

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

**I. ROLL CALL**

**Members:**

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

**Staff:**

Bill Johnson  
Peter Torre  
Dave Meyers  
Andrew Poster

**II. APPROVE MINUTES OF FEBRUARY 10, 2014**

*Approved, as amended. Approved, 5-0, Basalla, Bernstein Paulger, Schulze, Urban*

**III. APPROVE AGENDA**

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

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

Stuart Lirette gave an update on Bahia islands – lots of manure from the Horseman's Club has been spread on the islands by a member of the club. Hope to have volunteers from club as they too would like these islands to look nicer. City staff graded the island. Water is ready to go. Ready to take the next step to prepare for planting, most likely starting in sections. Will work with the Homeground Habitat Nursery on choosing plants. Comments on preliminary plant list provided to committee: Some of the trees on the plant list for the island might grow to too tall and block visibility. The cotoneaster is very invasive. *Fremontia* dendron tend to be short-lived. The eucalyptus on the island were removed, but oaks remain. What is funding for the plants, and how will this be affected by the drought? Dave Meyers: there are not yet any mandatory restrictions on water use, but there will be soon if more rain doesn't come. Right now it's a 20% voluntary cutback request from NMWD. Not known is reclaimed water will ever be available in the area of the islands. Issue to be resolved on how to move some of the large boulders around. The Bahia HOA is working on the new sign for the island.

What are the next steps for Stuart? He will get a plant list/cost from the nursery, how is that submitted for possible funding? A plan will be the first thing to provide showing the phases or sections of the proposed project and asking for matching funds from the Streetscape fund. Definitely need to get a sense of how much the project will cost. The Bahia HOA board doesn't have a budget figure for this project, but has discussed the legality of spending their budget on an island that doesn't legally belong to the HOA. The board will have to vote on the project, once Stuart has a dollar figure to present to them. Stuart will return to a future meeting with another update on the progress.

Peter Torre – be careful with *Ceanothus* Santa Ana variety may not the best one to use, there are hardier varieties that might work better, Dark Star or Yankee Point seem to survive better. Work with staff on how each section will be planted and where the plants are in relation to each other so they all thrive based on similarities in water requirements. There are four watering zones on the islands, all four could be drought-tolerant plants, but some on the list are water-loving plants, so they shouldn't be grouped with drought-tolerant plants. There are different types of irrigation tubes that emit varying levels of

water, so staff needs to be involved in the placement of plants to properly lay out the irrigation lines.

## V. STAFF CONCERNS

Dave Meyers: Making changes to staff representation, with Clive replacing Bill Johnson starting in September. There will be transition between Bill and Clive prior to September, which they will work out between them. Clive will be available to take calls from people interested in adopting.

## VI. COMMITTEE MEMBERS' COMMENT TIME

Suggestion that all the adoptees of islands be invited to attend a Streetscape meeting so the committee can get to know them a little and answer any questions they may have, as well as let them know what to expect from city staff in terms of maintaining their island. Do this with anyone who adopts a median. Also, recognize people who have adopted islands at a council meeting once a year.

## VII. SUBCOMMITTEE REPORTS

A. Signs – ready to install “adopt” signs where assigned by staff.

B. Island/Park Adoption – Goals & Objectives

1. Island/Park Updates – five applications are outstanding. **Bill will provide list to committee, along with most current version of the application.**

Treemasters are interested in adopting some locations.

Person from Olive Avenue would like to plant vegetables on the islands, referred to Clive.

Peter is working with Team McNair on their island.

Adopted island out on Pacheco isn't looking well-maintained – Marcia will take a look and talk to the adopter.

2. Number adopted past month – none

3. Streetscape Committee Island – needs work by staff to get it prepped for planting. Staff is spread thin right now, so they need to get it scheduled and get back to committee. Len noticed new city wayfinding signs have been installed and one is on this island. Are there plans to light the signs? No, there will be no lighting.

C. Public Outreach – Goals & Objectives

Reach out to Novato high schools for volunteer help on planting the islands.

Comments about Grant Avenue tree lights being maintained, or not maintained, as the case may be. Staff maintains them as often as possible.

Marcia: Goal is to build a stronger presence in the community for our committee. Regular announcements, media coverage, advertise monthly meetings, volunteers etc. Work more with Chamber of Commerce. The IJ did list the meeting on their events listing for the first time. Be sure to put events and announcements on the Streetscape website. Get publicity for business recognition recipients. Need to network more with other volunteer organizations and service groups in Novato, including other city boards and committees. Get name recognition for “Streetscape.”

#### D. Finance & Fundraising – Goals & Objectives

Subcommittee met and the primary discussion was need for committee and subcommittee to set up annual budgets.

What if a group or individuals wanted to make regular contributions to the committee, could they be recognized on the Streetscape website?

##### 1. Creation of an Annual Budget

Motion: Any expense or donation be documented and submitted to Len.

Motion: Subcommittee agrees to come up with an annualized budget that can be prorated for the remainder of this year to be presented to full committee at May meeting and at that meeting each subcommittee will give their input and then vote on approval of the budget.

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

##### 2. Establish Annual Budgets by Sub-Committees

##### 3. Approval of Sub-Committee budgets by full committee

### VIII. OLD BUSINESS

#### A. Clean and Green Day: April 26, 2014

The boat will be needed on 4/19 because Fishing in the City is using the boat on 4/26. The group is called Crew 82, young people. Same group that has been doing it for several years.

The group (Lion's Club) that staffs the sign-in table has to leave by 11 am on the day of the event. So others will have to have training to take over at that time.

Suggested that there should be a pre-event run-through at the Civic Green, of committee members and Lion's Club volunteers, to go over all the details of signing people in and out, especially since it is at a new location. **Date: April 12, 10 am.**

Staff showed the committee the final version of the banner before it goes to the printer.

Motion to make official request to the city for maintenance staff to be available Saturday, April 26 at Clean and Green Day, and to deliver the boat to Scottsdale Pond on April 19. On the day of the event, committee members should be at the sign-in location by 8:30 am.

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

#### B. Revision of Business Recognition Program Criteria

(Recommendation to review the criteria throughout the year.)

Include a picture, with each nomination, to show the rest of the committee. Larry showed pictures of annuals with the *Pacheco Plaza* sign, and the *Courtyard by Marriott* sign. The committee should go take a look at these.

#### C. Business Recognition Nominations

Tabled until Spring

#### D. Measure 'A' Funds Allocation

Public Works Interim Director stated this is part of CIP budget process, allocation will be at Council's discretion. A request is definitely on the table for tree maintenance on Grant Avenue. Nothing has been requested for Hamilton. Hamilton has their own community facilities district for some of the trees at Hamilton. Sycamore trees are growing over into people's yards and blocking the light. Hamilton Parkway and Hanger and Palm Drive all need trimming. Staff can take a look at those areas.

Confirm that a request for two new staff members is part of fund allocation. Budget is not yet approved. Fiscal sustainability plan has been passed by Council with core staffing that includes the two positions, presumably funded by Measure A. That doesn't guarantee that the positions will be filled. The committee would like more information on these funds and their allocations. Committee wants to know what the city is going to do with the money. Staff stated that no decisions will be made until the budget gets approved, which is a few months out, and are not aware of any other funding from Measure A that will be granted to the maintenance division. Discussion ensued about the intent of Measure A funds.

### IX. NEW BUSINESS

A. Streetscape Committee membership – Council has authorized an increase in committee membership by two people.

1. Incumbents commitment for the next term
2. Recruitment of New Members

According to staff, recruitment for Committees, Commissions and Boards was just completed. The next recruitment will be in July, a notice is placed on the website when the recruitment begins, new members would start in September. If people know of good people, refer them to the website to download an application to be submitted to the City Clerk. The committee wishes to recommend Ed Schulze as a board member, (he is currently an alternate). Could the Council approve this change for Ed *now*, instead of waiting until later in the year. No one had an answer on that.

3. Recruitment Process Discussion (Streetscape Committee and/or Novato City Council) – see above
4. Timeline for the recruitment process and addition of new members to include an alternate – see above

B. Streetscape Table Banner Purchase – discussion of banner design, for a six by three foot banner. The committee will fund it. There will be a table and four chairs for the Farmer's Market.

C. Drought Discussion – discussed above under Citizen Comments.

D. Annual Goals of the Committee – continue to bring these to the meeting.

### X. ADJOURNMENT

Motion to adjourn. *Approved, 5-0, Basalla, Bernstein Paulger, Schulze, Urban*

Meeting adjourned at 9:05 pm.

Next Meeting: April 14, 2014