



THE CITY OF
NOVATO
CALIFORNIA

922 Machin Avenue
Novato, CA 94945
415/899-8900
FAX 415/899-8213
www.novato.org

Mayor

Denise Athas
Mayor Pro Tem
Josh Fryday
Councilmembers

Pam Drew
Pat Eklund
Eric Lucan

City Manager

Regan M. Candelario

AGENDA
Novato Streetscape Committee Meeting
Monday, March 13, 2017, at 7:00 p.m.
922 Machin Avenue-Womack Room, 2nd floor

7 – 7:10 pm Social time

- I. ROLL CALL 7:10 pm or before**
- II. APPROVE MINUTES OF FEBRUARY 13, 2017**
10 minutes total for Minutes & Agenda approval
- III. APPROVE AGENDA FOR MARCH 13, 2017**
- IV. CITIZENS' TIME TO ADDRESS COMMITTEE 7:20 – 7:35 pm**
- V. STAFF CONCERNS 7:35 – 7:45 pm**
- VI. COMMITTEE MEMBERS' COMMENT TIME 7:45 – 7:55 pm**
- VII. SUBCOMMITTEE REPORTS 7:55 – 8:10 pm**
 - A. Clean & Green Day
 - B. Signs
 - C. Business/Landscape Recognition
 - D. Island/Site Adoption
 - E. Public Outreach
 - F. Future Sub-committee meetings
 - G. Strategic Planning
- VIII. OLD BUSINESS 8:35 – 8:45 pm**
 - Previous Business/Landscape Recognition Nominations
 - 1) Novato Pediatric Dentistry, 1500 Grant Ave, 94945- Accepted.
 - 2) Discussion on dividing the median islands evenly amongst the Committee members, so that each member can check for possible maintenance oversight from adopters to be determined.
- IX. NEW BUSINESS**
 - A. Nominations for Business/Landscape Recognition.
 - B. Budget presentation to the City Council discussion.

Any Committee member that cannot attend the next meeting, please notify the City of Novato Maintenance Division at 899-8280 one week in advance, so we may ensure a quorum.

**DRAFT
MINUTES
of February 13th, 2017
City of Novato-City Hall
922 Machin Avenue, Novato, CA 94945**

I.

Members: Ed Schulze-Chair Susan Stompe-Vice-Chair Marcia Basalla Ginny Hanna Kyla Medigovich Larry Paulger Charlotte Urban	Staff: Dave Meyers Clive Shigoli
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II.

APPROVE MINUTES OF January 9th, 2017
Approved by 6-0 vote. Charlotte not yet in attendance. Changes: Minutes will have " Draft" in the title until approved by the committee at the next scheduled meeting

III.

APPROVE AGENDA FOR February 13th, 2017
Approved by 6-0 vote.
Correction: Under "New Business" Susan Stompe voted Chair and Marcia Basalla voted vice-Chair.

III.

CITIZENS' TIME TO ADDRESS THE COMMITTEE
Citizens: Darlene Purcell, in attendance to adopt an island.

IV.

STAFF CONCERNS
Clive informs the committee about the new logo design and presentation slide show.
Dave informed committee that he's retiring and is currently working on admin support for the group.

V.

COMMITTEE MEMBERS' COMMENT TIME
Kyla mentioned that the committee needs to apply for a spot to give a budget presentation to the City Council on April 11th and this should be added to the next meeting's agenda.

VI.

SUBCOMMITTEE REPORTS

Clean & Green Day

Susan stated that changes have been made to update the fliers and postcards for 2017.

Ed will check with the owners of CVS shopping center about C&G day signage and posting on vacant store fronts.

MONTHLY ADOPT-N-ISLAND

Adopt-N-Island Information	Applications Sent out	Applications Returned	Applications Approved	Medians Adopted
Dec 2016	1	0	0	0
January 2017	0	0	0	0
February 2017	4	2	2	2

Signs

Ed requested installation of a sign at Sunset Pkwy & S. Novato Blvd. for adoption with consideration to utilities.

Island/Site Adoption

Suggestion made to divide up islands into zones for monitoring among the committee members.

Ed stated that 4 applications went out, one was in the process of approval.

Public Outreach

No meetings scheduled at this time.

Future Sub-committee meetings

No meetings scheduled at this time.

Strategic Planning

Marcia and Ginny will meet and schedule the next meeting.

Focus will be on branding and a slogan to represent and identify what the committee stands for. This includes outreach.

VII. OLD BUSINESS

Previous Business Landscape Recognition Nominations:

Ed suggested coming up with a framed letter or certificate to recognize businesses. Preferably printed on paper designed for certificates.

Marcia suggested the need to have a proclamation at the council meetings to recognize businesses. This would benefit the businesses and also give the committee publicity.

1) Business/Landscape Recognition Nominations

Novato Pediatric Dentistry, 1500 Grant Avenue,

IX. NEW BUSINESS

X. ADJOURNMENT

Meeting adjourned at 9:00pm

Next Meeting: March 13th, 2017