



THE CITY OF
NOVATO
CALIFORNIA

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

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

City Manager
Regan C. Candelario

Novato Streetscape Committee MINUTES
January 14, 2019
City of Novato - City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:	Members Absent:	Staff:	Guests:
Ginny Hanna, Chair		Clive Shigoli	
Michael Furry, Vice-Chair		Veronica Brierley	
Marcia Basalla			
Ed Schulze		Gretchen Schubeck	
Jennifer Janeczko			
Charlotte Urban			
Jen Adelman		Russ Thompson	

II. APPROVE MINUTES OF January 14, 2019
Approved 7-0-0-0 (0-Approved, 0-Opposed, 0-Abstain, 0-Absent)

III. APPROVE AGENDA FOR February 11, 2019
Approved 7-0-0-0 (0-Approved, 0-Opposed, 0-Abstain, 0-Absent)

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

V. STAFF CONCERN

- Election of slate of officers that were nominated at last meeting were Ginny Hanna for Chair and Michael Furry for Vice-Chair.
 - Ed motioned to approved. All Approve.
Russ Thompson
 - Russ Thompson addressed the committee regarding the Streetscape Committee budget and the lack of the \$5,000 in the account. Finance is still looking as to where the funds are. Thompson stated that the Council had approved it. Thompson stated that the funds should be in the account soon. Basalla stated that she did see the funds in the Council minutes.
 - Shigoli stated that Martin Lopez will be at the next meeting and is the new Lead.
- Gretchen Schubeck
- Proposing to have a Sustainability Fair on the Green in conjunction with Clean & Green Day. Schubeck gave an overview of the day and to get the committee's feedback. Schubeck is not asking for support from the committee.
 - Schubeck is proposing to have the Fair from noon to 4:00 pm. The space would be at Civic Hall, Civic Green, and some workshops in the Administration building. The concept for the event would be having a kid's area showing a movie, music, food, public agency booths, and some eco-friendly vendors. The intent of the day is to raise awareness about climate action and sustainability.
 - Schubeck will invite "All About Owls to the event.
 - Schubeck and Hanna spoke regarding reserving the space and if there could be an opportunity for co-branding.
 - Schubeck stated that the Cal Fire application for the Urban Forestry Plan has been submitted and will know in a few weeks if we will be invited to submit a full application to receive funding for tree inventory. This management plan will be for city owned trees only and will be a tool for the city to use in future planning.
 - Schubeck proposed to use burlap sacks that are 100% compostable. The burlap bags are recovered from coffee beans that are out of Seattle Burlap instead of plastic garbage bags for Clean & Green Day. The cost would be 700 bags for

\$350.00 plus shipping.

VI. COMMITTEE MEMBERS' COMMENT TIME

- Resolution 12-14 Discussion- Has been extended for 5 years.
- Basalla stated that they submit an annual report. The committee is in need of an alternate. Basalla and Hanna will work on a report to turn in to the City Clerk's office.
- Thompson stated to the committee that they need to come up with a new resolution that extends the mission statement of what the committee does, what they have done in the past year, and what they would like to do moving forward with their plan. Thompson stated there should be a discussion of what the key things are in Streetscape (Clean & Green Day, Team Up To Clean Up, Business Landscape Nomination Recognitions, and Island Adoptions).
- Thompson asked the committee what new things the committee would like to do.
- Basalla stated that community outreach can always be improved.
- Schultz stated he wants to edit the Island Adoption form with the committee.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Next Clean & Green Date is April 20, 2019.
- Hanna stated that she started a Clean & Green binder to be able to hand it over to the next committee member when needed.
- Hanna inquired how many vests we have to Shigoli. Shigoli stated he got 100 vests and there are about 90 grabbers.
- Hanna stated she will be meeting with Novato Sanitary District to ask them to fund the changes for the banner.
- Schulze took the banners to Centric Signs and got estimates of new changes. Schulze stated Susan Stompe has 2 signs to go over Pini Hardware and Copperfield Books. If Susan cannot make the changes, they will be brought over to Centric Signs to be modified for \$60.00.
- Schulze stated that Bank of Marin is covering the cost of the printing of the 200 flyers and 300 postcards at \$440.52.
- Hanna stated that Furry has been researching boosting ads on Facebook. The cost would be about \$400.00 and it would be viewed to about 2 million people.
- The committee decided to send out the first email blast at the end of February or beginning of March.
- Hanna stated that the postcards will be going out in March and Furry will take care of the labels.
- Hanna asked Basalla to work with Shigoli the day of Clean & Green Day to go over the maps with people.
- Hanna asked if a committee member could help write a letter to the editor of the Independent Journal regarding Clean & Green Day.

MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island formation	Applications Sent out	Applications Returned	Applications Approved	Median's Adopted
November 2018	1	1	0	0
December 2018	1	1	1	1
January 2019	0	0	0	0

Signs

- Schulze stated that he has one sign ready to go in the island just south of the transit hub.
- Schulze stated that they have a policy not to put email addresses or phone numbers on signs.
- Schulze motioned to change Maggie Rufo's island sign to "All About Owls.org. All Agreed.
- Shigoli stated that he had a third request for a name change on a sign. Shigoli stated that he will let them know that they need to pay for the request.
-

Island/Site Adoption

- The committee decided it would be a good idea to have a business advertise their emails or phone numbers on signs and will discuss it again.
- Adelman put a package together to present to the committee to make it easy for a business to adopt an island by having them pay a set fee through a landscaper to maintain it, which would mean to open up the policy to allow business' to have their emails and phone numbers on signs. The committee would work with the landscapers in putting together a package to maintain the island. Adelman asked the committee to consider this option to expand the program.

Public Outreach

- Urban asked the committee if they saw the final project of the Streetscape video.

Strategic Planning

- Basalla stated we should expand our public relations campaign and discuss after Clean & Green Day.
- Basalla stated she would like to set up a media program throughout the year that has monthly updates. The committee will discuss at another time.

Financial

- Schulze stated the committee has \$400.00 for Facebook, and cost of labels which will be determined, and stamps would be about \$72.00.
- Schulze stated we will discuss the type of bags for Clean & Green Day.
- Schulze stated that Whole Foods wants to hand out the food item the day of the event instead of using a coupon to hand out the day of the event.
- Basalla stated that she would like to use 5 gallon buckets to collect trash in, and Furry stated he will call Lowe's to see if they would donate.

Team Up To Clean Up

- Hanna reported that they didn't get to do much cleaning on the levy due to rains and new growth of weeds, the parking lot is filthy at Rowland Theater, and they got 4 bags and 1 bag of recyclables.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

- Grazie's Restaurant, 823 Grant Avenue, Novato, CA. 94945

Schulze motioned to approve.

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

IX. NEW BUSINESS

A) Clean Marin – Ginny

- Hanna stated that the committee is a part of Clean Marin and there are several areas they focus on – Volunteer Action Teams, Source Control, and Clean Highways Action Team.
- Hanna stated that there is a Butter and Eggs parade in Petaluma and that the committee should think about participating in Novato's 4th of July parade.
- Hanna stated that Clean Marin has a nice website and has accomplished quite a bit.
- Hanna stated that when people go to a restaurant, people could bring their own coffee cup.
- Basalla stated she would like to propose an Anti-Litter campaign and seek help with Gretchen Schubeck.

B) Annual Report

- Basalla stated she has started the Annual Report for the Council and will get statistics from Hanna for Team Up to Clean Up, and Adopted Islands from Shigoli for the year, and Clean & Green Day summary from Susan Stompe.
- Basalla stated they will work on Streetscape objectives and goals moving forward.

C) Business/Landscape Recognition Nominations

- South Novato Animal Hospital, 7077 Redwood Blvd, Novato, CA. 94945

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

Next Meeting: February 11, 2019 at 7:00 pm