



THE CITY OF
NOVATO
CALIFORNIA

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

Mayor
Josh Fryday
Mayor Pro Tem
Pam Drew
Councilmembers
Denise Athas
Pat Eklund
Eric Lucan

City Manager
Regan M. Candelario

AGENDA
Novato Streetscape Committee Meeting
Monday, March 12, 2018, 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 12, 2018**
10 minutes total for Minutes & Agenda approval
- III. APPROVE AGENDA FOR March 12, 2018**
- 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**
- VII. SUBCOMMITTEE REPORTS 8:15 – 8:40 pm**
- 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
 - Brochure Design and Printing Cost
 - G. Financial – Ed
- VIII. OLD BUSINESS 8:40 – 8:55 pm**
- A. Previous Business/Landscape Recognition Nominations
 - 938 Diablo Avenue, Novato, CA. 949947
(Shopping Center with Panda Express)
- IX. NEW BUSINESS 8:40 – 8:55 pm**
- B. Nominations for Business/Landscape Recognition
 - C. Litter Summit Involvement – Ginny
 - D. Annual Report 2017

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

February 12, 2018

City of Novato-City Hall

922 Machin Avenue, Novato, CA 94945

I.

Members:	Members Absent:	Staff:
Marcia Basalla- Chair	None	Clive Shigoli
Ginny Hanna -Vice-Chair		Veronica Brierley
Susan Stompe		
Ed Schulze		
Charlotte Urban		
Peter Andreucci		

II. APPROVE MINUTES OF January 8, 2018

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

III. APPROVE AGENDA FOR February 12, 2018

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

IV. CITIZENS’ TIME TO ADDRESS THE COMMITTEE

Steve and Joy McKeever are volunteers who introduced themselves to the committee. They have been the Team Up to Clean Up couple who have been helping Basalla and Hanna picking up tons of garbage especially along Alameda del Prado area. The McKeever’s are from Marin County and are very committed to keeping Novato clean. Mr. McKeever inquired if we could put up signs to deter people from littering and leaving cigarette butts in the street. Clive said he would look into this possibility. The McKeever’s would like to see more street sweeping in the streets. The McKeever’s along with Basalla and Hanna will be keeping track of how many bags are used to pick up trash for statistical purposes.

V. STAFF CONCERNS

- Heather Hafer was present as our staff guest. Hafer would like the names of the businesses who will be recognized at a Council meeting, and recommended this recognition be agendized, rather than presented as a public comment. Hafer offered to get this item agendized, if someone sends her the business name and preferred Council meeting dates.
- Hafer stated she understood that the Streetscape committee requested \$5,000 last year; however, since the account showed a substantial balance, it wasn’t approved by the Finance Manager or the City Manager.
- Basalla stated that they spent a lot of time working on a budget that they thought went to the Council. Basalla was under the impression that it was approved. Hafer stated that she reviewed final budget documents for Fiscal Year 17/18 and also checked in with the Finance Supervisor, and there is no evidence of new money being allocated to the Streetscape Committee.
- Hafer stated that the City of Novato has started their Fiscal Year 18/19 budget process now and recommended the committee re-submit their request for \$5,000.
- Hafer stated that she understands that the Streetscape committee is revising and updating their Strategic Plan. She stated that Russ Thompson is excited to hear about this progress being made and would like to let the community know what the Streetscape committee has been doing. They would like to see an updated Strategic Plan, and any action motions towards goals and deliverables so that she can let the community know through social media.
- Hafer stated that she is the Public Works Webmaster Liaison who manages all of the Public Works communications. Hafer said she would be happy to feature the Streetscape Committee’s work by posting pictures and videos of their work on social media. Hafer can also post pictures to announce volunteers. Currently there’s a committee page and a Clean & Green Day dedicated page, but Hafer can look into having more Streetscape Committee information on the City’s webpage.
- Basalla will send the information about the Team Up To Clean Up Program, and the Novato CommunityTV video to post on the City’s social media platforms.

- Hafer stated that she would be available to meet with the Streetscape Committee to help with branding and web presence.
- Basalla stated that they have suggestions as a committee to the Council for the interview process. They would like to ask specific questions to be on the committee.
- Basalla stated if we get more publicity, we can recruit to be on the committee or just volunteer for different events.
- Hafer will post on social media to recruit volunteers for clean-up events if someone sends her information
- Hafer suggested a Streetscape Committee informational brochure be given to the Council Members before the interview to better acquaint themselves with the committee and its members.

VI. COMMITTEE MEMBERS' COMMENT TIME

- Stompe suggested when we give out the Certificates in a plaque to a business that has been nominated, that we will also be leaving an informational brochure regarding the Streetscape Committee and about Clean & Green Day.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Stompe stated that Schulze will get telephone messages and Hanna will be getting on-line sign-ups.
- Next Clean & Green Training Meeting is at Susan Stompe's house on April 19, 2018 at 7:00 pm.
- Basalla asked the McKeevers if they would be in charge of directing people to their cleaning site.
- Stompe passed out postcards to the committee to help place labels and stamps on the front, and Schulze will place in the mail in early March.
- Schulze brought in the Clean & Green Day flyers and distributed some to the committee to pass out.
- Stompe and Schulze went to Centric Signs to show them the poster which should be ready March 24th.
- Stompe stated that the Art Signs and Banner will be ready to be put up by the 1st of April.
- Stompe will re-format the Group Sign-In Sheet and suggested we assign people a section in Novato to clean up on Clean & Green Day.
- Shigoli brought the old banner to the meeting to show the committee.
- Hanna inquired to Shigoli if he purchased more garbage grabbers, and Shigoli stated that he has purchased 40 out of the Clean & Green money and we should have about 90 total.
- Schulze inquired how many vests we have and Shigoli stated he will take a count.
- Hanna inquired if we had contacted the Novato Schools regarding Clean & Green Day and if we could send them an electronic version.
- Hanna stated she spoke to Tom Brady with the Lyons Club and he said that 4 volunteers from his organization would help out with registration at the Clean & Green Day event. Hanna also emailed Pat Ecklund and Pam Drew regarding Clean & Green Day and their participation the day of the event.

MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island Information	Applications Sent out	Applications Returned	Applications Approved	Median's Adopted
December 2017	1	1	1	1
January 2018	0	0	0	0
February 2018	0	0	0	0

Signs

- Schulze asked Shigoli if we received paperwork for a median from Larry Paulger.
- Shigoli stated that the Paulger paperwork is completed for the median on Sunset Pkwy and Cambridge.
- Schulze stated that the Wilson Avenue Island sign will cost \$400.00. Shigoli stated he had not heard from Chris Nessler regarding that.
- Schulze asked Shigoli if he made up an extra framework for the Wilson median and Shigoli stated he has not. Schulze stated to have the structure ready for the sign to be available.

Business Landscape Recognition

- Basalla stated we will remove Judie Buder's name from the Agenda under Business Landscape Recognition.
- Stompe will send copy of past business' who have received recognitions.
- Basalla inquired to Stompe how to get on the Agenda with the City Council to recognize businesses who have received a Landscape Recognition.

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. 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.
- Basalla read all of the Islands on the list and who was responsible in the committee.

Public Outreach

- Stompe stated that Novato CommunityTV were not available in December and January and that we requested to get together with them so they can take pictures of Team Up to Clean Up for a video.
- Stompe stated that Novato CommunityTV will take pictures of newly landscaped islands.

Strategic Planning

- Hanna stated they had a clean-up day in February and got it done in an hour.
- Hanna stated some future goals: Improving outreach through Next Door, City of Novato website, and social media, refresh branding materials, increase volunteer participation, including high school students in clean-up days, and collecting photos and data.
- Basalla stated that she would like to recognize volunteers and Hafer will be helping the committee with social media posting and on the City of Novato website.
- Hanna suggested to get vests that have the logo "Team Up To Clean-Up" on the back.
- Basalla checked price of business cards at Staples, but will get another price at Costco as well.

Financial

- Schulze stated that he had spent \$48.83 towards island signs.
- Stompe stated she has a bill to submit to Shigoli.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

1. 938 Diablo Avenue, Novato, CA. 94947 (Shopping Center with Panda Express).

This nomination was continued to the February meeting since many had not visited it.

Schulze motioned to nominate again. – Approved 6-0-1-0 (6-Approved, 0-*Opposed*, 1-*Abstain*, 0-*Absent*)

B. Nominations of Chair and Vice-Chair

None.

IX. NEW BUSINESS

A) Business/Landscape Recognition Nominations

None.

B) Litter Summit Involvement

- Basalla stated that Waite and Shigoli might be interested in attending the next Litter Summit meeting on February 28, 2018 between 9:30-11:00 am.
- Hanna picked up a couple of new leads for the Saturday Clean-Up program, and also stated that there is a lot more awareness within the community.

C) Annual Report 2017

- Stompe inquired how many islands were adopted and will continue to work on this.
- Stompe stated that they will add another sentence to the Annual Report regarding Novato CommunityTV.

X. ADJOURNMENT

Meeting adjourned at 9:15 pm

Next Meeting: March 12, 2018 at 7:00 pm