

**MINUTES**  
**Novato Streetscape Committee Meeting**  
**Monday, September 8, 2014**

**I. ROLL CALL**

**Members:**

Marcia Basalla  
Len Bernstein  
Larry Paulger  
Susan Stompe  
Charlotte Urban

**Staff:**

Bill Johnson  
Gloria Morgan  
Clive Shigoli  
Michael Frank  
Russ Thompson

**II. APPROVE MINUTES OF AUGUST 11, 2014**

*Approved, by Basalla, Bernstein, Paulger, Stompe, and Urban.*

**III. APPROVE AGENDA**

*Approved*

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

No citizens in attendance.

**V. STAFF CONCERNS**

Clive- unable to reserve the banner for the week of the 20<sup>th</sup> of April 2015, Parks & Recreation have already scheduled an event for that week. Clive will continue to request the date for the banner to be hung for Streetscape. He will request a two-week period of April 13, & April 20, 2015, for more exposure.

Bill suggested that the request for the banner to be hung should be at least one year in advance; two years in advance would be better.

**VI. COMMITTEE MEMBERS' COMMENT TIME**

Len believes that the committee should be looking to schedule the banner for hanging for the 2016 & 2017 years, for Clean & Green Day.

Susan suggested that the week after the spring break, the banner should be hung.

**VII. SUBCOMMITTEE REPORTS**

- A. Signs. In the prior meeting Ed Schulze suggested that it should be a list of islands where future adopters can adopt.

Bill informs the committee that there are signs ready to be installed at the islands that are available for adoption. Len will coordinate with Ed Schulze on installation.

Len suggests to Clive be aware of signs that need to be replaced on the islands.

Marcia reports that the island near Sunset Pkwy & Ignacio Blvd., is not being maintained island. Bill suggests that the Adopters (the island-close to the Ignacio Creek Apartments) name be pulled off the island.

- B. Island/Park Adoption. Ed has made calls to some of the outstanding interested adopters, but there haven't been any commitments yet.

Larry will start the project of keeping track of how many applications come in and how many applications are returned for adoption.

Larry invited adopters to the Streetscape Committee's meeting, but none have attended. He reports that a council member was interested in knowing the description/details of how to adopt-an-island.

Marcia & Larry agree to have the potential adopters come to a Streetscape meeting.

Russ suggests maybe an orientation would be helpful for interested adopters.

Len believes that the current language in the application tends to be somewhat lengthy in wording and intimidating. Len suggests that each Streetscape Committee member take an application themselves to see if they (from a perspective of an applicant) would be interested in adopting an island.

Marcia would like for Russ Thompson and Michael Frank to each take an application to see if they feel any revisions should be made.

Russ suggested an article in a newspaper for the information to reach the public about the Streetscape Committee and adopting islands.

Len needs a total of how many applications are going out and how many are coming in, and a ratio approval.

- C. Public Outreach

Len-repetition is essential when trying to reach the public; enhance what's at the table (Farmer's Market), and make more visual.

Marcia-make the Streetscape Committee table more welcoming; she will be working on storyboards.

- D. Finance & Fundraising.

Len-informs Russ Thompson & Michael Frank that any help with the budget would be appreciated. Len reached out to the community for funds/donations but was not successful in receiving support.

Larry-the committee knows how much they want to spend on frames and other items.

## **VIII. OLD BUSINESS**

### A. Clean and Green Day.

At last month's meeting, the committee motioned to have April 25, 2014 as Clean & Green Day.

### 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:

Courtyard by Marriott-1400 Hamilton Parkway

Waterford Associates-945 Front Street

### 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

El Palmar, 1108 Grant Avenue

O'Reilly Auto Parts, 1400 South Novato Blvd.

## **X. ADJOURNMENT**

*Adjourned at 8:50 pm*

Next Meeting: October 13, 2014