



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

CANCELLATION NOTICE OF REGULAR MEETING

AGENDA

**Novato Streetscape Committee Meeting
Monday, October 9, 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 September 11, 2017**
10 minutes total for Minutes & Agenda approval
- III. APPROVE AGENDA FOR October 9, 2017**
- IV. CITIZENS' TIME TO ADDRESS COMMITTEE 7:20 – 7:25 pm**
- V. STAFF CONCERNS 7:50 – 8:00 pm**
- VI. COMMITTEE MEMBERS' COMMENT TIME 8:00 – 8:15 pm**
- A. Welcome new committee member, Peter Andreucci.**
- VII. 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
 - G. Financial – Ed
- VIII. OLD BUSINESS 8:40 – 8:55 pm**
Previous Business/Landscape Recognition Nominations
- 378 Bel Marin Keys Blvd.
Novato, CA. 94949
- Novato 7th Day Adventist Church
495 San Marin Drive
Novato, CA. 94945
- IX. NEW BUSINESS**
- A. Nominations for Business/Landscape Recognition.
 - B. New Member Orientation
 - C. Litter Summit Involvement – Stompe, Basalla, Hanna

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
September 11, 2017
City of Novato-City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:	Members Absent:	Staff:
Susan Stompe- Chair	Judith Buder	Clive Shigoli
Marcia Basalla -Vice-Chair	Kyla Medigovich	Veronica Brierley
Ginny Hanna		
Ed Schulze		Guests:
Charlotte Urban		Gretchen Schubeck

II. APPROVE MINUTES OF August 14th, 2017

Approved by 5-0-2 vote. (5-Approve, 0-Abstain, 2-Absent) Medigovich and Buder were not in attendance.

III. APPROVE AGENDA FOR September 11th, 2017

Approved by 5-0-2 vote. (5-Approve, 0-Abstain, 2-Absent) Medigovich and Buder were not in attendance.

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

- Gretchen Schubeck, is the new Sustainability Coordinator, for the City of Novato and has been working in the non-profit sectors organizing Eco-Fairs, Clean-Up Days, beautification work, and Film Festivals. Her primary role will be to implement the 30 measures that were identified in the draft General Plan to reduce greenhouse gas emissions. The measure can be viewed in the back of the General Plan.
- Schubeck is looking at ways to partner with community organizations like the Streetscape Committee and other committees. She would like to add another element to Clean & Green Day and suggested that day could start with Clean & Green Day in the morning, followed by music, food, and different booths; such as non-profit groups, information on composting, transportation, etc to help increase the profile of Clean & Green Day.
- Stompe stated that Clean & Green Day is a full job for her and Ed and if someone would chair the afternoon event that would be great. Stompe had spoken to Peggy Flynn and the chair of the Multicultural Commission about doing their event on the Green after the cleanup.
- Basalla stated that expanding the Clean & Green Day is a good idea but we would need help from the city of Novato. We don't have a lot of funds and we need the City of Novato who have the network to help us expand the Clean & Green Day.
- Schubeck states that outreach and education is a key part of her job and expanding the Clean & Green Day would expand awareness. She is also interested in exploring a Sustainability Awards Evening in city hall to honor the people of Novato for doing exceptional things for the environment. Businesses and schools should be recognized and publicly acknowledged to celebrate what is working with Sustainable Novato.
- Schubeck would like to plant more trees in Novato because it's a way to give oxygen to the environment and to mitigate climate change. She would like to encourage people to plant more trees on their property. Tree covering is a climate gas reduction measure. She has a list of trees good for mitigating greenhouse gas emissions. Basalla suggested planting native trees since we need to be careful of habitat and support it.
- Schulze stated that a tree was planted at the Miwok museum. Stompe stated that was when we became a Tree City. In order for that to continue, we need someone on the committee to help fill out the forms when it comes up for renewal and make suggestions as to when and where to plant the trees. Stompe said we need to renew our permit to be a Tree City again. Schubeck will follow up on the permit that we had about 5 years ago. Urban offered to ask Michael Landrum if he would be in charge of the Tree City renewal, since he was the one initiate it.

- Hanna stated that she and Basalla are trying to get neighborhoods involved to take care of their own spaces in a year round basis. They have a pilot project ready to launch and have recruited two people. They have been in contact with Clean Mill Valley for information on educating the public. The Trash Summit is coming up November 1, 2017 and the next meeting is Monday, September 18, 2017 to see what do about the neighborhood litter. Hanna stated that she looked up different organizations that have programs to clean up litter and what she saw was that you have to have enforcement and give out tickets and then people will pay attention. The Trash Summit is looking into this. Basalla stated that besides doing Clean & Green Days, we need to take it further through education regarding litter and to take responsibility. Hanna stated that one of her volunteers educates children regarding litter with songs that she has written.
- Basalla suggested to connect with Sustainable Novato to see if they could volunteer. Schubeck stated that we would need 6 or 7 on the committee and that she has also been looking into showing a documentary film series on trees once a month and suggested that the Streetscape Committee could co-host in City Hall.

V. STAFF CONCERNS

- Shigoli received the PG&E plans for the median remediation for the islands beginning at Lamont to the Committee Island on Diablo. Basalla asked if PG&E is taking out the trees and doing the landscaping. Shigoli stated he has not seen the plans yet and wasn't sure who would be in charge of the remediation. Schulze asked if the Streetscape Committee would be able to look at the plans and Shigoli stated that they would be available for review.
- Shigoli stated there are plans to get Redwood Blvd. landscaped from Rowland Blvd. to San Marin Drive done. Once the bus stop is done, we will work on the downtown area. Then do Shamrock to the San Marin Drive freeway entrances, then from Diablo Avenue to DeLong Avenue and back to Rowland. Basalla stated that now that the water is back she would like to put in about 10 plants herself with volunteers. Shigoli requested Basalla to come up with a list of plants to submit. Shigoli stated that the City of Novato would have to go back and plant the plants at the other islands. Shigoli stated that we are losing the big Cork Oak between Vallejo Avenue and Grant Avenue that was affected by the irrigation issue. Stompe confirmed with Shigoli that he got a list from Christina Stroeh for the theater planting to add to the list of plants for the City of Novato to plant.
- Shigoli stated the Soroptimist sign next to the fountain is down and Schulze stated it has to be replaced. Schulze also mentioned the sign on DeLong Avenue and Redwood Blvd. at the end of the transit hub needs to be replaced. Shigoli stated he ordered 4 more signs for Ed to put in. Schulze asked Shigoli if he found 4 x 4 posts and Shigoli stated he can make them.

VI. COMMITTEE MEMBERS' COMMENT TIME

- Stompe let the committee members know about the new committee member who was not at the meeting.
- Stompe read a farewell letter from Medigovich who will be leaving the Streetscape Committee. Medigovich would like to still participate in Streetscape activities.
- Schulze suggested to add "Financial under Subcommittee Reports". Stompe suggested to Shigoli for a print-out of the committee balance. Shigoli will add that to the minutes.
- Stompe stated she has the form to get the space reserved for the Clean & Green Day event on April 21, 2018. Shigoli will book the banner as well for 2018. Susan stated that the banner will be replaced. The subcommittee for Clean & Green Day meetings will start October 16, 2017 at 7:00 p.m.
- Stompe stated that she will look into the details of re-designing the poster for Clean & Green Day. Peggy Flynn suggested it could be done in-house.
- Basalla asked about getting Name Pins for the Streetscape Committee with a logo on it. Shigoli will look into the pins.
- Stompe stated that Coastal Clean-Up is coming up and one of the problem areas is dumping garbage around the creek near Novato Chevrolet and she will talk to the manager there about it.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

Next meeting will be Monday, October 16, 2017 at 7:00 p.m. at Stompe's house.

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	Median's Adopted
July 2017	1	0	1	1
August 2017	1	1	1	1
September 2017	0	0	0	0

Signs

- Schulze asked Shigoli if he ordered (4) more foam signs and Shigoli stated he will make 4 x 4 brackets out of ¾” plywood.
- Schulze stated he will talk to Leonardi’s and Napa Auto Parts about Adopt-An-Island program.

Island/Site Adoption

- Stompe spoke to Buder about managing complaints of Adopt-An-Island. We did receive a complaint about the island in Pacheco Valley about weeds and plants that had died because of the broken irrigation. Basalla will do some planting in the fall adding more color like verbena.

Business Landscape Recognition

Public Outreach

- Stompe stated she is trying to get the video going, and put in a call to Pam Haessly from NovatoCommunityTV to see if we can come up with a contract. Stompe will have to meet with Peggy Flynn to clarify what costs are associated and what role the City of Novato has in reviewing the content of what we do.
- Basalla asked about Leadership and would like to go forward with NovatoCommunity TV.
- Basalla spoke to Russ Thompson and he said he has interns he could have look at the islands and rate them using a star system. This would go hand-in-hand with the letters that are sent out to people who are not taking care of their islands.

Strategic Planning

- Hanna asked for the volunteer releases to be approved because she is getting interest from the public on the neighborhood program that she is working on with Basalla.
- Shigoli stated that every volunteers would need to fill out a daily sign-in sheet.
- Hanna is working on developing a few print materials for the neighborhood project that she is working on with Joanie DeGabriel. They don’t have any prices yet because they haven’t finalized it. They will call it “Clean Novato”, and then have a tag line that says “Team Up To Clean Up”. Basalla is talking with Mary Osborne, who does work for Clean Mill Valley and hopes to have something by the next meeting.
- Hanna stated that she would like to keep the Clean & Green Day phone number to keep in contact with the volunteers. Basalla and Hanna would check the messages and change the greeting for each event. Stompe approved to use the Clean & Green Day phone number.
- Basalla is looking at getting a two sided sign anytime work is done that has a logo of a picture of Novato along with the City of Novato logo that says “Team Up To Clean Up”, Help Keep Novato Litter Free”. She would also like to have the logo on the vests they would use. Basalla was going to research about patches for the vests.
- Hanna stated that Joanie will put another broadcast out to the website “Next Door” regarding the neighborhood project.

VIII. OLD BUSINESS

Previous Business Landscape Recognition Nominations:

1. Courtyard by Marriott
1400 N. Hamilton Pkwy.
Novato, CA 94949 Approved 5-0

IX. NEW BUSINESS

A) Business/Landscape Recognition Nominations

1. 378 Bel Marin Keys Blvd.
Novato, CA. 94949
2. Novato 7th Day Adventist Church
495 San Marin Drive
Novato, CA. 94945

B) New Member Orientation

X. ADJOURNMENT

Meeting adjourned at 9:00 p.m.

Next Meeting: October 9, 2017 at 7:00 p.m.