



THE CITY OF  
**NOVATO**  
CALIFORNIA

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City Manager  
Regan C. Candelario

**Novato Streetscape Committee MINUTES**  
**September 10, 2018**  
City of Novato - City Hall  
922 Machin Avenue, Novato, CA 94945

**I.**

<b>Members:</b>	<b>Members Absent:</b>	<b>Staff:</b>	<b>Guests:</b>
Marcia Basalla- Chair	Ed Schultz	Clive Shigoli	
Ginny Hanna -Vice-Chair	Jessica Power	Veronica Brierley	
Jennifer Janeczko			
Charlotte Urban			

**II. APPROVE MINUTES OF August 13, 2018**  
*Approved 4-0-0-2 (5-Approved, 0-Opposed, 0-Abstain, 2-Absent)*

**III. APPROVE AGENDA FOR September 10, 2018**  
*Approved 4-0-0-2 (5-Approved, 0-Opposed, 0-Abstain, 2-Absent)*

**IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE**

- None at this time.

**V. STAFF CONCERN**

- Shigoli introduced Melanie Fraley, City of Novato staff to the Novato Streetscape Committee. Shigoli stated Fraley is our Lead Worker with a crew of 4.
- Basalla asked Fraley where the next Team Up To Clean Up location could be next to take volunteers. Fraley suggested the crossroads at Redwood Blvd and Novato Blvd (4 corners).

**VI. COMMITTEE MEMBERS' COMMENT TIME**

- Basalla stated that she met with the Novato City Council and they asked what some of the major problems for the Novato Streetscape Committee. Basalla stated that some of the problems are weed abatement and lack of staff.
- Basalla stated that the Novato City Council asked how they could help the Novato Streetscape Committee & Basalla stated that they need help getting the word out to the community to promote what the Streetscape committee does.
- Basalla stated that Hanna invited the City Council to come to the next Team Up To Clean Up Day which is the first Saturday of the month.

## VII. SUBCOMMITTEE REPORTS

### Clean & Green Day

- Next Clean & Green Date is April 20, 2019.
- Hanna reserved the area for the next Clean & Green Day.
- Hanna reserved the Clean & Green Day ad in the Novato Park & Recreation Activity book, and also requested for a larger ad if possible.
- Hanna stated that Susan Stompe and Ed Schultz traditionally did most of the work to organize Clean & Green Day. In the next month, Hanna would like to request help to organize the duties of Clean & Green Day and would like to divide up the duties with the committee.
- Basalla stated that the Streetscape committee has funds and would like to get in touch with the local newspapers to get publicity early on for Clean & Green Day.
- Hanna stated that she would have the different tasks that could be assigned at the next meeting.

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### MONTHLY ADOPT-AN-ISLAND

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<b>Adopt-An-Island Information</b>	<b>Applications Sent out</b>	<b>Applications Returned</b>	<b>Applications Approved</b>	<b>Median's Adopted</b>
July 2018	0	0	0	0
August 2018	0	0	0	0
September 2018	0	0	0	0

### Signs

- None at this time.

### Business Landscape Recognition

- Janeczko and Power wrote up a criteria. Weeds and debris are the main criteria and the rest is suggestive.
- Basalla and Hanna went over the criteria with the committee to discuss the order of importance of each point.
- Shigoli and Fraley stated they would like to get volunteers to help put cardboard down and lay mulch in certain areas.
- Basalla stated that under the cardboard it is necessary to put a 4" layer of mulch.

### Island/Site Adoption

- Shigoli has updated the list and the committee discussed the conditions of the islands.
- Basalla stated we will be checking in monthly with our islands.
- Janeczko stated she checked up on the conditions of a couple of islands and reported they were in good shape.

### Public Outreach

- Urban and Stompe had met with Pam Pasy with the Novato CommunityTV to do a before and after video with another island.
- Basalla wanted to call CommunityTV to check if the video from Rush Creek got completed.

### **Strategic Planning**

- Hanna asked the members of the Streetscape Committee what they could do to improve for the New Member Orientation. Janeczko stated to understand the mission and goals of the Streetscape Committee.
- Basalla stated that it is key for new members to read up on the website what the Streetscape Committee is about and that they are expected to participate.
- Basalla stated that when new members join the committee, they would like to know what ideas new members have to share and why they would like to be on the committee.
- Janeczko stated she would like to be more involved with public outreach in the community.
- Hanna stated to Janeczko to come up with ideas of what she would like to do with the Novato Streetscape Committee.
- Hanna stated that the committee needs to think about publicity for Clean & Green Day and when at a Team Up To Clean Up day to let the public know who they are.
- Hanna stated she would like to order Novato Streetscape business cards to pass out to the public.
- Hanna stated she would like to hire a Webmaster to manage the Novato Streetscape website.
- Hanna would like to have a potluck in December.

### **Financial**

- Nothing at this time.

### **Team Up To Clean Up**

- Hanna stated that the Team Up To Clean Up group have cleaned up 11 sites since December, have up to 72 volunteers, collected 48 bags, miscellaneous furniture, and 109 volunteer hours.
- Hanna stated that Steve McKeever, one of their volunteers has put in 103 hours up until April, 43 bags and miscellaneous furniture items.

## **VIII. OLD BUSINESS**

### **A. Previous Business Landscape Recognition Nominations:**

- Oliver Automotive, 7417 Redwood Blvd, Novato 94945

## **IX. NEW BUSINESS**

### **B) Business/Landscape Recognition Nominations**

- Nothing at this time.

### **C) Clean Marin – Ginny**

- Nothing at this moment.

### **D) Streetscape New Member Orientation**

- Nothing at this time

## **X. ADJOURNMENT *Meeting adjourned at 9:00 pm***

*Next Meeting: October 8, 2018 at 7:00 pm*