



THE CITY OF
NOVATO
CALIFORNIA

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Novato Streetscape Committee MINUTES
April 8, 2019
City of Novato - City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:	Members	Staff:	Guests:
	Absent:		Amadeo Arnal
Ginny Hanna, Chair	Charlotte Urban	Clive Shigoli	
Michael Furry, Vice-Chair	Marcia Basalla	Veronica Brierley	
Ed Schulze			
Jen Adelman			

II. APPROVE MINUTES OF March 11, 2019

Approved 5-0-0-1 (5-Approved, 0-Opposed, 0-Abstain, 1-Absent)

III. APPROVE AGENDA FOR April 8, 2019

Approved 5-0-0-1 (5-Approved, 0-Opposed, 0-Abstain, 1-Absent)

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

- Amadeo Arnal, with Zephyr Real Estate, came to the meeting to let everyone know he will be adopting an island in Ignacio and has filled out the application.
- Schulze explained the criteria for maintaining an island, and that any modifications need to be approved by the committee. Schulze explained that there is \$500.00 of city funds for any improvements.
- Hanna asked him to send the committee an idea of what he would like to do with the island.
- Shigoli let Amadeo Arnal know to give him his business information for the sign.

V. STAFF CONCERN

- Clean & Green Banner will be going up.
- Shigoli introduced Martin Lopez from the City of Novato who works with Clive Shigoli.

VI. COMMITTEE MEMBERS' COMMENT TIME

- Hanna stated that she needs more chips to Martin Lopez and he said he can meet to drop those off to her.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Shigoli passed out maps from MCSTOPPP that show where there is the most trash in the city. Shigoli stated to the committee that we can send groups to these areas to pick up trash.
- Hanna has 4 volunteers from high school to help with vests and grabbers.
- Basalla stated to update the list of Sponsorship on the poster board.
- Hanna stated that she updated the "Welcome to Clean & Green Day" instructions sheet for the volunteers. Hanna sent a note to Joni, Susan, and Charlotte to deliver the cupcakes to the groups.
- Hanna stated that Thursday, April 18th at 7:00 pm, there will be a training meeting at Hanna's house to go over the maps and other details.
- Hanna let Shigoli know that she will be in to pick up the maps on the Wednesday prior to Clean & Green Day.
- Schulze will be in on the Friday before to pick up items and package everything.
- Basalla stated there will be an ad in the Novato Advance for Clean & Green Day

and the cost will be \$519.00. Basalla stated she will ask Joni to help the committee get in the Patch news.

- Schulze stated to Shigoli to have everything ready for the boat.

MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island	Applications Sent out	Applications Returned	Applications Approved	Median's Adopted
FEBRUARY 2019	0	0	0	0
MARCH 2019	2	0	0	0
APRIL 2019	1	1	1	0

Signs

- Schulze stated the only sign is the new one for Amadeo Arnal.
- Schulze put out 11 lawn signs for Clean & Green Day.

Island/Site Adoption

- Adelman passed out a packet regarding Adopt-an-Island and would like feedback on the Business Island Adoptions.
- Adelman asked the committee how to approach a landscape company and how much it would cost to maintain it.
- Lopez stated that we would need to know the square footage, if there is irrigation, and if any plants or shrubbery exist on the median.
- Adelman stated that the goal was to come up with a set fee for the landscaper and the sign.
- Adelman stated that the plan was to have a relationship with the sponsor and the landscaper and the committee would manage the expectations of the median.
- Adelman stated she went to Centric Signs about new signs for islands.

Public Outreach

- None at this time.

Strategic Planning

- Furry stated that we have a lot of action on the Facebook ads and he will start posting the Clean & Green Day ad in English and Spanish. Furry said there has been interest in it and some shares.
- Adelman asked if we can post it Clean & Green Day on Next Door and Furry said he will do that.
- Schulze stated that any costs incurred need to be itemized and voted on.
- Furry stated that the budget was \$400.00 and the receipts on Facebook get pulled at certain points and when the ad is done running the total costs will come in.
- Basalla stated that for the Facebook Page she would like to put a link from someone who has a nursery and a gardening blog.
- Basalla stated that she took 4 Business Landscape Recognitions and took pictures of the folks and would like to upload onto the website.

Financial

- Schulze stated that we have a \$22.59 bill for Clean & Green Day purchases, and mailing a certificate in a frame. Schulze motioned to accept bill and committee voted. **All Agreed.**
- Schulze asked Furry if the bill for stamps had been submitted and Furry said that it had.
- Shigoli stated that there were enough vests and grabbers.
- Basalla asked if the committee can get reimbursed if an expense comes up and money is spent under \$100.00. Shigoli will check into that with the City.
- Hanna asked the committee if we can purchase parchment paper for the Landscape certificates.

Team Up To Clean Up

- Hanna met at Scottsdale Pond with Basalla and about 12 volunteers showed up. They went to Redwood Blvd between Rowland Blvd and De Long Avenue.
- Basalla stated that if the city had any planting jobs, she could get volunteers to help on the weekend instead of picking up trash.
- Shigoli stated that there are some areas volunteers could help. Examples include: next to the fountain on Grant Avenue, on Front Street, and on the area of San Marin Drive heading from the freeway.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

- None at this time.

IX. NEW BUSINESS

A) Clean Marin

- Hanna stated that Clean Marin is about ready to publish a new brochure. Any Streetscape events can be sent to Clean Marin and they will advertise them in their monthly newsletter. They are trying to get the source of all of the litter and are working on that.

B) Annual Report

- Basalla emailed the Annual Report to the committee. Schulze motioned to approve the Annual Report. All Agreed.
- Basalla will email the Annual Report to Terry Gillen.

C) Business/Landscape Recognition Nominations

- Hamilton Hangars

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

Next Meeting: May 13, 2019 at 7:00 pm