



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