



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
Council Members
Denise Athas
Pat Eklund
Eric Lucan

City Manager
Regan C. Candelario

Novato Streetscape Committee MINUTES
June 11, 2018
City of Novato - City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:

Marcia Basalla- Chair
Ginny Hanna -Vice-Chair
Jennifer Janeczko
Susan Stompe
Charlotte Urban

**Members
Absent:**

Jessica Power
Ed Schulze

Staff:

Clive Shigoli
Veronica Brierley

Guests:

Cliff Jacobs, Citizen
Russ Thompson
Public Works Director
Josh Fryday
Mayor

II.

APPROVE MINUTES OF May 14, 2018

Approved 5-0-0-2 (5-Approved, 0-Opposed, 0-Abstain, 2-Absent)

III.

APPROVE AGENDA FOR June 11, 2018

Approved 5-0-0-2 (5-Approved, 0-Opposed, 0-Abstain, 2-Absent)

IV.

CITIZENS' TIME TO ADDRESS THE COMMITTEE

- **Cliff Jacobs, a Novato citizen**, has a long history volunteering in Novato, and has come to a few meetings in the past, and was interested in tonight's Agenda.
- Basalla asked Russ Thompson, Public Works Director regarding the maintenance of the house on Boulevard Terrace and Novato Blvd that is city owned.
- **Russ Thompson, Public Works Director**
Thompson addressed the committee regarding the Adopted Islands Review and would like to establish expectations with which medians are highest priority (Gateway-close to freeways) to lowest. Thompson would like to establish a more formal process of annually reviewing the conditions of those medians. Thompson stated we would need a volunteer from the Streetscape Committee to send out a letter to check in with the person maintaining the median. Thompson stated that we need to work on a plan to contact the people who have adopted the island and let them know it is not being maintained. Thompson also stated that some people might not be interested anymore and we should check in with them if they need assistance of any kind. Thompson stated he would like to make a structured way and keep up communication with our existing volunteers who have adopted islands.
- Basalla will start to make calls to check in with people who have adopted an island if they are still interested in maintaining it.
- Stompe stated that we do have a protocol for medians that are not maintained and we have divided up the medians among the members to check on them.
- Stompe stated that the medians near the main freeways need to be maintained more.
- Stompe stated that the median in Ignacio was maintained by the Rotary Club.
- Stompe stated that we need to attract new adopters for the islands, review the islands quarterly, and try to get 10% more adopted each year.
- Thompson stated that the committee would need to evaluate the islands and use the 5 point system to evaluate the islands. A letter could go out to person asking if they are still interested in keeping up the island.
- Stompe stated we are working on putting together a brief video and go to various homeowners associations and civic groups to let them know what the Streetscape Committee does.

- Hanna stated we could put something in the Novato Newsletter regarding volunteering and adopting an island, and Basalla stated that we can put something in the Clean Marin website as well.
- **Mayor Josh Fryday**
- Mayor Josh Fryday thanked the committee for what the Novato Streetscape Committee does. Mayor Fryday stated that the Novato Streetscape Committee is providing an opportunity to our community to get involved. Mayor Fryday stated he is very proud that we are leaning toward one of our important values which is keeping our community clean and beautiful.
- Mayor Fryday stated that our staff has made important decisions to protect our community like not using Round Up pesticide.
- Mayor Fryday would like to keep our city more sustainable and beautiful by taking care of our parks and medians.
- Mayor Fryday agreed we need to hire more Public Works staff in the next couple of years to help make our city more beautiful.
- Basalla stated she would like to see Novato promote our open space more.
- Mayor Fryday said once the downtown Smart area is built, we will be a hub for bicycle riders to come to Novato to enjoy our open space and restaurants.
- Janeczko stated that REI in San Francisco rents bikes and if we developed a bike path from San Francisco to Marin it would open a lot of opportunities for people to come to Novato.
- Mayor Fryday stated we need more DPW staff and should think about streamlining our parks in Novato, and have neighborhoods adopt a park to help keep it litter free.
- Shigoli stated DPW has a weekend crew to help clean bathrooms, and we use contractors for tree work.
- Basalla stated that there could be a promotional campaign to get people thinking about volunteering in our community.
- Mayor Fryday suggested to bring potential proposals to the Council.

V. STAFF CONCERN

- Hanna asked Shigoli if there was any follow-up to the dump site at Creekside Deli on Marin Valley Drive. Shigoli stated that The Arc had gone out but it involves a lot of work, and therefore we will need the Conservation Corp to come help.
- Basalla stated that at the entrance to Rush Creek there is a lot of debris and in the frontage row.
- Russ Thompson suggested that an A-Frame Barricade with a Streetscape sign be displayed one week before the Team Up To Clean Up event would be a good idea to get volunteers.

VI. COMMITTEE MEMBERS' COMMENT TIME

- Stompe stated that she met with Michael Landram and Gretchen Schubeck about becoming a Tree City again.
- Stompe would like to be a Tree City and work with the city on the details.
- Stompe stated we need to identify where the city would like to plant trees, what type of trees, and work with Open Space and the school districts. Stompe will continue to work with Gretchen Schubeck and Michael Landram to pursue being a Tree City.
- Stompe suggested to do the annual Potluck on August 13, 2018 which will be her last day on the Novato Streetscape Committee.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Nothing to report at this time.

MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island Information	Applications Sent out	Applications Returned	Applications Approved	Median's Adopted
April 2018	2	0	0	0
May 2018	0	0	0	0
June 2018	0	0	0	0

Signs

- Nothing to report at this time.

Business Landscape Recognition

- None at this time.

Island/Site Adoption

- Stompe stated that she needs to get together with Marcus from Novato CommunityTV to get "Before and After" Island Adoptions.
- Stompe asked Shigoli if there were any new Island adoptions and Shigoli stated that 2 applications have gone out but have not come back.

Public Outreach

- Stompe stated that Novato CommunityTV would like finish up the video they are doing and also would like to take before and after pictures of an island adoptions. Novato CommunityTV would also like to take a picture of the Team Up To Clean Up group.
- Basalla announced that Marcus is leaving Novato Community TV.

Strategic Planning

- Basalla spoke to Mary Osborn regarding getting A-Frames and using the logo for art work to create a Team Up to Clean Up Poster Board to put on A-Frames to let the community know when they are volunteering and where.
- Basalla needs to get a price as to how much it would cost. The website was reviewed by Mary Osborn and she showed Basalla how to update it.
- Basalla suggested to make a list of what needs to be done on a monthly basis. Basalla stated that Publicity is of high importance.
- Basalla stated that she will reach out to Heather Hafer with branding.
- Basalla stated she would like to pursue active promoting, signs, and becoming a Tree City.

Financial

- Basalla asked Shigoli for a current print-out of how much money the Novato Streetscape has.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

- Le Cut of Marin Salon, 1009 Reichert Avenue, Novato, CA. 94945
Approved 5-0-0-2 (5-Approved, 0-Opposed, 0-Abstain, 2-Absent)
- Chevron Gas Station, 22 Rowland Way, Novato, CA. 94945
Approved 5-0-0-2 (5-Approved, 0-Opposed, 0-Abstain, 2-Absent)
- Downtown Novato Business Association (Stephanie Koehler)-Flower Pots on Grant Avenue (Various Locations)
Approved 5-0-0-2 (5-Approved, 0-Opposed, 0-Abstain, 2-Absent)

IX. NEW BUSINESS

B) Business/Landscape Recognition Nominations

- Hilltop Restaurant, 850 Lamont Avenue, Novato, CA. 94945
- Big O' Tires, 7427 Redwood Blvd., Novato, CA. 94945
- O'Reilly's Auto Parts, 1400 S. Novato Blvd., Novato, CA. 94947

C) Clean Marin – Ginny

- Hanna stated that they had a meeting last month and different groups reported on their progress.
- Hanna stated the Newsletter will be for advertising what is going on in regards to clean-ups.
- Hanna stated that Cal Trans had few adoptable spots left. Steve McKeever, who volunteers picking up litter on the Ignacio on-ramp has been approved with Cal Trans to help. He was given a hard hat from Cal Trans.
- Hanna stated that the Clean Highways group hope to get funding to get more officers patrolling litter thrown from cars.
- Hanna stated Clean Marin has a new logo and we will help contribute to keeping track of how much trash is collected and volunteer hours.

D) Signage on City Property - Marcia

- Hanna stated that signs were placed in the Novato Streetscape's newly chipped area (at the Pacheco Valley entrance), which damaged the area.
- Hanna asked Shigoli what we can do regarding the political signs. Shigoli stated he takes the signs down and brings them to the yard.

X. ADJOURNMENT *Meeting adjourned at 9:10 pm*

Next Meeting: July 9, 2018 at 7:00 pm