



CITY OF NOVATO
CALIFORNIA

Novato Streetscape Committee

Agenda

Monday, February 8, 2021 - 7:00 PM

Teleconference Only

Chair

Marcia Basalla

Vice Chair

Mia Morris

Members

Michael Furry, Virginia Hanna, Andrea Kiesel, and Sherry Temple

Staff Liaison

Gretchen Schubeck

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.

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- **Written public comments** may be submitted by email to gschubeck@novato.org. Written public comments received more than 3 hours before the start of the meeting will be distributed to the Novato Streetscape Committee. Written public comment received after the three-hour cut-off, including during and after the meeting, will be collected and placed in the public record. Written public comments will not be read during the meeting.
- **Spoken public comments** will be accepted through the Zoom meeting platform and via telephone. To address the Council orally, please read and follow the following instructions carefully:

1. Join the meeting at: tinyurl.com/3ndbdqhf or at [Zoom.com](https://zoom.com)

Meeting ID: 988 8943 9208 **Password:** 170023

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 - 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 the time limit allotted by the Chair or as specified on the agenda. Speakers will be muted when their time is up.
2. Join the meeting via telephone by calling **(669) 900-6833**.

Meeting ID: 988 8943 9208 **Password:** 170023

- a. 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.
- b. The Host will unmute speakers in turn. Speakers will be notified when it is their turn to speak.
- c. When called upon, please limit your remarks to the time limit allotted by the Chair or as specified on the agenda. Speakers will be muted when their time is up.

A. CALL TO ORDER AND ROLL CALL

B. APPROVAL OF FINAL AGENDA

C. PUBLIC COMMENT

D. CONSENT ITEMS

D.1 Approve the meeting minutes of January 11, 2021

E. COMMITTEE MEMBER UPDATES

E.1 Committee Member Resignations

F. PROGRAM UPDATES

F.1 Volunteer Programs

Team Up to Clean Up

Adopt-a-Spot

Adopt-an-Island

F.2 Business Landscape Recognition Program

F.3 Education & Outreach Programs

Carbon Crushers

Content Marketing Strategy

G. GENERAL BUSINESS

G.1 Newsrack Update

H. COMMITTEE AND LIAISON REPORTS

H.1. Future Agenda Items

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 City Council after the distribution of the agenda packet will 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. When non-confidential written materials are distributed to members of the City Council during a public meeting by staff or a member of the City Council, it shall be made available online following that meeting.

AFFIDAVIT OF POSTING

I, Gretchen Schubeck, certify that on February 4, 2020, I caused to be posted the agenda of the February 8, 2021 meeting of the Novato Streetscape Committee on the City's website at www.novato.org.

Gretchen Schubeck, Sustainability Programs Coordinator



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CITY OF NOVATO
CALIFORNIA

Novato Streetscape Committee

MINUTES

Monday, January 11, 2021 - 7:00 PM

Meeting held via Zoom Teleconference

A. CALL TO ORDER AND ROLL CALL

Meeting began at 7:05pm.

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

Staff Present: Gretchen Schubeck (Staff Liaison)

B. APPROVAL OF FINAL AGENDA

Hanna requested that Agenda item G2 be amended to read 'Business Landscape Recognition Program'

Moved by Basalla and seconded by Furry to approve final agenda as amended.

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

C. PUBLIC COMMENT

None

D. CONSENT ITEMS

D.1 Approve the meeting minutes of December 14, 2020

Moved by Hanna and seconded by Temple to approve the meeting minutes of December 14, 2020.

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

E. COMMITTEE MEMBER REPORTS

None

F. FINANCE

F.1 Fiscal Year 2020/21 Budget

The Committee reviewed projected expenses to the end of June 2021 and proposed the FY 2020/21 budget below:

Program	Amount	Details
Adopt-an-Island	7,000.00	Planting plan templates, plant palette, and plants for islands
Adopt-a-Spot/Team Up to Clean Up	1,600.00	Volunteer supplies (e.g. bags, grabbers, gloves, buckets)
Business Landscape Recognition	300.00	Frames and postage
Carbon Crushers	3,750.00	Supplies for 75 trees at \$50 each
Publicity	2,000.00	Printing, social media boosts, etc.
Total	14,650.00	

Moved by Temple and seconded by Hanna to adopt the FY 2020/21 budget.

AYES: Basalla, Furry, Hanna, Morris, Temple

NOES: None

G. COMMITTEE REPORTS

G.1 Volunteer Programs

Team Up to Clean Up:

- There was no January clean-up due to on-going concerns about COVID-19.

Adopt-a-Spot

- Schubeck will discuss program promotion opportunities with the City's Communications Team.

Adopt-an-Island

- Letters for active adoptees have been prepared and Schubeck will send out.
- Active adoptees have been divvied up among Basalla, Kiesel, and Temple.
- Schubeck will arrange renewals of encroachment permits for active adoptees.
- Committee would like to engage a landscape designer to develop planting plan templates and plant palette. Contract will need to be bid and awarded through City procurement and contracting procedures. Schubeck will send an example of a City Request for Proposals to Basalla.

G.2 Business Landscape Recognition Program

There were no formal nominations, but Morris suggested Pacheco Plaza. Hanna will follow up to see if they have already received recognition.

G.3 Education & Outreach Programs

Promotion & Publicity

- Morris has created a 4-week social media schedule and will forward to Committee members.
- Each Committee members was asked to produce content for one social media post per month.

H. GENERAL BUSINESS

H.1 Mission Statement

- Consideration of the proposed revised mission statement by the City Council is on the Council agenda February 9, 2021.
- Schubeck will resend a copy of the existing and proposed revised mission statement to Committee Members.

H.2 2020 Annual Report

Furry will produce a draft of the 2020 Annual Report.

H.3 Newsrack Update

- Schubeck reported that the City is likely to pursue issuing encroachment permits (with an annual fee) for newsracks, rather than adopting an ordinance.
- Schubeck asked for volunteers to help paint out graffiti on the newracks on Grant Avenue.

I. FUTURE AGENDA ITEMS

None

J. ADJOURNMENT

Moved by Basalla and seconded by Furry to adjourn the meeting.

AYES: Basalla, Furry, Hanna, Morris, Temple

NOES: None

Meeting adjourned at 8:34pm