



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
Councilmembers
Pam Drew
Pat Eklund
Josh Fryday

City Manager
Regan M. Candelario

AGENDA
Novato Streetscape Committee Meeting
Monday, March 11, 2019, 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 11, 2019**
10 minutes total for Minutes & Agenda approval
- III. APPROVE AGENDA FOR March 11, 2019**
- IV. CITIZENS' TIME TO ADDRESS COMMITTEE 7:20 – 7:25 pm**
- V. STAFF CONCERNS 7:50 – 8:00 pm**
 - Gretchen Schubeck – Will discuss Green Living Festival
- VI. COMMITTEE MEMBERS' COMMENT TIME 8:00 – 8:15 pm**
 - Resolution 12-14 Streetscape Discussion – Extension of the Novato Streetscape. Review Staff Report, provide staff comments, and make recommendations to the City Council.
- VII. SUBCOMMITTEE REPORTS 8:15 – 8:40 pm**
 - A. Clean & Green Day – Ed & Ginny
 - B. Signs - Ed
 - C. Island Site Adoption – Jen Adelman
 - D. Public Outreach – Charlotte
 - E. Strategic Planning – Marcia, Ginny, Michael
 - F. Financial – Ed
 - G. Team Up To Clean Up – Marcia and Ginny
- VIII. OLD BUSINESS 8:40 – 8:55 pm**
 - A. Previous Business/Landscape Recognition Nominations
 - Hamilton Marketplace 5800 Nave Drive, Novato, Ca. 94949
- IX. NEW BUSINESS 8:40 – 8:55 pm**
 - A. Clean Marin – Ginny
 - B. Annual Report – Marcia
 - C. Business Landscape Recognition Nominations

Any Committee member that cannot attend the next meeting, please notify the City of Novato Maintenance Divis



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draft
Novato Streetscape Committee MINUTES
February 11, 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	Jennifer Janeczko	Veronica Brierley	
Marcia Basalla			
Ed Schulze			
Charlotte Urban			
Jen Adelman			

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

- None at this time.

V. STAFF CONCERN

- None at this time.

VI. COMMITTEE MEMBERS' COMMENT TIME

- Basalla stated that she spoke with Terrie Gillen regarding interviews for the Novato Streetscape and she stated there were not any candidates. There is still an "alternate" position open with the Novato Streetscape Committee.
- Furry proposed that residents can nominate other residential landscapes for awards.
- Schulze stated the proposal to nominate residential landscapes would be discussed more but that it could create competition among residents.
- Adelman stated that the nomination could be eco-friendly.
- The committee still needs to get criteria and an outline to present if this gets moved forward.
- Schulze asked about the Streetscape Staff Report to Shigoli, and Shigoli stated that they still need to go over the report from Russ Thompson and the committee needs to make any changes.
- Janeczko suggested to have an "Ask the Gardner" corner on the Facebook page where people can write in and ask questions.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Next Clean & Green Date is April 20, 2019.
- Hanna stated that the Novato Sanitary District would pay for corrections to our signs as in past years. They also expressed an interest in participating in the Eco Fair.
- Clean & Green postcards will be labeled and stamped at the March 11th meeting and mailed the next day.
- Flyers will go out to members for distribution to specific locations at the March 11th meeting.

MONTHLY ADOPT-AN-ISLAND

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

Signs

- Schulze stated that he installed a sign on the island at DeLong & Redwood Blvd.
- Schulze stated we have 22 lawn signs for Clean & Green Day. There are 4 banners and 2 large signs.

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.
- Adelman stated that she would like to get an inventory of islands, the traffic around it, and if there is water.
- Adelman stated that there will be more discussion on working with landscapers.

Public Outreach

- None at this time.

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 and the committee discussed their Streetscape charges from the financial sheet.
- Shigoli stated that the Streetscape account is set up differently than the rest of our budgets. The money gets deposited into the islands budget and then gets transferred to the Streetscape account.

Team Up To Clean Up

- Hanna and Basalla stated that volunteers collected about 4-5 bags of trash along Redwood Blvd. on February 9th.
- Hanna and Basalla would like to start an anti-litter education campaign to educate people on how littering also clogs storm drains and affects creeks.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

- South Novato Animal Hospital, 7077 Redwood Blvd., Novato, CA. 94945
- Schulze motioned to approve.

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

IX. NEW BUSINESS

A) Clean Marin – Ginny

- Hanna stated that Clean Marin is ready to publish a new brochure.

B) Annual Report

- Basalla asked Shigoli about the size of the garbage bin at the City of Novato Corp Yard. Shigoli reported that we have a 40 yard bin.
- Basalla is working on the Annual Report and will include attachments (Team Up To Clean Up, Adopted Islands, Landscape Recognitions, Clean and Green Day, and future projections) to the report.
- Basalla stated they will work on Streetscape objectives and goals moving forward.

C) Business/Landscape Recognition Nominations

- Hamilton Marketplace, 5800 Nave Drive, Novato, CA. 94945

X. ADJOURNMENT *Meeting adjourned at 8:35 pm.*

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

ion at 899-8280 before the meeting, so we may ensure a quorum.

DRAFT