



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, December 11, 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 and November 13, 2017**
10 minutes total for Minutes & Agenda approval
- III. APPROVE AGENDA FOR December 11, 2017**
- IV. CITIZENS' TIME TO ADDRESS COMMITTEE 7:20 – 7:25 pm**
- V. RUSS THOMPSON, PUBLIC WORKS DIRECTOR-DISCUSSION ON BUDGET.**
- VI. STAFF CONCERNS 7:50 – 8:00 pm**
- VII. COMMITTEE MEMBERS' COMMENT TIME 8:00 – 8:15 pm**
- 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
 - G. Financial – Ed
- IX. OLD BUSINESS 8:40 – 8:55 pm**
Previous Business/Landscape Recognition Nominations
- | | |
|---|--|
| 1. Novato Kitchen & Bath
1066 Machin Avenue
Novato, CA. 94945 | 3. Our Lady of Loretto School
1811 Virginia Avenue
Novato, CA. 94947 |
| 2. Our Lady of Loretto Church
1806 Novato Blvd.
Novato, CA. 94947 | 4. CSW/Stuber-Stroeh Engineering Group, Inc.
45 Leveroni Court
Novato, CA. 94949 |
- IX. NEW BUSINESS**
- A. Nominations for Chair and Vice-Chair
 - B. Nominations for Business/Landscape Recognition
 - C. Trash Summit Summary - Ginny

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:

Susan Stompe- Chair
Marcia Basalla -Vice-Chair
Ginny Hanna
Ed Schulze
Charlotte Urban

Members Absent:

Judith Buder
Kyla Medigovich

Staff:

Clive Shigoli
Veronica Brierley

Guests:

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.

draft
Novato Streetscape Committee MINUTES
November 13, 2017
City of Novato-City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:

Susan Stompe- Chair
Marcia Basalla -Vice-Chair
Ginny Hanna
Ed Schulze
Judie Buder
Peter Andreucci

Members Absent:

Charlotte Urban

Guests:

Chris Nessler

Staff:

Clive Shigoli
Veronica Brierley

II. APPROVE MINUTES OF October 16, 2017

Approving the Minutes of October 16, 2017 was a typo on the agenda, there were no minutes approved.

III. APPROVE AGENDA FOR November 13, 2017

Approved 6-0-0-1 (6-Approved, 0-Opposed, 0-Abstain, 1-Absent)

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

Chris Nessler, from Alain Pinel Realtors, would like to give back to the community by adopting an island on Wilson Avenue. Schulze let Chris Nessler know the only criteria the Streetscape committee has is to approve the plants. Chris Nessler stated that the irrigation is already in place and in good shape. Chris Nessler also stated that she will be working with a landscaper to help with keeping up the island that already has 2 trees and Mexican Sage. Chris Nessler would like to add Creeping Rosemary as a groundcover and drought resistant flowers. Schulze let Chris Nessler know that there is a \$500.00 max that the Streetscape committee gives towards plants for the island. Chris Nessler stated that she would also add her own money to the island. Stompe asked Chris Nessler if she could videotape the island before the landscaping starts to show before, during, and after. Chris agreed.

V. STAFF CONCERNS

- Shigoli let the committee know that he has the Adopt-an-Island Financial Reports to pass out to the committee.
- Schulze commented to the committee that he was very happy with the presentation of the Agenda and Minutes.

VI. COMMITTEE MEMBERS' COMMENT TIME

- Peter Andreucci, the new committee member, introduced himself to the other Novato Streetscape members. He is the manager for the West Coast Operations with Bartlett Tree Service. He studied Forestry and is a Board Certified Master Arborist. He is hoping to bring his knowledge about trees to be able to support the committee with input about replacement trees, planting strategies, species list, or become Tree City USA again.
- Schulze stated that when the city is beginning to improve the landscaping, they run the plans by the Novato Streetscape Committee, and also stated to Andreucci that his input would be beneficial because they do a review on proposed landscaping that the city does.
- Andreucci asked if we had a Tree Advisory Board. Shigoli stated that we usually work with an arborist outside of the City of Novato staff.
- Schulze stated that we only do recommendations and requests through the City of Novato, and that the city does the purchasing for planting in the medians. Schulze stated that if an Adoptee wanted to modify or improve the island, they would submit a plan with a cost estimate, the Novato Streetscape committee would review it to see if they recommend it or not, then it goes to the city for up to \$500.00 of Streetscape funds.
- Andreucci stated he would like to learn more about the City of Novato structure. Shigoli explained the City of Novato structure to Andreucci and the committee.

- Schulze stated that some of the islands we have the City of Novato maintains, or its been adopted by an individual or group, or it's under an association that funds the city to maintain it.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Stompe stated that at the last Clean & Green Day Meeting on Monday, October 23, 2017, the committee discussed the reservation for the facility for the patio and the bathrooms that is now granted. The banner space is reserved. Stompe also stated that since this is her last year for Clean & Green Day, we need someone to take on some responsibilities. Hanna volunteered to be responsible for the site set up, sign-up sheets, and map updates. Stompe stated we need about 4-5 people for the table sign-up, 2 people at the vest distribution, and about 4 people at the signs.
- Stompe stated that they will keep the background color and continue to use the design from the 50th anniversary sign. Stompe also needs to get the cost from Centric Signs.
- Stompe asked Shigoli how the banner is holding up and he said we would need to get another one.
- Stompe will go to the Novato Sanitary District to see if they can pay for the two big signs.
- Stompe stated that Basalla was going to check with Joni DeGabriel about email possibilities about getting the word out about Clean & Green Day.
- Next Clean & Green Day Meeting is November 29, 2017 at 7:00 p.m. at Stompe's house.
- The Clean & Green Day event is scheduled for April 21, 2018.

MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island Information	Applications Sent out	Applications Returned	Applications Approved	Median's Adopted
September 2017	0	0	0	0
October 2017	0	0	0	0
November 2017	1	1	1	1

Signs

- Schulze replaced the Soroptimist sign on the corner of Redwood Blvd and Diablo Ave. because it had been run over and is very old. Schulze would like to upgrade any of the old signs.

Business Landscape Recognition

- Buder inquired about the business cards.
- Stompe stated on the display there is a certificate to Marin Bio Logic at 378 Bel Marin Keys Blvd. Basalla had suggested to change the wording on it. Stompe will see about presenting it to them at their office or at a council meeting.

Island/Site Adoption

- The Streetscape Committee will be dividing up the adopted islands so that each person would have about 5-6 islands to monitor to be sure that people were taking care of the islands. Stompe stated they would be reviewing the islands periodically among the committee and will get a list together to hand out as to what islands everyone is assigned to monitor.

Public Outreach

- Stompe stated that she and Urban are still working with Novato CommunityTV on the video.

Strategic Planning

- Hanna updated the committee with the new monthly clean-up project. On their first clean-up, Hanna, Basalla, and Joni DeGabriel went along the sound wall on Nave Drive to pick up the trash. Hanna stated they are looking at a date in December to get people involved. Hanna commented that they received some sign-ups from the Trash Summit to help with clean-ups.

- Hanna stated that a volunteer has been helping on her own behind the Nugget Grocery Store and is interested in helping out once a month. There are a lot of cigarette butts and there is a need for recycled bins in the shopping center.
- Hanna and Basalla spoke to Mary Osborne, who is helping out with the Streetscape brochure at Summit Day, and she needs more pictures and text. Her estimate for the brochure is between \$400-500. Hanna asked the committee where we could print the brochure.
- Hanna suggested that we do need business cards for the Streetscape committee to be able to hand out at other events.
- Hanna suggested a good way of advertising would be having a large sandwich display board on heavy card stock with pictures and the Streetscape logo when they are at Clean & Green Day and other events.
- Hanna suggested that it would be a good idea to order vests that have the “Team Up To Clean Up” logo on the back and also a website and a phone number. Hanna will look into purchasing vests.
- Schulze suggested to take existing vests that we have and put the “Team Up To Clean Up” logo.
- Stompe stated that when the city allowed the rental of the bus stop space for advertising, the people who place their ads are responsible for the area to be graffiti clean and cleaned up. Stompe suggested to Shigoli to find out who is responsible for the garbage cans at the bus stops.
- Hanna asked Stompe to find out how much a tri-fold brochure would be with Zenith Printing.
- Hanna stated that we need to update our Streetscape Website and contact information.
- Basalla stated that she will contact Sylvia Barry, who helped with the Streetscape Website. Mary Osborne will help getting the Streetscape Website set up with email and phone information.
- Schulze informed the committee that anytime we have to vote on regarding money, we need to have an estimate to make recommendations. Basalla will contact Mary Osborne for her estimate, and Stompe will contact Zenith Printing for the brochure.

Financial

- Schulze stated that the Streetscape Committee had started out with \$12,523.00 and our two expenditures were a reimbursement of \$500.00 to a Fairway Drive Island, and the Adopt-an-Island signs from Centric Signs, which was \$1280.00, so that brings us down to \$10,742.00 Schulze stated that the money for the Country Club went to the city for the maintenance of the islands.
- Shigoli stated the money was added to the Streetscape funds, which was about \$16,000, and whatever wasn’t spent was left in the account.
- Schulze stated that now that we have an account, we can show our expenditures and subtraction from the account.
- Basalla stated the Country Club donation was designated for the landscaping in the Ignacio median. The Streetscape committee had 9,000 prior to receiving the deposit, and after the median was re-done, the unused portion was added to the committee’s balance.
- Schulze confirmed with Shigoli that the Ignacio median is maintained by the city.
- Basalla mentioned that we will not be getting the \$5,000 allocation anymore. Basalla read a letter of the budget to Russ Thompson from Kyla Medigovich. Shigoli stated that there was a change of giving the \$5,000 allocation and Russ Thompson will let the committee know.
- Schulze stated that grabbers are a good way of stimulating participation. Schulze made a motion to buy 20 extra grabbers for volunteers, seconded by Basalla, and passed unanimously.
- Shigoli stated that March 1st is when we get the budget so if we want to put anything in before March, we need to put in a proposal.

VIII. OLD BUSINESS

Previous Business Landscape Recognition Nominations:

1. Marin Biologic Labs
2. 378 Bel Marin Keys Blvd.
1400 N. Hamilton Pkwy.
Novato, CA 94949 *Approved 6-0-1 (6-Approve, 0-Opposed, 1-Absent)*
3. Novato 7th Adventist Church
495 San Marin Drive
Novato, CA 94945 *Approved 5-1-1 (5-Approve, 1-Opposed, 1-Absent)*

IX. NEW BUSINESS

A) Business/Landscape Recognition Nominations

1. Novato Kitchen & Bath
1066 Machin Avenue
Novato, CA. 94945
2. Our Lady of Loretto Church
1806 Novato Blvd.
Novato, CA. 94947
3. Our Lady of Loretto School
1811 Virginia Avenue
Novato, CA. 94945
4. CSW/Stuber-Stroeh Engineering Group, Inc.
45 Leveroni Court
Novato, CA. 94949

B) New Member Orientation

- The Brown Act Orientation will be Thursday, November 30, 2017 at 6:00 p.m. at the Novato Unified School District or will be on channel 27 if someone cannot attend.

C) Litter Summit Involvement

- Stompe stated that at the Litter Summit they had a very good turnout and had 3 volunteers sign up to help in Novato.
- Basalla had pictures on a display poster board regarding the work done on the Pacheco Island adoption.
- Stompe brought the display showing the three projects of the Novato Streetscape Committee; Clean & Green Day, Adopt-an-Island, and Business Landscape Recognition.
- Stompe showed the committee about “The Lifecycle of Trash” paper that was passed out.
- Schulze stated he would like to get school kids involved.

X. ADJOURNMENT

Meeting adjourned at 8:45 p.m.

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