



CITY OF NOVATO
CALIFORNIA

Novato Streetscape Committee
AGENDA

Monday, November 8, 2021 - 7:00pm

TELECONFERENCE ONLY

Chair

Marcia Basalla

Vice Chair

Sherry Temple

Members

Judy Buder (Alternate), Rich Greene,
Virginia Hanna, and Cristin More

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 AB 361, this meeting will be held by teleconference only.

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.

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 gschubeck@novato.org. Written public comments received more than 3 hours before the start of the meeting will be distributed to the 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.

Live closed captions are available. To access closed captions during the meeting, click on the CC icon available through Zoom.

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

Join the meeting online: <https://tinyurl.com/yc6573h6> or www.zoom.com

Meeting ID: 895 1222 6239

Password: 374482

Should the links above not work, please go to 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 the time limit allotted by the Chair or as specified on the agenda. Speakers will be muted when their time is up.

Join the meeting by telephone: (669) 900-6833

Meeting ID: 895 1222 6239

Password: 374482

- 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 meeting minutes of October 11, 2021

E. STAFF UPDATES

E.1 Committee Recruitment Process

F. COMMITTEE MEMBER UPDATES

G. PROGRAM UPDATES

G.1 Volunteer Programs

Team Up to Clean Up

Adopt-a-Spot

Adopt-an-Island

G.2 Business Landscape Recognition Program

Nominations

Awards

G.3 Clean Business Program

G.4 Education & Outreach Program

Litter Education in Schools

H. GENERAL BUSINESS

H.1 Streetscape Committee Mission

H.2 Clean Marin

H.3 Streetscape Swag

I. FUTURE AGENDA ITEMS

J. 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 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 Novato Streetscape Committee during a public meeting by staff or a member of the Novato Streetscape Committee, it shall be made available online following that meeting.

AFFIDAVIT OF POSTING

I, Gretchen Schubeck, certify that on November 4th, 2021, the agenda was posted on the City Community Service Board at 922 Machin Avenue and on the City's website www.novato.org.

/ Gretchen Schubeck /

Gretchen Schubeck, Sustainability Programs Coordinator



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CITY OF NOVATO
CALIFORNIA

Novato Streetscape Committee
MINUTES

Monday, October 11, 2021 - 7:00pm
Meeting held via Zoom Teleconference

A. CALL TO ORDER AND ROLL CALL

Meeting began at 7:04pm.

Committee Members Present: Marcia Basalla (Chair), Rich Greene, Virginia Hanna, and Cristin More

Staff Present: Gretchen Schubeck, Staff Liaison

B. APPROVAL OF FINAL AGENDA

Moved by Hanna and seconded by Greene to approve the final agenda.

AYES: Basalla, Greene, Hanna, More
NOES: None

C. PUBLIC COMMENT

None

D. CONSENT ITEMS

D.1 Approve the meeting minutes of September 13, 2021

Moved by Basalla and seconded by More to approve the meeting minutes of September 13, 2021.

AYES: Basalla, Greene, Hanna, More
NOES: None

E. STAFF UPDATES

No update

F. COMMITTEE MEMBER REPORTS

No update

G. PROGRAM UPDATES

G.1 Volunteer Programs

Team Up to Clean Up

- The clean-up on October 2 was a partnership with Marin County Parks and Caltrans.
- The event was a huge success with 47 volunteers (10 Streetscape and 37 Marin County Parks) plus staff from Caltrans and the County of Marin pitching in to clean up trash along the Caltrans fence line between Binford Road and the freeway.
- 1,220 pounds of trash was collected, and there is discussion about organizing the event on a quarterly basis.
- Regular Team Up volunteers generally range from 8-10 people each month and most put in about 1.5 hours.
- Ginny has obtained a quote for a sign from Centric Signs to promote the program.

Moved by Basalla, and seconded by More, to allocate up to \$150 to purchase a sign to promote Team Up to Clean Up.

AYES: Basalla, Greene, Hanna, More

NOES: None

Adopt-a-Spot

- Hanna and Basalla will work on updating the postcard and will include a request for folks to send their email so they can be kept up-to-date on Committee activities.
- Gilead staff had proposed doing a community clean-up on Leafwood Drive sometime in October, but Schubeck has not heard anything further.

Public Comment: Mayor Pat Eklund

Adopt-an-Island

- Basalla and Schubeck met with Michele Spremich to review draft planting plan templates and palette for end caps on Redwood between Grant and Olive.
- Next step is for Schubeck and Spremich to meet with Clive Shigoli, Public Works Maintenance Supervisor.
- Basalla, Schubeck, two Public Works maintenance workers and two community volunteers sheet mulched the northern end of the Committee's island on Redwood and De Long. Another event is tentatively scheduled for November 11 to complete the mulching, and Schubeck will confirm the date works for the Public Works team.

G.2 Business Landscape Recognition Program

Moved by Hanna and seconded by More to award a Business Landscape Recognition certificate to Bacon on Grant Avenue.

AYES: Basalla, Greene, Hanna, More

NOES: None

G.3 Clean Business Program

Schubeck will share draft program materials with the City's Communications Team for feedback prior to the next meeting.

G.4 Education & Outreach Programs

Litter Education in Schools

- More suggested partnering with PTA, perhaps including coloring sheets for the younger grades in Friday Folders, and offering eco-friendly swag for participating in clean-ups (maybe stickers?).
- More and Schubeck will meet on October 14 to discuss further.

H. GENERAL BUSINESS

H.1 Clean California Funding

- Applications open in December 2021 and close in February 2022, Funding will be awarded in March 2022.
- Committee discussed ideas for possible projects including murals with an environmental message and perhaps continuing this messaging to signal boxes throughout the City. Could be a partnership with MarinMOCA and Marin School of the Arts at Novato High School?
- Beautifying entrances to the city (e.g. Rowland Blvd & HWY 101) could also be an option, since funding can be used for litter clean-ups and planting.
- Application would need to be submitted by the City. Schubeck will provide an update at the next Committee meeting.

Public Comment: Mayor Pat Eklund

I. FUTURE AGENDA ITEMS

Committee Mission

Streetscape Swag

J. ADJOURNMENT

Moved by Hanna and seconded by Greene to adjourn the meeting.

AYES: Basalla, Greene, Hanna, Temple
NOES: None

Meeting adjourned at 8:34pm