



THE CITY OF
NOVATO
CALIFORNIA

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Council Members
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City Manager
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Novato Streetscape Committee MINUTES
May 13, 2019
City of Novato - City Hall
922 Machin Avenue, Novato, CA 94945

I.

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

II.

APPROVE MINUTES OF May 13, 2019
Approved 4-0-0-1 (4-Approved, 0-Opposed, 0-Abstain, 1-Absent)

III.

APPROVE AGENDA FOR June 10, 2019
Approved 4-0-0-1 (4-Approved, 0-Opposed, 0-Abstain, 1-Absent)

IV.

CITIZENS' TIME TO ADDRESS THE COMMITTEE

- Hanna stated as a citizen to Shigoli that Pacheco Valle looked really good.
- Furry stated as a citizen to Shigoli that DogBone Meadow is a great park for dogs and is well maintained.

V.

STAFF CONCERN

- None at this time.

VI.

COMMITTEE MEMBERS' COMMENT TIME

- Schulze commented about the banner that was up before Clean & Green Day and asked why the banner was up for an October event. Shigoli and Brierley stated they would look into it.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Hanna stated they had 206 total volunteers, which is down from last year and 133 groups, and last year had 190 groups. There were too many volunteers helping the day of the event.
- The committee agreed to discuss changing the date next year so that it is not too close to Easter week and combining it with Green Living Festival.
- Furry stated that it would be a good idea next year to have another draw like a contest of who brings in the most garbage and then there would be a prize.
- Hanna stated that the Sign-In process was an improvement and that we got all of the Sign-Up sheets back.
- Hanna stated that they will use the coupon method for the cupcakes that they gave out for next year.
- Hanna stated that they will get the bags from the Corp Yard on Thursday rather than Friday.
- Schulze stated there is a concern about where to put signs legally.

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

Signs

- Schulze stated that Amadeo Arnal/Zephyr Real Estate, put in his paperwork for his island he is adopting on Fairway Drive.

Island/Site Adoption

- Adelman went to Centric Signs again to ask for ideas for shapes and sizes, and they would have something by the end of the week. Adelman was looking at a sign with the logo of the business, their name, etc.
- Schulze stated that he would make the wood post for the island signs.
- Adelman stated that she is working on measuring the islands, pricing, and paperwork for landscapers to adopt an island. There will be 3 templates to choose from and a set price to adopt an island.
- Adelman proposed to advertise to businesses with an outreach plan to see if there is any interest in adopting an island through the social media.
- Schulze stated that we could offer a landscaper to a business looking to adopt an island, and then tell them about the different island packages.
- Schulze stated we should look at any limitations on the size of the sign for the median.
- Adelman stated how this could be a tax write-off and Schulze stated it would be considered a business expense.
- Adelman stated that the paperwork needs to be streamlined for the process to adopt an island and will still work on it.
- Schulze asked Shigoli what Amadeo Arnal wanted on his island sign, and he stated his real estate company name and license number would be on it.
- Hanna asked Shigoli if Amadeo Arnal had a plan for his island and Shigoli stated he did and will be planting nice plants and there is no need to modify it.
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Public Outreach

- None at this time.

Strategic Planning

- None at this time.

Financial

- Hanna has a bill for \$9.00 for Donut holes for Clean & Green Day. Motion to approve bill. **All Agreed.**
- Furry sent in a bill for the Facebook Advertising. Schulze motioned to approve Facebook Advertising bill of \$399.97. **(All Agreed).**

Team Up To Clean Up

- Hanna stated that there were about 5 volunteers and they collected 5 bags of trash.
- Hanna stated that volunteers, Steve McKeever and Tim McCarthy adopted another area that they do clean-up.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

- Hamilton Hangars, Ignacio
- Motion to approve parchment paper for certificates. **(All Agreed).**

IX. NEW BUSINESS

A) **Clean Marin**

- Hanna stated that they have a nice looking brochure and they are a good contact for Streetscape. Streetscape meets with Clean Marin three times a year.

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**

- Novato Veterinary Hospital, 7454 Redwood Blvd, Novato, CA. 94945

X. ADJOURNMENT *Meeting adjourned at 8:30 pm.*

Next Meeting: June 10, 2019 at 7:00 pm