



**CITY OF NOVATO**  
**PUBLIC WORKS**

**Novato Streetscape Committee**

**AGENDA**

**September 14, 2020 - 7:00 PM**

**[Teleconference Only](#)**

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**Chair**

Michael Furry

**Vice Chair**

Marcia Basalla

**Members**

Virginia Hanna, Nancy Hughes, Andrea Kiesel, Mia Morris, Sherry Temple

**Alternate**

Kisstrin Cozier

**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.

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, this meeting will be held by teleconference only.

**Public Participation/Comment Instructions**

Members of the public may participate and provide public comments to teleconference meetings as follows:

Written public comments may be submitted by email to [streetscape@novato.org](mailto:streetscape@novato.org). Written public comments received more than two (2) hours prior to the start of the meeting will be distributed to the Committee prior to the meeting but will not be read during the meeting. Mail received after the two-hour cut-off, including during and after the meeting will be collected and placed in the public record. Mail will not be read during the meeting.

Spoken public comments will be accepted through the Zoom meeting platform and via telephone. To address the Committee orally, please read and follow the instructions below:

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1) Join the meeting at: <https://bit.ly/3iitpTb> OR at [Zoom.com](https://zoom.com)

**Meeting ID:** 983 7193 0164

**Password:** 1960

*Should the links above not work, please go to [www.novato.org/agendas](http://www.novato.org/agendas) for updated information*

- a) You will be asked to enter an email address and name. We request that you identify yourself by name as this will be visible online and will be used to notify you when it is your turn to speak.
  - b) When the Chair calls for public comment on the item on which you wish to speak, please use the “Raise Hand” feature by clicking on the hand icon at the bottom of your screen to notify the Host that you would like to speak.
  - c) The host will unmute speakers in turn. Speakers will be notified when it is their turn to speak.
  - d) When called upon, please limit your remarks to no more than three minutes. Speakers will be muted when their time is up.
- 2) Join the meeting via telephone by calling (669) 900 9128. Enter Meeting ID (983 7193 0164) and Password (1960) when prompted.
- e) When the Chair calls for public comment on the item on which you wish to speak, press \*9 to activate the “Raise Hand” feature to notify the Host that you would like to speak.
  - f) The host will unmute speakers in turn. Speakers will be notified when it is their turn to speak.
  - g) When called upon, please limit your remarks to no more than three minutes. Speakers will be muted when their time is up.

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) 899-8975. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodation to help insure accessibility to this meeting.

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**A. CALL TO ORDER AND ROLL CALL**

**B. APPROVAL OF FINAL AGENDA**

**C. PUBLIC COMMENT**

*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 minutes of special meeting held February 29, 2020**

**D.2 Approve the meeting minutes of August 10, 2020**

## **E. STAFF REPORTS**

**E.1 Brown Act Training**

**E.2 Newsracks**

## **F. COMMITTEE REPORTS**

**F.1 Volunteer Programs**

- Team Up to Clean Up
- Adopt-a-Spot
- Adopt-an-Island

**F.2 Recognition Programs**

- Landscape Recognition Program

**F.3 Education & Outreach Programs**

- Website Content
- Presentation to City Council

## **G. GENERAL BUSINESS**

*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.*

**G.1 Stormwater Medallion Installation**

## **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 Friday at 5:00 p.m., the week before the meeting.*

*Materials, that are submitted to members of the Novato Streetscape Committee after the distribution of the meeting's agenda packet will be available for public inspection [online](#) and titled 'Supplemental Materials'. During the COVID-19 crisis, a binder of such distributed materials will not be available for public review.*

### **AFFIDAVIT OF POSTING**

I, Gretchen Schubeck, certify that on the Friday before the Novato Streetscape Committee meeting of September 10, 2020 the agenda was posted on the City's website at [novato.org](http://novato.org) in Novato, California.

Gretchen Schubeck, Sustainability Programs Coordinator



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**CITY OF NOVATO**  
**PUBLIC WORKS**

**Novato Streetscape Committee**

**Meeting Minutes**  
**Strategic Planning Workshop**

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

**February 29, 2020 - 9:00am-12:00pm**

**A. CALL TO ORDER AND ROLL CALL**

Meeting began at 9:15am.

**Committee Members Present:** Chair Michael Furry, Vice Chair Marcia Basalla, Virginia Hanna, Andrea Kiesel, Mia Morris, and Sherry Temple

**Staff Present:** Gretchen Schubeck (Staff Liaison)

**B. APPROVAL OF FINAL AGENDA**

*Moved by Basalla and seconded by Temple to approve final agenda.*

AYES: Furry, Basalla, Hanna, Kiesel, Morris, Temple  
NOES: None

**C. PUBLIC COMMENT**

None

**D. STRATEGIC PLANNING WORKSHOP**

**D.1 Review [Establishment Resolution](#) and [Mission Statement](#)**

- The mission statement for the Committee has not been updated since the Committee's establishment in 1994.
- Committee members reviewed the mission statement and would like to propose an update for consideration by the Novato City Council.

- Furry and Morris will prepare a draft update to the mission statement for discussion at a future Committee meeting.

## **D.2 Review and Discuss Current Work Program**

### **Adopt-an-Island**

Basalla and Temple will review the Adopt-an-Island program, explore options to revise the program to encourage broader community participation, and develop recommendations for discussion at a future Committee meeting.

### **Clean & Green Day**

The annual organization of Clean & Green Day took a significant amount of both Committee and City staff time for a one-day event. Instead, the Committee would like to continue to focus efforts on the very successful monthly Team Up to Clean Up events.

### **Team Up to Clean Up**

Basalla and Hanna will finalize the draft postcard to be sent to past Clean & Green participants to promote 'cleaning and greening' Novato all-year round through monthly Team Up to Clean Up events.

### **Landscape Recognition Program**

Hanna and Hughes will review the Business Landscape Recognition Program, explore opportunities to expand the program and increase program profile, and develop recommendations for discussion at a future Committee meeting.

### **Education & Outreach**

Furry and Morris will review the Committee's WordPress site and webpages on the City's website and create new content for review at a future Committee meeting.

## **D.3 Discuss and Consider New and/or Future Opportunities**

### **Adopt-a-Spot**

Basalla and Hanna have been participating in Clean Marin and recommend that the Committee implement a new program called Adopt-a-Spot. The program would complement Team Up to Clean Up and increase opportunities for on-going volunteerism.

Hanna and Basalla will develop Adopt-a-Spot program concept for review and discussion at a future Committee meeting.

### **Heritage Tree Program**

Morris proposed that the Committee explore the development of a new program focused on increasing community awareness on the benefits of heritage trees.

Furry, Kiesel, and Morris will meet to develop Heritage Tree Program concept and recommend next steps at a future Committee meeting.

**Outreach to Schools**

The Committee would like to increase engagement with young people to raise awareness about litter. Furry, Kiesel, and Morris will explore outreach opportunities and recommend next steps at a future Committee meeting.

**E. ADJOURNMENT**

Meeting adjourned at 12:00pm



**CITY OF NOVATO**  
**PUBLIC WORKS**

**Novato Streetscape Committee**

**MINUTES**

**Monday, August 10, 2020 - 7:00 PM**

*Meeting held via Webex Teleconference*

**A. CALL TO ORDER AND ROLL CALL**

Meeting began at 7:06pm.

**Committee Members Present:** Chair Michael Furry, Vice Chair Marcia Basalla, Virginia Hanna, Nancy Hughes, Andrea Kiesel, Mia Morris, and Sherry Temple

**Staff Present:** Gretchen Schubeck (Staff Liaison)

**B. APPROVAL OF FINAL AGENDA**

*Moved by Hughes and seconded by Kiesel, to approve final agenda.*

AYES: Basalla, Furry, Hanna, Hughes, Kiesel, Morris, Temple  
NOES: None

**C. PUBLIC COMMENT**

None

**D. CONSENT ITEMS.**

**D.1. Approve the meeting minutes of July 13, 2020**

*Moved by Hanna and seconded by Basalla, to approve minutes of July 13, 2020.*

AYES: Basalla, Furry, Hanna, Hughes, Kiesel, Morris, Temple  
NOES: None



## **E. COMMITTEE REPORTS**

### **E.1 Volunteers Programs**

#### **Adopt-a-Spot & Team Up to Clean Up**

City staff are currently reviewing draft Adopt-a-Spot program documents and will provide feedback to the Adopt-a-Spot working group.

Monthly Team Up to Clean Up events have been on hold due to the pandemic.

#### **Adopt-an-Island**

The Adopt-an-Island working group is continuing to update program materials and plans to meet with City staff to review these prior to the next Committee meeting.

Furry suggested that the Committee consider the establishment of a model, demonstration island. The Committee also discussed the possibility of creating landscape design templates.

### **F.2 Landscape Recognition Program**

*Moved by Kiesel and seconded by Temple to nominate The Redwood Crossroads Professional Center located at 7595 Redwood Blvd. for a Business Landscape Recognition Award.*

AYES: Basalla, Furry, Hanna, Hughes, Kiesel, Morris, Temple

NOES: None

### **F.3 Education & Outreach Programs**

The Education & Outreach working group is working with City staff to update the Committee's webpages on the City's website.

Each Committee working group was asked to prepare an up to 75-word program summary describing the program they are working on.

## **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 Seed Bank**

Furry would like the Committee to explore the idea of starting a seed bank of water-smart and fire-wise plants.

## **H. ADJOURNMENT**

Meeting adjourned at 8:30pm