



CITY OF NOVATO
PUBLIC WORKS

Novato Streetscape Committee

Agenda

CITY ADMINISTRATIVE OFFICES
922 MACHIN AVENUE
BAGET MEETING ROOM, 2ND FLOOR
NOVATO, CA 94945

Monday, February 10, 2020 - 7:00 PM

Chair

Michael Furry

Vice Chair

Marcia Basalla

Members

Virginia Hanna
Nancy Hughes
Andrea Kiesel
Mia Morris
Sherry Temple

Staff Liaison

Gretchen Schubeck

The Novato Streetscape Committee welcomes you to attend its meetings, which are regularly scheduled on the second Monday of every month. Your interest is encouraged and appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Liaison at (415) 899-8950. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodation to help insure accessibility to this meeting.

A. CALL TO ORDER AND ROLL CALL

B. APPROVAL OF FINAL AGENDA

C. PUBLIC COMMENT

All members of the public wishing to address the Novato Streetscape Committee are requested to submit a speaker card in advance to the Staff Liaison (please remember that all comment cards are

PUBLIC RECORDS). The Chair will call the names of speakers from the cards. In addition to receiving comment from the public during the Public Comment period, the Chair will recognize members of the public who wish to address the Novato Streetscape Committee on a particular agenda item at the time that item is considered.

There is a three-minute time limit to speak although the Chair may shorten the time based on the number of speakers or other factors. A speaker may not yield his or her time to another speaker.

For issues raised during Public Comment that are not on the published agenda, except as otherwise provided under the Ralph M. Brown Act, no action can legally be taken. The Novato Streetscape Committee may direct that the item be referred to the Staff Liaison for action or may schedule the item on a subsequent agenda.

D. CONSENT ITEMS

All matters listed on the Consent Calendar are considered to be routine and will be enacted by a single vote of the Novato Streetscape Committee. There will be no separate discussion unless specific items are removed from the Consent Calendar for separate discussion and action. Any Committee Member may remove an item from the Consent Calendar and place it under General Business for discussion.

D.1. Approve the meeting minutes of January 13, 2020

E. STAFF LIAISON REPORTS

E.1 Novato Streetscape Committee Overview

- History, Purpose, and Programs
- Role of Novato Streetscape Committee

E.2 Financial

- FY 2019/2020 Financial Update
- Scholarship Proposal Feedback

E.2 Median & Island Adoption

- Adoption Process & Design Guidelines
- Updated Median & Island Volunteer List

F. COMMITTEE REPORTS

F.1 Volunteers Programs

- Team Up to Clean Up
- Median & Island Adoption
- Clean & Green Day
- Adopt-a-Spot

F.2 Recognition Programs

- Business Landscape Recognition
- Residential Landscape Recognition

F.3 Outreach & Education Programs

- Litter Education
- Outreach & Education Tools

G. GENERAL BUSINESS

These items include significant and administrative actions of special interest and will usually include a presentation and discussion by the Novato Streetscape Committee. They will be enacted upon by a separate vote.

G.1 Safety Equipment & Gear for Volunteers

G.2 Daffodil Planting Initiative

H. COMMITTEE AND LIAISON REPORTS

This section is used for Committee Members and the Staff Liaison to orally report on topics that can be considered for discussion at a future meeting.

H.1. Consider future topics

I. ADJOURNMENT

If urgent matters arise after the publication of the regular agenda, there will be an addendum. It will be posted at the referenced locations mentioned in the Affidavit of Posting by January 5, 2020, the week before the meeting.

Materials, that are submitted to members after the distribution of the agenda packet, are available for public inspection in the at 922 Machin Avenue during normal business hours. Such materials shall also be made available on the City of Novato website at novato.org when practical and provided that City staff is able to post those documents prior to the meeting. A binder is available for the public at the meeting to view any distributed materials. Also, when non-confidential written materials are distributed to members of the Novato Streetscape Committee during a public meeting by staff or a member of the Committee, copies shall be made available to members of the public following that meeting.

AFFIDAVIT OF POSTING

I, Gretchen Schubeck, certify that on January 5, 2020 before the Novato Streetscape Committee meeting of January 10, 2020 the agenda was posted on the City Community Service Board at the Police Department and on the City's website at novato.org in Novato, California.

Gretchen Schubeck, Sustainability Programs Coordinator



Follow us on Facebook, Twitter, YouTube, Instagram, NextDoor & Nixle



THE CITY OF
NOVATO
CALIFORNIA

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

Mayor
Denise Athas
Mayor Pro Tem
Pat Eklund
Councilmembers
Eric Lucan
Amy Peele
Susan Wernick

City Manager
Adam McGill

MINUTES
Novato Streetscape Committee Meeting
Monday, January 13, 2020 at 7:00 p.m.
922 Machin Avenue, Baget Meeting Room - 2nd floor

Members:	Members Absent:	Staff:	Guests:
Michael Furry, Chair Marcia Basalla, Vice-Chair Ginny Hanna Sherry Temple		Gretchen Schubeck Laima Diaz Vepstas	Vicki Hirth

- I. APPROVE MINUTES OF December 9, 2019**
Moved by Temple, seconded by Furry (Approved 5-0)
- II. APPROVE AGENDA FOR January 13, 2020**
Moved by Furry, seconded by Temple (Approved 5-0)
- III. CITIZENS' TIME TO ADDRESS COMMITTEE**
 - Bahia resident Vicki Hirth attended the meeting as an observer and potential Committee future member. Serving as an Alternate is also an option.
 - Hirth does regular litter pick-ups in her community and will continue to volunteer regardless of whether she serves on the Committee.
- IV. STAFF CONCERNS**
 - Hanna has prepared a draft of the Annual Report for 2019 report. Schubeck will follow up to confirm process for making a presentation to the City Council.
 - Temple raised the issue of abandoned newsracks and the issue will be discussed as part of Committee's strategic planning process.
 - Interviews for vacant positions on the Committee were held in December and three applicants have been recommended for appointment: Nancy Hughes, Mia Morris, and Andrea Kiesel. These appointments will be recommended for approval at the January 14, 2020 City Council meeting.
- V. COMMITTEE MEMBERS' COMMENT TIME**
 - A significant amount of litter was recently collected in and around the Village Shopping Center (Starbuck's/Trader Joe's), including an election sign from 2017. Temple visited all businesses in the Center and reached out to property owner. Owner is aware of issue and agreed to increase service levels.
 - Furry suggested that the Committee reach out to large retail property management companies in Novato to raise awareness about the Committee's work. Schubeck will develop contact list.
 - Temple contacted Marin Airporter to inform them about the cleanup around their facility.
 - Temple asked Schubeck about next steps for abandoned news rack removal. Could be a beautification project for the Committee and will be included as part of strategic planning effort.
 - Temple suggested partnering with DNBA to plant daffodils this fall. Basalla suggested getting students involved. Temple will invite Steve Jordan to February meeting and Schubeck will add item to the agenda.
 - Hirth asked about process for getting litter picked up in Caltrans Park & Ride.
 - Basalla would like Committee members to have name badges. Schubeck will follow up.

VI. SUBCOMMITTEE REPORTS

A. Green Living Festival

- The 2020 Green Living Festival will be held in September to avoid unsettled weather and competition from Earth Day events in April.
- As an alternative spring event, the City is working with CA Urban Forests Council and West Coast Arborists on a CAL FIRE grant funded project to plant up to 100 trees with community volunteers in early April. Diaz Vepstas is interested in helping to coordinate volunteers to do a clean up on the same day as the tree planting, perhaps in the Scottsdale Pond area.

B. Island Site Adoption

- Schubeck will request an up-to-date list of adopted islands.
- Need to establish a process for monitoring adopted medians and islands as well as communicating with “adoptees”.
- Adoption process and guidelines will be discussed as part of strategic planning process.

C. Publicity & Public Outreach

- Basalla would like to see more recognition of volunteers.
- Temple shared a recent article about former Mayor Josh Fryday. She would like the Committee to have a higher profile and wondered whether an article could be written for the Marin IJ.

D. Strategic Planning

- Strategic planning session will be held on February 29 from 9am-12pm. Schubeck will check to see if a presentation can be made to the City Council on March 3 or 17.
- Hanna would like to allocate time to focus on strategies to increase community awareness of the litter issue including: How do we get to zero litter? What are the opportunities for source control (cigarette butts, food wrappers, packaging, etc.)? Basalla has put some initial thoughts on paper but will flesh these out for the planning session.

E. Financial

- Furry presented more details on the proposed sustainability scholarship program. Schubeck will check to see if a scholarship can be funded with the budget allocated to the Committee by the City.
- Schubeck will request an up-to-date financial report.

F. Team Up to Clean Up

- The next clean-up will be held on February 1, and Hanna suggested confirming clean up locations two months in advance to allow ample time for promotion.
- Schubeck will work with Hanna to quantify all volunteer hours to show community benefit of the initiative.
- Hanna noted that one of the storm water drains on Redwood Blvd. is a hazard. Schubeck will put in a service request.

VII. OLD BUSINESS

Previous Business/Landscape Recognition Nominations

Miss Sandie’s School, 2001 Center Road, Novato, CA. 94947

Moved by Hanna, seconded by Furry (Approved 5-0)

- Schubeck will see if she can track down address for Pinnacle.

VIII. NEW BUSINESS

Business Landscape Recognition Nominations

- Temple nominated Blue Barn for recognition.

Meeting adjourned at 9pm