

**MINUTES  
CITY OF NOVATO  
Novato Streetscape Committee  
Monday, February 10, 2014 7:00 P.M.**

**I. ROLL CALL**

**Members:**

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

**Staff:**

Bill Johnson  
Maggie Rufo  
Peggy Flynn

**II. APPROVE MINUTES OF JANUARY 13, 2013**

*Approved, 5-0, Basalla, Paulger, Stompe, Urban, Schulze*

**III. APPROVE AGENDA**

*Approved, 5-0, Basalla, Paulger, Stompe, Urban, Schulze*

**IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE**

*None*

**V. STAFF CONCERNS**

- A. Downtown Planters – Peggy Flynn as city liaison to Downtown Business Association. The planters are not being taken care of, and are full of trash and cigarette butts. There are 20 planters in the downtown area. The planters on Vallejo do not have irrigation and must be hand-watered. The Garden Club takes care of the planters on Grant & Redwood / Vallejo corners. Some shop owners on Grant take care of the planters near their store, but some do not. **Charlotte will discuss this with the Novato Garden Club and report back.** Perhaps Clean & Green could incorporate some planter cleaning work during the event. Also, create and publicize an opportunity to adopt-a-planter. Funding for soils and plants would come from the DBID, but volunteers would be needed to do the work. There are 84 planter locations on the west side of Grant alone. It is not certain that irrigation to all of the planters is working.
- B. Review City Memo (see attached): City Council/Executive Staff Committee Recommendations: Boards, Commissions And Committees – Committee members discussed recruitment, training, interactions with staff and Council. Ideas include: hold quarterly lunch meeting with city manager, chairs of all the boards and commissions to exchange information. Perhaps an annual meeting of *all* the Boards, Committees and Commissions.

**Motion to endorse the recommendations of the memo.**

*Approved, 5-0, Basalla, Paulger, Stompe, Urban, Schulze*

Staff announced that Clive Shigoli will not be able to attend the meeting for the next few weeks. Peter Torre will attend to represent maintenance staff.

Dave Meyers, Andrew Poster, and Peter Torre met with residents of Partridge Knolls regarding islands where trees were removed by the city. Three new trees will be planted on the island and the residents will decide on the species, based on the approved street tree list. There is no irrigation on the island.

## **VI. COMMITTEE MEMBERS' COMMENT TIME**

- Susan will be out of town from March 7 through April 1.
- Committee members had some good meetings this past week and did good work.

## **VII. SUBCOMMITTEE REPORTS**

- A. Reorganize Subcommittees. There is an overlap between the committees. Add a sign subcommittee, an island adoption, and a business recognition committee. Replace the Volunteerism and PR with a Community Outreach subcommittee, and a finance subcommittee. Each committee would have their own expenses to go over with the finance committee.

Motion to reorganize the subcommittees as follows, with suggested members:

Signs  
Island Adoption  
Business Recognition  
Public Outreach  
Clean & Green  
Finance

*Approved, 5-0, Basalla, Paulger, Stompe, Urban, Schulze*

- B. Island/Park Adoption – Goals & Objectives

1. Island/Park Updates – Signs are ready to be placed “adopt this site”
2. Number adopted past month – Youth Center islands (3) at Vineyard & Mill adopted by Sampson Landscaping.

Who should “nudge” when islands are not being maintained: staff or committee member(s)? It might be taken better from community volunteers.

Islands committee member will check in with people who requested an application. The member will need to know how many apps were sent each month, and how many were returned.

3. Streetscape Committee Island – ready for remediation, irrigation is working

- C. Community Volunteerism – Goals & Objectives – covered under A.

- D. Finance & Fundraising – Goals & Objectives – covered under A.

- E. Publicity & Marketing – Goals & Objectives – covered under A.

## **VIII. OLD BUSINESS**

- A. Report on Annual Report presentation to Council & request to add members and change name – will occur on February 25.

- B. Clean and Green Day: April 26, 2014

Still working on postcards. Bank of Marin agreed to fund. To be mailed late February with a link for online registration at [novatostreetscape.com](http://novatostreetscape.com).

Banner still in the design stage.

Soliciting other groups that might like to table at the meeting place. Such as, NMWD, MCSTOPP, Homegrown Habitat.

- C. Revision of Business Recognition Program Criteria (Recommendation to review the criteria over the year.)

- D. Business Recognition Nominations  
Tabled until Spring
- E. Measure A Funds Allocation – Bill Johnson reported that the fiscal sustainability document for the city uses Measure A funds for two new works for parks and islands, for nine years.

**IX. NEW BUSINESS**

- A. Farmer’s Market Application and Art & Wine Festival Application

Farmer’s Market – go through the City because we already have space, but talk to the market manager about location of table. Registration for Art & Wine is through the Chamber of Commerce.

- B. Streetscape Table Banner Purchase – waiting for graphics.
- C. Drought Discussion (Len) - not present. During the last serious drought, in 1976, all the medians died because sprinklers had to be turned off. Would need maintenance staff here to further discuss what might happen during current drought conditions.
- D. Annual Goals of the Committee – **come to the next meeting with ideas for committee goals.**

**X. ADJOURNMENT**

Adjourned at 8:55 pm

Next Meeting: March 10, 2014