



**CITY OF NOVATO**  
**CALIFORNIA**

**Novato Streetscape Committee**

**Agenda**

**Monday, May 10, 2021 - 7:00pm**

**Teleconference Only**

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**Chair**

Marcia Basalla

**Vice Chair**

Mia Morris

**Members**

Judith Buder (Alternate), Michael Furry, Rich Greene,  
Virginia Hanna, Cristin More, and Sherry Temple

**Staff Liaison**

Gretchen Schubeck

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In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (415) 899-8986. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodation to help ensure accessibility to this meeting. The Novato Streetscape Committee may discuss and/or take action on any or all of the items listed on the agenda irrespective of how the agenda items are described.

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- **Written public comments** may be submitted by email to [gschubeck@novato.org](mailto: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: <https://tinyurl.com/4sfkh25r> or at [Zoom.com](https://zoom.us)

**Meeting ID: 957 7283 5757 Password: 380959**

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- 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 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:** 957 7283 5757 **Password:** 380959

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

**B. APPROVAL OF FINAL AGENDA**

**C. PUBLIC COMMENT**

**D. STAFF UPDATES**

**D.1 Committee Member Orientation**

**E. PRESENTATION**

**E.1 Friends of Pacheco Valle**

**F. CONSENT ITEMS**

**F.1 Approve the meeting minutes of April 12, 2021**

**G. COMMITTEE MEMBER UPDATES**

## H. PROGRAM UPDATES

### H.1 Volunteer Programs

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

### H.2 Business Landscape Recognition Program

Nominations  
Awards

### H.3 Education & Outreach Programs

Volunteer Program Promotion

## I. GENERAL BUSINESS

### I.1 Clean Business Program

## J. FUTURE AGENDA ITEMS

## K. 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](http://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 May 7, 2021, the agenda was posted on the City Community Service Board at 922 Machin Avenue and on the City's website [www.novato.org](http://www.novato.org).

/Gretchen Schubeck/

Gretchen Schubeck, Sustainability Programs Coordinator



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**CITY OF NOVATO**  
**CALIFORNIA**

**Novato Streetscape Committee**

**MINUTES**

**Monday, April 12, 2021 - 7:00pm**

*Meeting held via Zoom Teleconference*

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

Meeting began at 7:05pm.

**Committee Members Present:** Marcia Basalla (Chair), Virginia Hanna, Michael Furry, and Sherry Temple

**Staff Present:** Gretchen Schubeck, Staff Liaison and Lyle Waite, Public Works Maintenance Superintendent (until 7:35pm)

**B. APPROVAL OF FINAL AGENDA**

*Moved by Temple and seconded by Furry to move the 'Adopt-an-Island' agenda item after Public Comment and approve the final agenda as amended.*

AYES: Basalla, Hanna, Furry, Temple

NOES: None

**C. PUBLIC COMMENT**

None

**D. Program Updates**

**D.1 Adopt-an-Island**

- Public Works Maintenance Superintendent Lyle Waite presented a draft design for renewal of the landscape on the north side of S. Novato Blvd. between Redwood Blvd. and Gateway Court.
- Plant species proposed are low-maintenance, low-pyrophytic, and drought tolerant. The design also includes a hedge along the wall to deter graffiti and cobbled hardscape in several areas.
- Committee members Temple and Basalla offered to review any references to this location in the Streetscape Master Plan, conduct a site visit, and provide feedback to Schubeck.

## **E. CONSENT ITEMS**

### **E.1 Approve the meeting minutes of March 8, 2021**

*Moved by Basalla and seconded by Hanna to approve the meeting minutes of March 8, 2021.*

AYES: Basalla, Hanna, Furry, Temple

NOES: None

## **F. COMMITTEE MEMBER REPORTS**

### **F.1 Committee Appointments**

- Interviews for Committee vacancies will be conducted on April 19 and 20 and the City Council will appoint successful candidates on April 27.
- Schubeck will invite newly appointed Committee members to the May meeting.

## **G. Program Updates**

### **G.1 Volunteer Programs**

#### Team Up to Clean Up

- 10 people attended the clean-up at Bolling and Nave Drive on April 3.
- A significant amount of litter was found behind the businesses near the Novato Theater Company and a total of 14 bags of litter were collected by volunteers.
- The June clean-up will be at Binford Road near Rush Creek and Hanna will reach out to the County Parks Dept. to discuss partnering on the event.

#### Adopt-a-Spot

- No update

#### Adopt-an-Island

- The Committee reviewed the draft Request for Proposals for the planting plan templates and plant palette.
- Temple expressed concern that the City's insurance requirements may be a deterrent to designers, given the value of the contract.
- Schubeck will follow up with Waite on next steps for the new signage.
- Temple will start to reach out to the 'somewhat active' adopters to see if they plan to continue adoption.

### **G.2 Business Landscape Recognition Program**

#### Criteria

- Hanna completed the update of the Business Landscape Recognition Criteria and the Committee reviewed the revised version.

*Moved by Furry and seconded by Temple to adopt the revised Business Landscape Recognition Criteria.*

AYES: Basalla, Hanna, Furry, Temple

NOES: None

#### Nominations

- Schubeck suggested that the Conservation Corps North Bay facility located at 11 Pimentel Court be considered for a Business Landscape Recognition Award.

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

#### Content Marketing Strategy

- No update

#### Promotion of Volunteer Programs

- Schubeck will discuss opportunities for volunteer program promotion with the City's Communications Team.
- The Team Up to Clean Up event in June coincides with World Environment Day.

### **H. FUTURE AGENDA ITEMS**

- Clean Business Program

### **I. ADJOURNMENT**

*Moved by Hanna and seconded by Temple to adjourn the meeting.*

AYES: Basalla, Hanna, Furry, Temple

NOES: None

***Meeting adjourned at 8:26pm***