



THE CITY OF
NOVATO
CALIFORNIA

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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, September 11th, 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 August 14th, 2017**
10 minutes total for Minutes & Agenda approval
- III. APPROVE AGENDA FOR September 11th, 2017**
- IV. CITIZENS' TIME TO ADDRESS COMMITTEE 7:20 – 7:25 pm**
- V. GUESTS**
Gretchen Schubeck, Sustainability Coordinator, City of Novato.
- VI. STAFF CONCERNS 7:50 – 8:00 pm**
- VII. COMMITTEE MEMBERS' COMMENT TIME 8:00 – 8:15 pm**
- A. Welcome new Alternate member**
B. Farewell to Ky and many thanks for your help
C. Other committee comments
- VIII. SUBCOMMITTEE REPORTS 8:15 – 8:40pm**
- A. Clean & Green Day – Susan and Ed
B. Signs - Ed
C. Business/Landscape Recognition - Judie
D. Island/Site Adoption - Review of Island Conditions
E. Public Outreach – Susan and Charlotte
F. Strategic Planning – Ginny and Marcia
- IX. OLD BUSINESS 8:40 – 8:55 pm**
Previous Business/Landscape Recognition Nominations
1. Courtyard by Marriott
1400 Hamilton Parkway
Novato CA 94949
- IX. NEW BUSINESS**
- A. Nominations for Business/Landscape Recognition.
B. New Member Orientation

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
Novato Streetscape Committee MINUTES
August 14, 2017
City of Novato-City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:	Staff:
Susan Stompe- Chair	Clive Shigoli
Marcia Basalla -Vice-Chair	Veronica Brierley
Ginny Hanna	
Kyla Medigovich	Guests:
Ed Schulze	Steve Grant
Charlotte Urban	Mary Rawles
Judith Buder	

II. APPROVE MINUTES OF July 10th, 2017

Approved by 6-0 vote. Hanna to abstain. Medigovich was not in attendance.

III. APPROVE AGENDA FOR August 14th, 2017

Approved by 6-0-0 vote. (6-Approve, 0-Abstain, 0-Absent)

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

Steve Grant, representing the Friends of Fairway Island addressed the committee of their fundraiser/party that they had for all of the neighbors and collected \$1,625.00 for the "Friends of Fairway" median project. Steve Grant, who represented the "495 Fairway" project is requesting Streetscape funding of \$500.00 for the improvement of the median. Steve stated the neighbors do not want an Adopt-An-Island sign and that there will be no irrigation. They will be removing old plants and rocks and the median will be the same plan as the "Friends of Fairway" median. Steve's arborist will trim trees. The tree has black sap coming out of the bark and the trunk is swelling and peeling. The neighbors will maintain the median.

Steve Grant stated that his neighbor offered to donate a stainless steel and aluminum windmill for the median. He passed a photo of the windmill to the committee members.

The Streetscape Committee Members motioned to approve the \$500.00 funding for the "495 Fairway" median project with a 7-0 vote and declined the offer of the sculpture.

Gretchen Schubeck, Sustainability Coordinator, of the City of Novato did not attend the meeting as the Guest.

V. STAFF CONCERNS

Shigoli stated that he emailed Bev, from "Friends of Fairway Island" project that it was not a good idea to put a fixture in the median and that he said no to the fixture.

VI. COMMITTEE MEMBERS' COMMENT TIME

Basalla stated that she had sent an email to Russ Thompson regarding the irrigation issue and the replacement of plants at the downtown bus depot. Russ stated his preference would be to plant in the fall. Marcia wanted to know the status of trees in the islands. Marcia will speak with Russ about when to plant and thinks that fall is better.

Shigoli stated that Gretchen McCann would be designing the islands on Redwood Blvd, south of the committee island and that Basalla should come up with a list of plants lost due to the construction by Thompson Builders, the contractor in charge of the downtown bus project.

Stompe stated that Wednesday, September 6th at 10:00 a.m. would be the ribbon cutting for the new downtown bus stop. She asked if another committee member could attend.

Stompe stated that the tree at the entrance to Pioneer Park at the curb is dead. The one on the south side looks dead. The tree next to it looks healthy.

Buder requested to moving her name to Island/Site Adoption under the Subcommittee Reports.

VII. COMMITTEE MEMBERS' COMMENT TIME CON'T

Stompe stated she has the form to get the space reserved for the Clean & Green Day event on April 21, 2018. Clive stated that the banner is booked as well. Susan stated that the banner will be replaced. The subcommittee Clean & Green Day meetings will start in October 2017.

Basalla asked about the poster for Clean & Green Day. Stompe stated that she will look into the details of re-designing the poster.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

No meetings scheduled at this time.

Next Clean and Green Day date is scheduled for April 21st, 2018.

MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island Information	Applications Sent out	Applications Returned	Applications Approved	Medians Adopted
July 2017	1	0	1	1
August 2017	1	1	1	1
September 2017	0	0	0	0

Signs

Schulze installed a sign at Fairway Drive, and one at Diablo Avenue & South Novato Blvd. Marcia asked if we needed to buy more material and Schulze stated that we needed to order 4-6 more foam signs. Shigoli stated that there are 3 left and that he will check with Centric Signs. Schulze asked for any suggestions as to where to put more signs. Marcia asked about the price of the signs and Schulze stated they were about \$400.00 each including framing, foam backing, and plywood. Schulze also stated that the signs can be re-used. Clive stated that a sign needed to be re-done.

Stompe asked if 2 newly landscaped islands on Rowland Blvd are adopted. Shigoli said not yet.

Island/Site Adoption

Business Landscape Recognition

Basalla brought in a frame to show the committee members for recognition. The frames were \$3.00 at Target. Stompe suggested that she thinks it would be a good idea to have Veronica and Maggie Rufo work together to do recognition certificates for the frames. Stompe also stated that Laura McDowall has the city logo for the certificates.

Stompe stated that Maggie Rufo will be Peggy Flynn's assistant.

Public Outreach

Stompe stated that she spoke to Peggy Flynn about receiving a letter about the Chamber of Commerce Leadership class. Stompe spoke to NovatoCommunityTV about a doing a video. They wanted before and after pictures of adopted islands and a picture of recently recognized business landscapes. Stompe and Urban will meet with NovatoCommunityTV. Schulze inquired what the Leadership group had done for us. Stompe stated that the Leadership group made brochures and did website work for us. Stompe suggested we could put in a brief video and an update of the website with pictures, and that she will have a committee meeting with Urban.

Strategic Planning

Hanna suggested to expand on Clean & Green Day to go year round because of the increase in trash everywhere. Hanna's idea was to have a neighborhood project with someone taking the lead. We would supply garbage bags for the neighbor's to do clean-up work. Basalla stated that one of the suggestions is to get neighborhood kids involved. Basalla also suggested using the website "Next Door" to get the neighbors involved because the city needs to develop an awareness to keep Novato clean. Basalla will seek acknowledgment from City Council members. Hanna recommended that we come up with a slogan about not littering. Hanna also suggested new flyers and to solicit help from Mary Osbourne, who has done the flyers for Clean Mill Valley. Basalla will send Mary Osbourne the info for the flyer so she can help with it. There will be no cost for the flyer design. Hanna asked the Streetscape committee members if they were in favor of the neighborhood project idea. All members were in favor of the idea. Schulze suggested keeping the committee informed.

Stompe stated that the next County Litter Summit Meeting will be August 28, 2017. Stompe stated that the San Marin community are looking to become active again and address some median issues.

Basalla stated that she spoke to Karen Strolia, the Downtown Streets Team Coordinator, and asked if they would work with the community to help with planting, etc.

Stompe stated it is International Coastal Clean-Up Day on September 16, 2017 from 9:00 a.m.-12:00 p.m. They are to meet at the Scottsdale Pond Gazebo. There will be 2 or more segments of Novato Creek to clean up. There will be a dumpster that will be put out Friday on Donna Street off of Rowland Blvd. There will be a free BBQ immediately following the event at the Bay Model Visitor Center in Sausalito from 12:00 p.m.-2:00 p.m. if you participate.

Stompe stated the annual Native American Trade Feast at the Marin Museum of the American Indian, will be on September 16, 2017 from 11:00 a.m.-5:00 p.m. at Miwok Park.

Future Sub-Committee Meetings

No meetings scheduled at this time.

VIII. OLD BUSINESS

Previous Business Landscape Recognition Nominations:

1. 1701 Novato Boulevard
Novato CA 94945 Approved 6-0

2. Shell Station
7300 Redwood Blvd
Novato, CA 94949 Declined 6-0

3. Novato History Museum
815 DeLong Avenue
Novato, CA 94945 Approved 6-0

IX. NEW BUSINESS

A) Business/Landscape Recognition Nominations

1. Courtyard by Marriott
1400 Hamilton Parkway
Novato CA 94949

B) New Member Orientation

X. ADJOURNMENT

Meeting adjourned at 8:35p.m.

Next Meeting: September 11th, 2017 at 7:00 p.m.