



CITY OF NOVATO
CALIFORNIA

Novato Streetscape Committee
SPECIAL MEETING MINUTES

Monday, October 17, 2022 - 7:00pm

Meeting held in the Womack Meeting Room, 922 Machin Avenue

A. CALL TO ORDER AND ROLL CALL

Meeting began at 7:00pm.

Committee Members Present: Nancy Abruzzo, Marcia Basalla, Rich Greene (Vice Chair), Virginia Hanna, and Sherry Temple (Chair)

Staff Present: Gretchen Schubeck – Staff Liaison

B. APPROVAL OF FINAL AGENDA

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

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

C. PUBLIC COMMENT

None

D. CONSENT ITEMS

D.1 Approve the meeting minutes of September 12, 2022

Moved by Greene and seconded by Temple to approve the meeting minutes of September 20, 2022.

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

E. PROGRAM UPDATES

E.1 Education & Outreach Programs

- There was a short follow-up article in the Marin IJ about Coastal Clean-up Day.
- Temple posted about Committee recruitment on Next Door.

E.2 Volunteer Programs

Team Up to Clean Up

- The October clean-up was held on Redwood Blvd. Hanna noted that the amount of litter was worse than it's ever been.

- Schubeck recommended that the Committee reconsider holding an annual Citywide clean-up event to help raise awareness about the litter in the environment.
- Joni DeGabriele is reaching out to InterAct (the Rotary youth group at San Marin) to see if they are willing to help with a clean-up project in downtown Novato.
- Schubeck will check with the Public Works team to see if there is a plan for the urns on Grant Ave. It was suggested that perhaps they could be planted with succulents and then business owners could adopt them.

Adopt-a-Spot

- Nothing new to report

Adopt-an-Island

- Schubeck presented options for a re-designed *Adopt-an-Island* sign, and Committee members expressed a preference for the brown and white design. Schubeck will work with the Public Works Department to discuss next steps.
- Schubeck prepared a Scope of Work for the landscaping project on Redwood Blvd. at Olive Avenue and forwarded a request for estimates to six landscape contractors. The deadline for estimates is October 21, 2022.

Moved by Temple and seconded by Hanna that the Committee encourages the Public Works Department to support a sheet mulching event in the winter of 2023, perhaps around MLK Day.

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

E.3 Business Landscape Recognition Program

Nominations

None

Awards

Moved by Basalla and seconded by Temple to award a Business Landscape Recognition Award to Redwood Credit Union.

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

E.4 Clean Business Program

- 162 businesses have joined the Clean Business Program to date.
- Greene will forward an electronic version of the list of all businesses to Schubeck.
- Schubeck will discuss getting an article in the City newsletter with the Communications team.

F. GENERAL BUSINESS

F.1 Committee Name, Purpose Statement, and Duties

Moved by Temple seconded by Hanna, that the Committee recommend to the City Council that they consider changing the name of the Novato Streetscape Committee to Novato Beautification Committee.

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

Moved by Temple and seconded by Basalla that the Committee recommend to the City Council that they consider amending the Purpose of the Committee as below:

The Committee's purpose is to beautify our public spaces by fostering environmental stewardship, encouraging community involvement, and inspiring civic pride in order to make Novato a more pleasant place to live, work, and visit.

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

Motion Carried.

Moved by Temple and seconded by Hanna that the Committee recommend to the City Council that they consider amending the Duties of the Committee as below:

- a) *Enhance the visual appearance of Novato by encouraging and supporting residents, community groups, and businesses to implement beautification projects in public spaces.*
- b) *Coordinate on-going programs and annual events that reduce litter in the environment and promote civic pride.*
- c) *Recognize beautification efforts undertaken by residents, community groups, and businesses throughout Novato through an awards program.*
- d) *Develop and implement programs to raise public awareness about litter and its negative impact on our community and the environment.*
- e) *Partner with the City of Novato Public Works Department and the community to support activities that increase volunteerism.*

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

G. COMMITTEE AND LIAISON REPORTS

G.1 Committee Members Reports

Greene informed the Committee that he did not submit an application to serve another term due to other commitments.

G.2 Staff Liaison Reports

None

H. ADJOURNMENT

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

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

Meeting adjourned at 8:50pm