

MINUTES
Novato Streetscape Committee Meeting
Monday, July 14, 2014

I. ROLL CALL

Members:

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

Staff:

Bill Johnson
Dave Meyers
Clive Shigoli
Gloria Morgan
Guest
Elizabeth Lynn
Vicki Schneider
Timothy Snead

II. APPROVE MINUTES OF JUNE 9, 2014

Approved, but with a correction from Len Bernstein stating that he did not attend the meeting and that his name should be stricken from the list of attendees

III. APPROVE AGENDA

Approved

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

Elizabeth Lynn, a resident of Novato, addressed the Streetscape Committee to borrow the "Cigarette Eater" from the City of San Rafael. Her suggestions were:

- 1) Place the machine on Grant Avenue
- 2) Perhaps receive \$150.00 from each business owner to cover cost of the machine
- 3) Conservation Corp or another group could pick up butts, and provide them with an incentive for their efforts

Elizabeth Lynn provided a photo and other documents that the City of San Rafael is using concerning cigarette butts.

Vicki Schneider, a citizen of Novato, expressed her concerns to the Streetscape Committee to have the area of Olive Avenue's hedges to be trimmed for clearance so that transients would not be likely to house there.

Tim Snead, a citizen of Novato, also expressed his concerns about Olive Avenue's state.

IV. STAFF CONCERNS

Bill Johnson informs the Streetscape Committee that there will be a meeting on August 18, 2014, concerning the Redwood Corridor. The time will be 7:00 pm, and the place is to be determined. The invitation comes from The Planning Commission.

VI. COMMITTEE MEMBERS' COMMENT TIME

Corrections made to the minutes of June 9, 2014

VIII-Old Business

- 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.

Susan Stompe requested that the words: **However, only** be taken out of the above information. The sentence will read: 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.

VII. SUBCOMMITTEE REPORTS

- A. Signs. Ed Schulze suggests that it should be a list of islands where future adopters can adopt.
- B. Island/Park Adoption. Ed has made calls to some of the outstanding interested adopters, but there haven't been any commitments yet.

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. 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:
- 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
- B. Business Recognition

X. ADJOURNMENT

Adjourned at 9:15 pm

Next Meeting: August 11, 2014