

**MINUTES**  
**Novato Streetscape Committee Meeting**  
**Monday, June 9, 2014**

**I. ROLL CALL**

**Members:**

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

**Staff:**

Bill Johnson  
Dave Meyers  
Clive Shigoli  
Maggie Rufo

**Guest**

Loren Umbertis

**II. APPROVE MINUTES OF MAY 13, 2014**

*Approved, as amended– Basalla, Bernstein, Paulger, Stompe, Urban*

**III. APPROVE AGENDA**

*Approved – Basalla, Bernstein, Paulger, Stompe, Urban*

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

Loren Umbertis, PW Maintenance Division Manager for the City of Sausalito, addressed the committee about Sausalito's plan to start a group called **Sausalito Beautiful**, comprised of staff and volunteers. Their first event will be this October. Sausalito residents are asking the city to upgrade their small neighborhood parks, of which there are many. The city maintenance staff is small and other than the main road, Bridgeway, the streets and structures are all on hillsides, making work more difficult. The effort is to bring together community groups to work on the Sausalito Beautiful effort. Members of the Streetscape committee offered their suggestions for making the effort a success. Suggestions included

- install “adopt this \_\_\_\_” signs
- when residents complain, offer them the opportunity to volunteer
- secure support from city management and city council and public works director
- create a mission statement
- contact local schools for community service hours opportunities
- involve merchants and Chamber of Commerce
- push merchants to be responsible for trash generated by their products
- create a Clean & Green Day-type event annually, or more frequently
- report the groups accomplishments at city council meetings on an annual basis
- put effort into building public awareness of the group: webpage; Facebook; and other means.

Mr. Umbertis stayed to observe most of the meeting to learn more about how this committee operates.

## **V. STAFF CONCERNS**

Staff has been in contact with the Olive Avenue residents who attended our May meeting. Clive spoke with resident Mary Schram about a time line for some of the work that is needed to improve conditions in the neighborhood. Next week a contractor will remove six dead poplar trees, staff will then completely remove the hedges that are used by transients for concealment. The irrigation will be redone so that plantings can go in. Caltrans will be asked to repair a fence in the area. The residents plan to attend the committee's July meeting.

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

Len spoke to a resident of Oakview Court asking if the city could take care of a weed problem on Sunset Parkway across from the San Jose School. He also reported that a resident, Elizabeth Lynn, to Councilmember Eklund regarding cigarette butts on the streets of Novato and referred to a container set up in downtown San Rafael wherein people drop cigarette butts and doing so generates donations for the Marin Conservation Corps.

Marcia sent recommendations to the City Clerk for Boards & Commissions to be taken to the Council.

Susan learned from Pastor C.P. Titus, of Christ Church Northbay, that a group from the church went out and cleaned the median near their church, on Redwood Blvd., down to Rowland.

Larry brought up the sycamore trees in Novato and necessity to trim only while they are dormant (not leafed out), and that native sycamores cannot be "topped." City staff reported they do not top trees and that Grant Avenue's sycamores are trimmed in fall.

## **VII. SUBCOMMITTEE REPORTS**

- A. Signs. Seven – eight signs are ready to be distributed, need a posthole digger and an auger and a staff person to operate same, as well as a list of priority locations for placement of the signs. A budget of associated costs has been created and given to staff.
- B. Island/Park Adoption. Ed has made calls to some of the outstanding interested adopters, but there haven't been any commitments yet. The Baswell Plumbing island is in need of weeding.

Bill has sent out four applications:

- 1. Ignacio Blvd
  - 2. Diablo center island – Novato Blvd to Redwood
  - 3. Vallejo between Redwood & Seventh Street – there are five islands
  - 4. Redwood island at S. Novato Blvd
- C. Public Outreach. The committee will staff a table at the Farmer's Market on the second Tuesday of each month, but will not be able to participate in the Art & Wine festival this year as there are no slots available.

- D. Finance & Fundraising. The sign committee submitted their budget. Still need budgets from the other subcommittees, and for Clean & Green Day. Larry will have a budget for Business Recognition by next month.

## VIII. OLD BUSINESS

A. Clean and Green Day.

- need to get more people to participate
- plan more so the day runs smoothly
- seek new sponsors
- the Dogbone Park group did a lot of weeding at the park
- PR for the event was excellent, but the most participation remains among groups who sign up for specific areas and receive their supplies ahead of time, i.e., only a small number actually come to the meeting place to get assignments.
- need more accuracy in the zone maps
- the banner is new this year and should last up to 10 years
- the 'save the date' card was sent to past participants and did bring out some repeat volunteers
- the new venue (civic green) worked out pretty well
- Usually the free coupons from Whole Foods are taken around to the groups, which is time intensive, so this year they were given to the group leaders ahead of time for distribution to their volunteers. However, only about 100 coupons were not returned when the group's turn-out was not as good as predicted and only one group offered to send the extras back.
- Maybe we should go back to delivering them, which also is positive reinforcement for the groups.
- Susan and Ed do the majority of the tasks for this event – think about delegating more to other members.
- Take some before and after photos to show the change after the clean up.

B. Farmer's Market will be staffed by Len Bernstein this month. He needs others to help at the event.

C. Revision of Business Recognition Program Criteria. Consider allowing recognition for landscaping with annuals more than once a year as they are usually changed out seasonally.

D. Business Recognition Nominations:

**Trek Winery**, 1026 Machin Avenue

**Boca Restaurant**, 350 Ignacio Blvd

*Approved – Basalla, Bernstein, Paulger, Stompe, Urban*

E. Measure A. Funds for a new hire in the maintenance department will be available starting in the new fiscal year, July 1. A new public works director has been hired, so it may take some time to get the hiring started. Maintenance currently has two temp workers, 54 hours a week total, and workers from the Conservation Corp. Having these workers, as well as arborists as needed, allows staff to focus on the core work.

- F. Annual Goals of the Committee  
No discussion this month.

**IX. NEW BUSINESS**

- A. Staff support to committee  
The committee asks staff to come back next month with information on what the staff support will be, in the form of agenda preparation and minutes, for the committee with the removal of the current staff member from those duties.
  
- B. Business Recognition  
**Pacheco Center annuals planting**

**X. ADJOURNMENT**

*Adjourned at 9:15 pm*

Next Meeting: July 14, 2014