



THE CITY OF
NOVATO
CALIFORNIA

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Mayor Pro Tem

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City Manager

Regan C. Candelario

Novato Streetscape Committee MINUTES

November 12, 2018

City of Novato - City Hall

922 Machin Avenue, Novato, CA 94945

I.

Members:

Marcia Basalla- Chair
Ginny Hanna -Vice-Chair
Ed Schulze
Jennifer Janeczko
Charlotte Urban
Michael Furry
Jen Adelman

Members Absent:

Staff:

Clive Shigoli
Veronica Brierley

Guests:

II.

APPROVE MINUTES OF November 12, 2018

Approved 7-0-1-0 (7-Approved, 0-Opposed, 1-Abstain, 0-Absent)

III.

APPROVE AGENDA FOR December 10, 2018

Approved 7-0-0-0 (7-Approved, 0-Opposed, 0-Abstain, 0-Absent)

IV.

CITIZENS' TIME TO ADDRESS THE COMMITTEE

- Susan Stompe – Working with Novato CommunityTV to provide a brief video to show organizations in town what Streetscape does.
- Stompe let the Novato Community TV know the final islands open to be adopted and will work with them to be sure items in the video are complete.
- Stompe stated she is working on becoming a Tree City with Michael Landrum and Gretchen Schubeck.
- Stompe stated that Cal Trans has a program to plant Oak trees on the freeway interchanges and encourage Streetscape to write a letter of support.

V.

STAFF CONCERN

- Shigoli stated that it is important to carefully select the trees when becoming a Tree City.
- Hanna stated she would like to have a potluck for the next meeting.

VI.

COMMITTEE MEMBERS' COMMENT TIME

- Jen Adelman, a new Streetscape committee member introduced herself to the members.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Next Clean & Green Date is April 20, 2019.
 - Schulze stated that he is not sure if Whole Foods is on board for the next Clean & Green Day, but is working with Whole Foods staff for a gift bag.
 - Schulze stated he will check with Nugget Market and Harvest Market as well if Whole Foods is not on board.
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MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island Information	Applications Sent out	Applications Returned	Applications Approved	Median's Adopted
September 2018	0	0	0	0
October 2018	1	0	0	0
November 2018	0	1	0	0

Signs

- Schulze stated that when the signs are available for island adoption, he will install them.

Island/Site Adoption

- Basalla stated she will re-allocate the islands assigned to each committee member.

Public Outreach

- Furry spoke about the Streetscape Facebook and how he updated it.
- Furry spoke about Facebook media and how to join In The Know Facebook page.
- Schulze motioned to join In the Know Facebook page. All Agreed.

Strategic Planning

- The committee would like to start updating a Facebook page to upload photos and post current events.

Financial

- Schulze asked Shigoli to clarify the allocation of the Streetscape yearly funding.

Team Up To Clean Up

- Hanna stated that Love To Dance in Novato helped clean up litter on 11/10/18.
- Basalla asked Shigoli if she could get more vests.
- Hanna stated that the volunteers picked up 8 bags of litter and spent 19.5 hours from behind Rowland Theater.
- Hanna stated that Steve and Joy McKeever picked up 13 bags of trash and worked 26 hours.
- Basalla stated that she has been forwarding pictures from Team Up To Clean Up to Maggie Rufo to promote it on the next E-Newsletter.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

- Westamerica Bank, 300 Ignacio Blvd, Novato 94949
Approved 7-0-0-0 (7-Approved, 0-Opposed, 0-Abstain, 0-Absent)

IX. NEW BUSINESS

B) **Business/Landscape Recognition Nominations**

- None at this time.

C) **Clean Marin – Ginny**

- Nothing at this moment.

D) **Streetscape New Member Orientation**

- New members received Streetscape Committee Handbook.
- Janeczko stated she will work on an unbridged version of what the Streetscape Committee is about.
- Nomination of New Officers 2019 to be added to Agenda.

X. ADJOURNMENT *Meeting adjourned at 8:45 pm.*

Next Meeting: December 10, 2018 at 7:00 pm