

MINUTES
of June 13, 2016
City of Novato-City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:	Staff:
Ed Schulze-Chair	Clive Shigoli
Susan Stompe-Vice Chair	Gloria Morgan
Charlotte Urban	Central Admin Staff:
Marcia Basalla	Peggy Flynn
Ginny Hanna	Sherin Pourabedin
Kyla Medigovich	Guest:
	No guest in attendance

II. APPROVE MINUTES OF JUNE 13, 2016
 Motion to approve, with modification. 5-0 vote, with 1 abstain.

III. APPROVE AGENDA FOR JULY 11, 2016
 Approved by 6-0 vote.

III. CITIZENS' TIME TO ADDRESS THE COMMITTEE
 No citizens were in attendance.

IV. STAFF CONCERNS

V. COMMITTEE MEMBERS' COMMENT TIME
 A motion to recommend Hanna's suggestions (listed below) pass with a 6-0 in favor vote.

VI. SUBCOMMITTEE REPORTS

Clean & Green Day

Stompe signed appreciation letters to be sent out to participants for helping clean up Novato.

Basalla suggested, that "Beautifying Novato Together" could be a slogan for the committee.

Peggy Flynn handed out a 2016 Outreach Recap of Clean & Green Day, consisting of: advertising by way of social media, postcard mailings, yard signs, flyers, Novato Community Television, service clubs, and a story written by Committee Member, Ginny Hanna, about the Olive Pit adopters (Olive Avenue Residents) and the work they did to beautify their neighborhood.

MONTHLY ADOPT-N-ISLAND

Adopt-N-Island Information	Applications In/Issued	Applications Sent Out	Applications Approved	Medians Adopted
May 2016	0	0	0	0

June 2016	0	0	0	0
2016 Year-to-Date	0	0	0	0

Signs

Someone remove Janet McAdams’ sign from her adopted island on Ignacio Blvd.

Business Landscape Recognition

Medigovich informed the committee that Larry Paulger has postponed any discussion at this time.

Island/Site Adoption

Shigoli mentioned, that a gentleman would like to adopt-n-island at the Scottsdale Marsh. He has not filled out an application, as yet. He would like to attend one of the meetings.

Hanna’s hand-out for revisions to the application suggest: 1) Applicants should know the expectations before adopting an island, 2) Consider installing the sign once the work on the island is underway, not before, 3) Keep updated records of which Islands have been adopted, 4) Divide the islands equally among the committee members to be visited and rate the condition, and, give a report at the monthly meetings.

Public Outreach

Peggy Flynn-City of Novato Public Communications Coordinator suggested, the Streetscape Committee to start with 3 goals: 1) start promotion earlier, 2) update the webpage, and 3) start with small/little promotions.

Peggy Flynn will take the Streetscape Committee’s brochure and revised it.

Basalla suggested, that raising money for the committee would be a good idea.

Future Sub-committee meetings

No planned meetings at this time.

Strategic Planning

Continuous.

OLD BUSINESS

Previous Business Landscape Recognition Nominations:

- 1) Rousseau Fine Art Framing, 1435 Grant Avenue, 94945-vote 6-0, in favor.
- 2) Continental Jewelers, 1423 Grant Avenue, 94945-vote 6-0, in favor.

IX. NEW BUSINESS

Business Landscape Recognition Nomination:

X. ADJOURNMENT

Meeting adjourned at 8:45 pm

Next Meeting: July 11, 2016