

MINUTES
Novato Streetscape Committee Meeting
Monday, April 13, 2015

I. ROLL CALL

| | |
|-----------------|---------------|
| Members: | Staff: |
| Marcia Basalla | Gloria Morgan |
| Len Bernstein | Tom Estock |
| Ed Schulze | Dave Meyers |
| Susan Stompe | Guest: |
| Charlotte Urban | Janey McAdams |

II. APPROVE MINUTES OF MARCH 9, 2015

Approved, with modifications: 1) Marcia's request of \$500.00 from the Streetscape Committee for buying plant material for the Streetscape Island was approved. 2) Gary Birch's last name should be spelled Burch.

III. APPROVE AGENDA FOR APRIL 13, 2015

Approved by Marcia Basalla, Ed Schulze, and Charlotte Urban.

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

Janey McAdams requested to Adopt-An-Island at Ignacio Blvd. & Sunset Parkway. Janey McAdams would like to know the linear footage of the island, so she can have a clear concept of what she would like the island to look like.

Dave addressed Janey McAdams concern about receiving the linear footage of the island she wants to adopt; he will help in getting the footage.

V. STAFF CONCERNS

Tom informs the Streetscape Committee that there will be 8 city workers for Clean & Green Day. Also there will be radios available for communication, for Clean & Green Day. Tom will drop the boat off at Scottsdale Pond on Saturday, April 25, 2015, at 9:00 a.m., for Clean & Green Day.

Dave informed the Streetscape Committee, that on Friday, April 17, 2015, there will be a second round of interviews for persons who applied for the Maintenance Worker positions.

VI. COMMITTEE MEMBERS' COMMENT TIME

Marcia requested more details to be given, when typing up the Streetscape Committee Minutes. Also, requested, include the names of the Streetscape Committee Members who have voted on various issues.

VII. SUBCOMMITTEE REPORTS

A. Business Recognition Review

There was no discussion at this time.

B. Finance & Fundraising

Marcia is working on ideas for fundraising.

C. Island Site Adoption

Marcia informs the Streetscape Committee that a letter (intent to pull their sign) should be sent to Auto Works informing them of their Adopt-N-Island agreement to perform maintenance to their island on Vallejo Ave. & Redwood Blvd. The island is in need of maintenance.. Also a letter (intent to pull their sign) should be sent to Siemens informing them of their Adopt-N-Island agreement to perform maintenance to their island on Rowland Blvd. & Redwood Blvd. Their island have been neglected for some time.

Ed suggested that a call to Auto Works and Siemens should be placed before sending a letter (intent to pull their sign) to them.

Janey McAdams wanted to know, how long is the approval process for adopting an Island?

Tom informed Janey McAdams that it may take a longer time to approve the island she is interested, because it is such a big island.

D. Public Outreach

On March 28, 2015, Marcia set up a table in front of Pini Hardware to inform the public of Clean & Green Day and about Novato Streetscape Committee and what their functions are. Eleven people left their names and phone numbers expressing their interest. Also, numerous persons took postcards concerning the Clean & Green Day event.

While Marcia was at Pini Hardware, Dawn Carlson (may have a promotion company) came up to the table and mentioned the Tree City USA program that is put on by the Arbor Day Foundation. Marcia will get in touch with Dawn Carlson for more information on the Tree City USA program.

Marcia, in addition, to the Farmers Market table that the Committee has, she would like to do more tables throughout the year.

Len stated, that the Committee could do a better job as far as sponsorship is concern. Also, the committee would not only be helped by sponsorships, but the community would benefit as well.

E. Signs

Ed requested that if there are any priority locations that signs need to go up, please let him know and he will post the Adopt-N-Island signs. Ed has 8 or 10 signs that can be place on islands for adoption. Ed suggested to Tom maybe when the crew is out they might see where Adopt-N-Island signs could be placed.

Len says, we should look at the condition of the signs we have first.

Janey McAdams requested a sign to be placed at both of the ends of the island she wants to adopt.

Ed informed Janey McAdams that the signs for the adopt-n-island are \$1400.00 each.

Len suggested that the Committee should take a look at the island that Janey McAdams is interested in adopting.

F. Future Sub-committee meetings

VIII. OLD BUSINESS

A. Clean and Green Day

Susan handed out Assignment Sheets for each area of city that would be cleaned.

Susan and Ed will meet at the Corporation Yard, on Friday, April 24, 2015, to pack and deliver materials for groups participating in Clean & Green Day.

Larry will get permission from the Hamilton Homeowners Association to hang a Clean & Green Day banner in their area, per Ed.

The City Council will have a proclamation on Tuesday, April 21, 2015, for the Novato Streetscape Committee, and they would like someone there to receive it.

B. Revision of Business Recognition Program Criteria.

There was no discussion at this time.

C. Business Recognition Nominations:

- 1) Novato Fair Shopping Center
- 2) 32 Hamilton Parkway

D. Measure A

The City is interviewing two Maintenance Workers to be hired for the Maintenance Division.

E. Annual Goals of the Committee

Len suggested that discussion should take place after Clean & Green Day.

F. Annual Report

Marcia sent out the Annual Report for the year 2014, to Sheri Hartz/City Clerk and the Streetscape Committee.

IX. NEW BUSINESS

Looking for new member to join Streetscape Committee.

X. ADJOURNMENT

Adjourned at 8:30 pm

Next Meeting: May 11, 2015