

**MINUTES
CITY OF NOVATO
STREETSCAPE MAINTENANCE COALITION
ADVISORY COMMITTEE MEETING
Monday, April 8, 2013 7:00 P.M.**

I. ROLL CALL

Members:

Len Bernstein, Chair
Larry Paulger - Absent
Marcia Basalla
Ed Schulze - alternate
Susan Stompe
Charlotte Urban

Staff:

Bill Johnson
Maggie Rufo - Absent

II. APPROVE MINUTES OF MARCH 11, 2013

Approved

III. APPROVE AGENDA

Approved

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

None

V. COMMITTEE MEMBERS' COMMENT TIME

Please be sure to read the minutes in advance and bring copy of agenda to meeting.

Great job on installing all the Adopt this Island signs!

VI. SUBCOMMITTEE REPORTS

A. Island Adoption – Goals & Objectives

1. Subcommittee Meeting Report & new language for agreement
Language for the agreement was discussed. Ed wants page numbers on the pages. He handed out three packets this week to people interested in adopting islands. It is not user friendly as it is. The packet has 14 pages and is confusing. Discussion of some of the forms not really being fully relevant to adopting an island, but these are standard forms the city requires of all volunteers. Some of the information in the packet may be applicable to an employee, but is not necessary for island adoption. The enrollment process must be simplified, and not be onerous. Perhaps they don't need to receive *all* the pages at once. Some sections can be given later, for example the Seed Money request. Staff will review the simplification recommendations with the city and get back to the committee. The cover letter doesn't say "upon approval" a sign will be provided. Staff responded that anyone who fills out the agreement will be approved. The packet does state that the person/entity does have to get approval of what they plan to do with the island.
2. Pacheco Valley update
Volunteers finished weeding the end of the slope up against the pedestrian path to open space and took out an old bike rack. The plants are blooming from the sun and water they are receiving. Volunteers may talk to their HOA's about getting funds to do more.

3. Streetscape Committee island update
Bill, Ed and Len put the sign in place. The sign faces more easterly and isn't visible to cars coming west on Diablo. Consider having two signs on some islands – each facing opposite directions. Other islands, could have a sign on each end. There was a discussion on number of signs and ideal placement on islands. There is not perfect spot – each situation is different, traffic-wise. There is still a problem with drainage – too much water pooling – this is being investigated.

4. Siemans adoption of former Republic island
Suggestion to remove phone # once an island is adopted. Some members think having the number on the signs all the time allows for the possibility of more people to inquire about adoption. Others feel the viewer will think the number is for the entity that adopted the island. Agreed to monitor how many calls are received at the number for the next month.

Siemans: The city staff cleaned up the island and now Siemans will maintain it, but they won't be doing any improvements.

5. Green Point Nursery Island
No work will commence until intersection work is completed – June/July.
6. Bahia Islands update
Len spoke to resident Bob Burley who says the community is enthusiastic about the project. Marcia met with Stuart, Bob and Harold at the site. They are working on the plants to select. There seems to be some discord with one of the members of the Bahia group. But they want to go forward. Marcia provided an outline of what they should be thinking about and recommended they consult with Bill Johnson. Water has been brought to the island, but they need to implement an irrigation system themselves.

7. Ignacio Rotary
The island is not looking great. No one has been in contact with the group yet.
Len will make contact with them through Pauline Stuber.

8. Ignacio Sunset Island
Christina McNair wants to adopt that island. She has been given the packet of information.

9. James Black Circle update
Robin Burgess has adopted the island and had it cleaned up, the sign has been placed. No plans have come forward yet.

10. Friends of Novato Creek island
Letter has been sent to them and no response received, sign will be removed and the island is now available.

Ed reported that the Safeway manager is interested and once he has a packet from the committee he will discuss it with the employees.

B. Community Volunteerism – Goals & Objectives

No updates yet – will get started after Clean & Green Day.

C. Finance & Fundraising – Goals & Objectives

No report yet. Need to come up with ideas on how to distribute committee funds.

D. Publicity & Marketing – Goals & Objectives

No report yet.

VII. OLD BUSINESS

A. Clean and Green Day-April 20, 2013

Clean & Green was advertised on Community Access television, among other places.

Posters were delivered to local schools and youth centers, as well as IVC. The Lion's Club will participate. Susan hasn't heard from the Rotary clubs.

Volunteers will staff the table at Scottsdale Pond to check people in. Discussion of having a color-coded map divided into four sections, showing the priority sites, school locations, parks, creeks. Suggestion: four maps, on four easels, and use sticky dots to show what locations are already taken. Susan already uses a highlighter to mark areas taken, but there still ends up being some duplication.

Staff went over the list of materials the city needs to provide at the event.

Arrive at the staging area (gazebo) at 7:30 on the day of the event.

Stuart Lirette has agreed to take photographs at the event.

B. Update on Tree City USA

No update yet as they have not reviewed the application.

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

Recommendation previously submitted on contingent landscape businesses.

Suggestions:

- Send out nominations via email so it doesn't have to wait until the night of meeting, so people can look at the sites *before* the next meeting.
- Is there a record of the guidelines or criteria for this program? There are no past guidelines.
- Have a list of previous recognitions for each committee member to review, along with a date of recognition.

IX. NEW BUSINESS

A. New Business Recognition Nominations

1. City Center Building at 1701 Novato Blvd.
Approved

B. Annual Goals of the Committee

XI. NEW AGENDA ITEMS

XII. ADJOURNMENT

Next Meeting: May 13, 2013

Any Committee member that cannot attend the next meeting, please notify the City of Novato Maintenance Division at 899-8280 one week in advance so we may insure a quorum.