMMITTEE MEETING
Monday, March 11, 2013 7:00 P.M.**

I. ROLL CALL

Members:

Len Bernstein - Chair
Marcia Basalla
Ed Schulze
Larry Paulger

Staff:

Bill Johnson
Maggie Rufo

Guests:

Lisa Balestreri, Green Point Nursery

Absent:

Susan Stompe
Charlotte Urban

II. APPROVE MINUTES OF FEBRUARY 11, 2013

Approved with corrections.

III. APPROVE AGENDA

Approved

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

See Item VI. A. 5

V. COMMITTEE MEMBERS' COMMENT TIME

Marcia announced that the California Native Plant Society (CNPS) purchased and donated 150 plant markers for the Pacheco Valley planting project. A thank you letter will be needed. Charlotte Torgovitsky, of CNPS and the native plant nursery at Green Point Nursery, will have some storyboards set up at the upcoming native plant sale at the nursery, on April 13. These storyboards could also be displayed at the Clean & Green event and Charlotte could have a table there, with plants to give to participants.

Larry commented that he really appreciates the work of the committee and all that was accomplished in 2012 during his tenure as chair.

Ed Shulze shared his new email address with the committee.

Bill is excited about the work the committee is doing and shared that it has the attention of the Council.

VI. SUBCOMMITTEE REPORTS

A. Island Adoption – Goals & Objectives

Powerpoint presentation, giving choices like adopting an island or giving money instead. Distinguish between a person doing the work or hiring someone else to do it for them. Setting a goal for the number of islands to be adopted this year – the goal is 10. Make use of personal contacts to network for island adoptions.

1. Subcommittee Meeting Report & new language for agreement

2. **Pacheco Valley update** - Marcia read a letter that Ginny Hanna, a Pacheco Valley volunteer, wrote a letter to Mayor Pat Eklund and to the City Manager to thank the city for support of the project and praising Marcia for her leadership on the project. One hundred drought- and deer-tolerant plants. There are a core group of 5-7 members did most of the work. Please drive by and take a look. They are there working every other Saturday from approximately 10 – 1. Please continue to support their efforts! A copy of the letter is attached to these minutes.
3. **Streetscape Committee island update** – Ed spoke to the manager at Safeway who asked for a packet of information and a cost estimate for maintenance of the island.
4. Bill and Marcia looked at the committee’s island to plan for adding soil and plants. Marcia is working on a site plan and concept design. Possibly get funding from Safeway for the plants. The committee discussed whether Safeway should be offered the option of adopting the island and the committee adopting another island. A decision was not reached. It was suggested that Safeway might want to consider a smaller, bare, island closer to the store.
5. **Sieman’s adoption of former Republic island** – still no response from Sieman’s. But, the sign with their name on it has been installed.
6. **Conceptual landscape design for Green Point Nursery Island** – Lisa Balestreri, co-owner of Green Point Nursery, showed photos and plans for their design of the Redwood Island. Some of the plants already there will be retained, such as Ceanothus, and many new plants will be added. Vision is for large groupings of plants, with accents. At the south end, which intersects with Olive, planning something quite colorful. A list is attached to these minutes. Some amendments and discing on the island would be helpful before the planting begins. A sign recognizing the nursery has already been installed. The nursery will be donating many plants, but will also need some funding for others. Money is available from the committee’s fund for this effort.
7. **Bahia Islands update** – the irrigation water is set up. Now it just needs power and that is in the works. Staff hasn’t heard from them or received any paperwork since our last meeting.
8. **Friends of Novato Creek update** – They haven’t responded at all. The letter rescinding their adoption is going out this week.
9. **Ignacio/Rotary island** across from Pacheco Plaza looks bad. They should be notified that maintenance is needed on their island.
10. **Ignacio Sunset** – the city is responsible for this island.
11. **James Black Circle island** – this island has a new adopter who is getting bids on landscaping. “Before” pictures have been taken. A small nearby park, Creekside Park, is also adoptable.
12. Other notes - Ed and helpers will be installing more signs this month. Ed stated that he has someone who is interested in adopting the entrance island south of Pacheco Valley, it is currently full of oleanders. This person would like a packet.

B. Community Volunteerism – Goals & Objectives

Michelle LaFevre-Bernt, of San Marin High sent a note that the students picked up trash at O’Hair Park and filled a trash can. She requested information on the Clean & Green event. Len talked to her about the idea of having an assembly to recognize students – it’s probably too late in the school year, but most of the students will still be there in the next school year, so it could happen when school starts at the end of the summer.

C. Finance & Fundraising – Goals & Objectives

Review existing budget and what projected expenditures are expected to get an idea of what will be needed for marketing, promotion, volunteer gifts, and signage. Ask Clean and Green volunteers for donations. Further discussion of calendar idea – would the city endorse the idea? Costs need to be calculated. The committee likes the idea. Think about not just raising money, but how to spend it as well.

D. Publicity & Marketing – Goals & Objectives

Create a calendar of Streetscape events that should be promoted. Maybe create a Facebook page to make more contact with the community. Once the schedule is created, work with Peggy Flynn. Create a seasonal calendar instead of a monthly calendar. Think about how to connect activities with seasons and holidays. Possibly create a blog for adopt an island participants. Feature business recognition awardees on Facebook page. Giving advertising to businesses that adopt islands; recognition at council meetings, etc. Master plan should be created by April. Expand the Clean and Green concept to other events. Peggy needs to receive focused, specific requests.

VII. OLD BUSINESS

A. Report on 2/26/13 Council meeting – Streetscape annual report

Committee members Larry, Marcia, Charlotte attended, along with Bill Johnson from staff. Larry presented the committee’s mission statement and report. Council asked some questions. Council is interested in and appreciative of the committee.

B. Clean and Green Day-April 20, 2013

Mailers are ready to go out. Committee stuffed envelopes during the meeting and envelopes will be mailed the next day. MCSTOPPP is interested in having a display table at the sign in area at the gazebo.

C. Update on Tree City USA

The application has been sent. City spent half the cost per capita as last year, so it was \$3.68 per capita. This is still enough to qualify for the designation.

D. Revision of Business Recognition Program Criteria (Recommendation to review the criteria over the year. Keep this item on the agenda.)

IX. NEW BUSINESS

A. New Business Recognition Nominations
None

B. Annual Goals of the Committee
No updates at this meeting

C. Website Maintenance
For now will be handled by staff.

XI. NEW AGENDA ITEMS

None

XII. ADJOURNMENT

9:05 pm

Next Meeting: April 8, 2013