

**MINUTES
CITY OF NOVATO
STREETSCAPE MAINTENANCE COALITION
ADVISORY COMMITTEE MEETING
Monday, October 14, 2013 7:00 P.M.**

I. ROLL CALL

Members:	Staff:
Len Bernstein	Bill Johnson
Larry Paulger - Absent	Maggie Rufo
Marcia Basalla	Clive Shigoli
Ed Schulze	
Susan Stompe	
Charlotte Urban - Absent	

II. APPROVE MINUTES OF SEPTEMBER 9, 2013

Approved, add Ed's notes to final minutes.

III. APPROVE AGENDA

Approved

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

None

V. COMMITTEE MEMBERS' COMMENT TIME

The committee welcomed Clive Shigoli, Maintenance Supervisor/Parks. Clive expressed his appreciation for the committee's work.

Susan Stompe attended a meeting of the Marin Litter Coalition in Mill Valley. People from Mill Valley are working on litter issues, others, from Tiburon, are working on bad conditions at bus stops. They are getting on Caltrans about keeping the highways clean. They meet on the second Thursday of the month, at 7 pm, at the Outdoor Club in downtown Mill Valley, if anyone else wants to attend. Bill has invited one of their members, Joan, to attend a Streetscape meeting.

Marcia Basella reported that the CVS/Lucky's shopping center has been re-landscaped and is looks nice.

Also, last Saturday was the California Native Plant Society Fall Sale, at the Greenpoint Nursery. Marcia staffed a Streetscape table and gave out a lot of the brochures.

Staff reported that a banner cannot be made in-house, but can be done through Staples at \$60 for vinyl 6x3 foot banner.

VI. SUBCOMMITTEE REPORTS

A. Island/Park Adoption – Goals & Objectives

1. Island/Park Update
Ed added the phone number to the sign on Diablo island.
Ed reports that local sign company can make the island signs for \$215 each, \$860 for four signs (Adopted by). Total is \$937.40, with tax.

Staff reports there are seven signs in stock and three are going out soon, so there will be four still available. Six – seven posts are built. The install date is set for 11/14, pending weather.

Motion passed to purchase four (4) new signs from Centric Signs, at a cost of \$937.40.

The island at Sunset & Ignacio, eastbound, has been adopted by Christina McNair. This island has no landscaping or irrigation. Staff will get the water restarted.

Bahia Islands have water installed and are ready for planting.

Three calls have come in about adopting islands. One was for islands on Sunset, another for Mill & Vineyard, and another for two parks on Laurelwood (to pick up litter and weed, only).

Currently there is only one staff member responsible for island maintenance for the whole city. It would be good to have this person's schedule to help coordinate pickup of bags of debris collected by volunteers working on the islands.

Greenpoint island, northbound center island on Redwood at Olive: the water is ready to be connected to irrigation. November 9 is a scheduled work day for the island.

B. Community Volunteerism – no update

C. Finance & Fundraising – Goals & Objectives

Funds will be used to purchase tables, chairs, signs and a tent for events. Also, a design is needed for a table banner, as well as an estimate for a new street banner design for Clean and Green Day. **Len will get an estimate for the table banner.**

D. Publicity & Marketing – Goals & Objectives

Len met with Peggy Flynn. She suggested shortening the name of the committee to something like “Novato Streetscape Advisory Committee,” as well as putting together a fact sheet about the committee: what we do, what we offer, current projects, accomplishments, events, etc. This is one of the longest standing committees in the city with many accomplishments. It would be great to have a schedule of events for Peggy to add to her city calendar so she can help with publicity. Another idea is to film volunteers working on islands, and/or the San Marin HS students at work. **Bring a draft of the fact sheet to the next meeting.** Get a photo of the Adopt this Island sign, with phone number, in the paper with a caption about the committee.

VII. OLD BUSINESS

A. Clean and Green Day: April 26, 2014

Next meeting is 11/7 at 7 pm at Susan's house.

B. Revision of Business Recognition Program Criteria (Recommendation to review the criteria over the year.) – no update

C. Business Recognition Nominations

1. Paul Schaefer Dental, 896 Sutro Avenue - ***Approved***

VIII. NEW BUSINESS

A. Business Recognition Nominations

1. **Artrageous and the Wright Salon at 857 Grant Avenue**

2. **Russo's Framing at 1431 Grant Avenue.**

- B. Reorganize Subcommittees – **see Ed’s proposal attached and review and discuss at next meeting.** Additionally, it was decided to request expansion of the committee to allow two more members, which should allow the committee to do more.
- C. Annual Goals of the Committee
- More maintenance staff & more adoption of islands.
 - Input into distribution of Measure A funds, which is coming up soon.
- D. Assistance with Publicity – See item VI. D.

X. ADJOURNMENT

Meeting adjourned at 8:46 pm