

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

I. ROLL CALL

Members:	Staff:
Len Bernstein, Chair	Bill Johnson
Larry Paulger	Maggie Rufo
Marcia Basalla	
Ed Schulze - alternate	Guest:
Susan Stompe	Michael Landram
Charlotte Urban	

II. APPROVE MINUTES OF JUNE 10, 2013

Approved

III. APPROVE AGENDA

Approved

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

Ed brought up an issue of having “new agenda items” on the agenda. If Robert’s Rules and the Brown Act apply to these meetings, we cannot add things to the agenda after it is published. Staff confirmed that Ed is correct. New Agenda Items will be removed as an agenda item going forward. If members have additional matters to bring up they can be mentioned during committee members comment time and either discussed right away, or added to the next meeting agenda.

V. COMMITTEE MEMBERS' COMMENT TIME

A discussion was held about how finance and fundraising might contribute to raising visibility of the committee. There is a feeling that the subcommittees kind of overlap and are complementary. How does the group work to help move individual subcommittees forward? Instead of having monthly subcommittee meetings and reports maybe it would be better to have a discussion among the committee and then individuals could meet to work on ideas and objectives based on the group’s input. It might be more productive to have ideas and action items for the subcommittees. If subcommittees fine-tuned what their contribution is going to be to the committee as a whole, they bring that to the Streetscape committee for discussion and make a recommendation back to the group. Have a deadline for a presentation.

Clean & Green, Farmer’s Market, Art & Wine Festival, 4th of July parade are all opportunities to increase visibility of the committee. Committee could invest in setting up a tent, display banner, etc., for events, and handing out brochures and literature to promote island adoption and Clean & Green Day. (The city can probably provide a booth at these events.) This dovetails into marketing because the committee will have more of a physical presence in the community. Need to come up with ways to fundraise and sometimes you have to spend money to make money. Set goals on how much money to raise. More goals are needed to make things happen, for example, have a goal for the number of medians to get adopted by the end of the year.

Currently each committee hasn't made a list of goals and objectives, but all the goals will interact.

There have been immediate results from adding the phone number to the Adopt-this-island signs. Len got positive feedback from a resident while wearing his Streetscape t-shirt.

Committee wants to purchase a banner for Adopt-An-Island to hang in the city. **Bill will report back on the cost of a banner.**

As of January 2013, there is \$18, 227 in the Streetscape fund.

Outcome of the discussion: the committee, as a whole, to come up with recommendations for goals for all the sub-committees and have a group discussion of the goals.

Motion passed to bring ideas for goals to the next meeting.

VI. SUBCOMMITTEE REPORTS

A. Island Adoption – Goals & Objectives

1. Subcommittee Meeting Report & Volunteer Packet

New volunteer form: concerns continue over the volume of pages in the packet. Currently staff is sending just an intro letter and if the person responds positively, then the whole packet is sent. Ed reiterated that crime information, driver's license and emergency medical information should not be required. One idea is to add a release of liability statement at the top of sign-in sheets, for people who are just volunteering for one event and not adopting an island. Committee agreed that every participant in any event or island adoption should read the safety requirements. A two-page version of the agreement was given out for members to review for the next meeting. Ed stated that we must reduce the number of pages sent, at least initially because it's just too intimidating to potential volunteers. Hold back the pages that cover plants and funding until if and when the individual, or group, indicates they want to add plants and ask for funding. The pages sent are:

- Cover letter
- Mission Statement
- Adoption agreement
- Volunteer application
- Island improvement agreement
- Safety requirements for participants

2. Pacheco Valley - no report
3. Streetscape Committee island - no report
4. Bahia Islands - no report
5. Ignacio/Rotary- no report
6. Sunrise Rotary – Will start chipping islands to improve the soil. There will be a possible monetary donation from Rotary and some volunteer help with planting work. They would like to see a plan first. The island is from Lamont to the fire station, on Redwood Blvd.

Rowland to Delong corridor: make it one contiguous plan with appropriate landscape plan for the habitat. Instead of a cookie cutter approach, plant what's appropriate to the surrounding environment of each island. A master plant list is available and can be used for selections – the list is a *guide*, not a law.

The desirable time to plant is in the fall rainy season (for perennials), so a plan for Rotary will be needed by August, with a cost estimate and when to plan a work party.

7. Other Islands - no report

B. Community Volunteerism – Goals & Objectives

C. Finance & Fundraising – Goals & Objectives

D. Publicity & Marketing – Goals & Objectives

VII. OLD BUSINESS

A. Clean and Green Day 2014

Design a new banner, get estimate, and seek funding, or decide to have it paid for out of committee funds. Thank you letter will be sent to individuals (groups have already received a letter).

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

Bill polled more people, asking what they would be looking for in a nice landscape. The answers were all over the map. Many different ideas about what makes a nice landscape. What is it the committee would like to see and encourage? In the past drought-tolerant landscaping was encouraged, but that didn't always fit people's idea of what is "attractive." A discussion was held about why native plants are preferred vs. what looks attractive. The two do not have to be mutually exclusive. Need to differentiate between drought-tolerant, native and invasive species.

In permaculture, plants are used based on climate. Novato is in a Mediterranean climate.

C. Business Recognition Nomination

1. Moylan's Restaurant

Not approved: too much trash, debris, and dumpsters in view.

VIII. NEW BUSINESS

A. New Business Recognition Nominations

- 1. Golden Gate Dental Bridgeworks, 1586 S Novato Blvd.**
- 2. Hilltop Restaurant**

B. Annual Goals of the Committee – see discussion under Committee Members Comment Time.

C. Nineteen trees have no lights that are on. Some trees have only 1-2 strings of lights. Staff stated that there is only one staff person tasked to maintain lights, among many other tasks this person is responsible for.

XI. NEW AGENDA ITEMS

None

X. ADJOURNMENT

8:48 pm – Next Meeting: August 12, 2013