



**CITY OF NOVATO**  
PARKS & RECREATION

**Recreation, Cultural and Community Services Advisory Commission  
Agenda**

**REGULAR MEETING**

**Thursday, July 13, 2023 - 6:00 PM**

**Novato City Hall  
Council Chambers, 901 Sherman Ave**

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**Chair**

**Erin Lacey**

**Vice Chair**

**Nancy Weber**

**Members**

**Dennis Bentley, Suzanne Crow, Emily Larsen, Mavi Pilloton, Betsy Ricketts, Beverly Winsor**

**Staff Liaison**

**Katie Gauntlett**

The Recreation, Cultural and Community Services Advisory Commission welcomes you to attend its meetings which are regularly scheduled the second Thursday of odd months. Your interest is encouraged and appreciated.

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 Recreation, Cultural and Community Services Advisory Commission 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.

**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 [prcs@novato.org](mailto:prcs@novato.org). Written public comments received more than 3 hours before the start of the meeting will be distributed to the Commission. 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.

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

**B. APPROVAL OF FINAL AGENDA**

**C. PUBLIC COMMENT**

*There is a three-minute time limit to speak although the Chair may shorten the time based on the number of speakers or other factors. A speaker may not yield his or her time to another speaker.*

*For issues raised during Public Comment that are not on the published agenda, except as otherwise provided under the Ralph M. Brown Act, no action can legally be taken. The Board, Committee, Commission may direct that the item be referred to the Staff Liaison for action or may schedule the item on a subsequent agenda.*

**D. CONSENT ITEM**

*All matters listed on the Consent Calendar are considered to be routine and will be enacted by a single vote of the Commission. There will be no separate discussion unless specific items are removed from the Consent Calendar for separate discussion and action. Any Commissioner may remove an item from the Consent Calendar and place it under General Business for discussion.*

**D.1. Approve the Meeting Minutes from May 11, 2023 Meeting**

**E. UNFINISHED AND OTHER BUSINESS**

**F. GENERAL BUSINESS**

*These items include significant and administrative actions of special interest and will usually include a presentation and discussion by the Recreation, Cultural and Community Services Commission. They will be enacted upon by a separate vote.*

**F.1. Receive a Presentation Requesting Feedback and Approval of the Scottsdale Pond Wayside Signage Draft Signs by Scientific Illustrator Emma Oyle, for the Approved Public Art Installation at Scottsdale Pond in Partnership with The Rotary Club Of Novato from Recreation Division Manager, Drew Bendickson**

**Attachment 1 – Art In Public Places, Admin Policy 5.13  
Attachment 2 – Scottsdale Pond Wayside Signs Draft Proposal**

**F.2. Receive a Presentation on 2023 Youth Enrichment, Youth Athletics, and Adult Athletics Programming from Recreation Coordinators, Sarah Bailey & Nick Malliaras**

**F.3. Receive an Update on the Parks Master Plan from Director of Parks, Recreation, and Community Services, Katie Gauntlett**

**Attachment 1 – Presentation Parks Master Plan Updates**

## G. COMMITTEE AND LIAISON REPORTS

*This section is used for Commissioners and the Staff Liaison to orally report on topics that can be considered for discussion at a future meeting.*

### G.1. Staff Updates

### G.2. Commissioner Reports

## H. ADJOURNMENT

***Materials that are submitted to members of Commission after the distribution of the agenda packet will be made available to the public at the time it is provided to the Commission.***

### AFFIDAVIT OF POSTING

I, Drew Bendickson, certify that on the Thursday before the Recreation, Cultural and Community Services Advisory Commission meeting of July 13, 2023 the agenda was posted on the City Community Service Board at 922 Machin and on the City's website at [novato.org](http://novato.org) in Novato, California.

/ Drew Bendickson /

Drew Bendickson, Recreation Division Manager



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**CITY OF NOVATO**  
PARKS & RECREATION

**Recreation, Cultural and Community Services Advisory Commission**

**MEETING**

**DRAFT Minutes**

**Thursday, May 11, 2023 - 6:00 PM**

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

The meeting was called to order by Chair Lacey at 6:00 PM.

**Commissioners Present:** Chair Erin Lacey, Vice Chair Nancy Weber, Suzanne Crow, Emily Larsen, Mavi Pilloton, Betsy Ricketts, Beverley Winsor

**Commissioners Absent:** Dennis Bentley

**Staff Present:** Director of Parks, Recreation, and Community Services Katie Gauntlett; Senior Management Analyst Drew Bendickson; Recreation Supervisor Alexandra Kambur; Recreation Supervisor Rachelle Fugitt-Schneider; Recreation Coordinator Andrea Cifelli; Recreation Coordinator Stephany Simmons

**B. APPROVAL OF FINAL AGENDA**

**Commission Action:** Upon motion by Commissioner Weber and seconded by Commissioner Crow, the Commission voted 7-0-0-1 to approve the final agenda.

**Ayes:** Crow, Larsen, Pilloton, Ricketts, Weber, Lacey, Winsor

**Noes:** None

**Abstain:** None

**Absent:** Bentley

**Motion Carried**

**C. PUBLIC COMMENT**

None

## D. CONSENT ITEMS

### D.1. APPROVAL OF THE MEETING MINUTES

**Commission Action:** Upon motion by Commissioner Crow and seconded by Commissioner Larsen, the Commission voted 7-0-0-1 to approve the meeting minutes from Recreation, Cultural, and Community Services Advisory Commission Special Meeting from April 13, 2023.

**Ayes:** Crow, Larsen, Pilloton, Ricketts, Weber, Lacey, Winsor

**Noes:** None

**Abstain:** None

**Absent:** Bentley

**Motion Carried**

## E. UNFINISHED AND OTHER BUSINESS

None

## F. GENERAL BUSINESS

- F.1. **Receive a presentation for an Art in Public Places proposal in partnership with the Rotary Club of Novato and local artist to redesign the existing; consider making: 1. Approve one of three proposed illustrated design concepts and topics; 2. Enter into contract with artist to create illustrated designs; 3. Approve budget allocation from the public arts fund project for an Art in Public Places proposal in partnership with the Rotary Club of Novato and local artist to redesign the existing Scottsdale Pond wayside signage; Consider approving and making a recommendation to Novato City Council to: 1. Approve one of three illustrated design concepts and signage topics; 2. Enter into contract with artist to create illustrated designs; 3. Approve budget allocation from the public arts fund to support the project as a public art installation.**

Senior Management Analyst Drew Bendickson appraised the Commission on the current Scottsdale Pond signage, which has suffered damage from weather and graffiti since its installation in 2005 and is rendered unreadable. Senior Management Analyst Bendickson presented information on the history of the

design and the coordinated effort initiated by Rotary Club of Novato member Jim Spillman to replace the signage. Eight wayside signs are proposed to be replaced; the total cost will be dependent upon the option chosen for the design.

Scientific illustrator Emma Oyle presented ten design options that illustrate the unique ecology of the Scottsdale Pond area with the intent to increase awareness of the local ecosystem and enhance visitors' experiences. Styles for the design included digital spot illustration, digital full illustration, traditional watercolor, and watercolor spot illustration. Topics included an introduction to the site; animal harm and litter warnings; fish, bird, insect, and land animal education and identifications; the symbiotic nature of the totality of the ecosystem and its surrounding area.

Rotary Club of Novato member Jim Spillman clarified that the Rotary Club would incorporate their logo on the signposts and would bear the manufacturing costs associated with the signage. The City of Novato would bear the cost of creating the designs as well as the responsibility of storing the artwork files for future use or to replace damaged signs. Upon approval, the timeline for project completion is expected to be finalized by August.

**Commission Action:** Upon motion by Commissioner Weber and seconded by Commissioner Crow, the Commission voted 7-0-0-1 to recommend style option 2, to remove design options 6 and 10, and to recommend the allocation of funds to City Council in the amount of \$11,400.

**Ayes:** Crow, Larsen, Pilloton, Ricketts, Weber, Lacey, Winsor

**Noes:** None

**Abstain:** None

**Absent:** Bentley

## **F.2. Receive a presentation on 2023 Gymnastics Programming by Recreation Supervisor Alexandra Kambur**

Recreation Supervisor Alexandra Kambur introduced Novato Gymnastics Center's staff and shared the early job training available to members of instructional staff. Recreation Supervisor Kambur illuminated the opportunities for social growth and early childhood development, learning and problem-solving skills, and gross motor and physical development offered by the competitive and recreational programming. Program highlights include the Supernova class, which promotes safe skill building for children with physical and cognitive adaptive needs; the progressive approach of the recreational classes for children from ages twelve months to twelve years; the seasonal and summer camps that offer children the opportunity to pursue gymnastics during school breaks; and the competitive team, which frequently transitions into employment with the City as instructors.

Recreation Supervisor Kambur recognized the Novato Gymnastics Boosters Club, which raises money through two annual competitive team meets and donations to support equipment and programming, as well as the inaugural year of the donation-based Gift of Gymnastics Financial Aid Program which in 2022 raised over \$7,000 in scholarships to support gymnastics scholarships for low income Novato youth.

**Public Comment**

None

**F.3. Receive a presentation on 2023 Aquatics Programming by Recreation Supervisors Rachelle Fugitt-Schneider**

Recreation Supervisor Rachelle Fugitt-Schneider provided an overview of the offerings from Novato's new Aquatics program including lap swim, recreation swim, activity pool, swim classes, and private lessons. Swim class sessions will be provided in four 25-minute classes and will be divided by age and ability.

Recreation Supervisor Fugitt-Schneider outlined the picnic rental spaces and policies as well as the contracted classes through Water Gym and prices for entry including Season Pass Memberships, Punch Pass Memberships, and pre-purchasable single-day reservations.

Recreation Supervisor Fugitt-Schneider highlighted the lifeguard certification class successes and hiring of part time seasonal staff. Eleven lifeguards have been certified and hired at the time of the meeting with over 20 still engaged in the hiring process.

Hamilton Pool will open Saturday, May 27, and will feature food available for purchase from Tommy Salsas.

**Public Comment**

None

**F.4. Receive a presentation on Summer 2023 Special Events by Recreation Coordinator Stephany Simmons**

Recreation Coordinator Stephany Simmons recounted recent spring special events including the Spring Trash to Treasures Flea Market at Margaret Todd Senior Center, the Spring Magic Show at City Hall Council Chambers, and Fishing in the City at Scottsdale Pond. Recreation Coordinator Simmons highlighted the second annual Special Needs Safety Event during which Novato Police Department and Novato Fire Protection District collaborated with Novato Parks and Recreation to

provide an inclusive event modeled after National Night Out which catered specifically to children with adaptive needs. The event was attended by 133 people, 11 vendors for special needs services, treats by Wicked Slush, and promotional items and Star Wars characters donated by Lucas Films.

Recreation Coordinator Stephany Simmons announced upcoming summer special events, particularly the Concerts on the Green events being held on the Civic Green beginning in June and the Hot Amphitheater Nights concert series at the Hamilton Amphitheater. Fall and Winter events will include the Fall Trash to Treasures Flea Market, Fall Magic Show, Holiday Crafts Faire, Gingerbread Build. Recreation Coordinator Stephany Simmons supports each special event with social media utilization for promotion as well as feedback following the events.

### **Public Comment**

None

#### **F.5. Receive a Parks Master Plan Update from Parks, Recreation, and Community Services Director Katie Gauntlett**

Parks, Recreation, and Community Services Director Katie Gauntlett updated the Commission on the progress of the Parks Master Plan project and the current status of community engagement efforts. Inventory and assessment continue behind the scenes with walkthroughs and comparisons to GIS systems to identify assets and statuses. Assessors will present an Atlas following their synthesis of the multiple assessment methods.

Data is being generated online through a Social Pinpoint engagement tool and through stakeholder meetings and focus groups. A community workshop will take place on June 24, 2023, as well as additional community engagement efforts in June. Customer service sites and special events sites will feature digital voting and dotmocracy boards to encourage participation. Animated videos and photos will be added to the outreach methods via social media.

Social Pinpoint has generated data from 2100 site visits, 261 users, and 95 unique comments. The Interactive Map allows users to pinpoint areas of suggestion and concern as well as favorites. Currently, parks and open spaces maintain a lead on public priority followed by athletic facilities.

Parks, Recreation, and Community Services Director Katie Gauntlett shared an update of the survey, the first draft of which is in progress and will be presented to the Ad Hoc Committee in June. It is anticipated that the survey will be released to the community in late June.



## **Public Comment**

None

## **G. COMMITTEE AND LIAISON REPORTS**

### **G.1. Staff Updates**

Parks, Recreation, and Community Services Director Gauntlett shared that the registration accomplishments exceeded the previous two years of registration revenue. Director Gauntlett anticipates reaching the revenue goal for the fiscal year by June 30<sup>th</sup>, as most summer activities are full with waitlists.

Director Gauntlett announced the Flag Raising Ceremony being held at City Hall on June 1, 2023. Upcoming proclamations from City Council include National Public Works Week and a proclamation in honor of Pride Month.

Director Gauntlett shared that the Master Fee Schedule will be updated July 1, 2023. This new fee schedule will not include program registration fees but will change facility rentals excluding aquatics facilities which were adopted by Council in October of 2022 with the establishment of the Aquatics Division.

Director Gauntlett shared an update on the two Art in Public Places projects that were recently approved by the Commission. The Village Child mural is underway and on target to be completed by the end of May; Pianos on Grant was approved by Council, and the piano is being painted at the Rotary Club of Novato. The piano is scheduled to be delivered to its resting location in front of Marin Music Center on June 1<sup>st</sup> with a popup celebration.

Finally, Director Gauntlett updated the Commission on the construction progress in Pioneer Park: demolition of the larger structure has begun, and contractors are awaiting delivery on the structure that will replace it. A communication board is being donated by a member of the community and will be custom designed in English, Spanish, and Braille. The grand re-opening date is still yet to be determined.

### **Public comment:**

None

**G.2. Commissioner Reports**

None

**H. ADJOURNMENT**

The meeting was adjourned at 8:10 PM.

The next RCCS meeting is on July 13, 2023.

DRAFT

**I HEREBY CERTIFY that the foregoing minutes were duly adopted at the RCCS Commission meeting of \_\_\_\_\_.**

/ Drew Bendickson /  
Drew Bendickson, Recreation Division Manager

**STAFF REPORT**

## MEETING

DATE: July 13, 2023

TO: Recreation, Cultural and Community Services Advisory Commission

FROM: Drew Bendickson, Recreation Division Manager

**SUBJECT: REQUESTING FEEDBACK AND APPROVAL OF THE SCOTTSDALE POND  
WAYSIDE SIGNAGE DRAFT SIGNS BY SCIENTIFIC ILLUSTRATOR EMMA  
OYLE, FOR THE APPROVED PUBLIC ART INSTALLATION AT SCOTTSDALE  
POND IN PARTNERSHIP WITH THE ROTARY CLUB OF NOVATO**

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**REQUEST**

Requesting feedback and approval of the Scottsdale Pond Wayside Signage draft signs by scientific illustrator Emma Oyle, for a public art installation at Scottsdale Pond located at Redwood Blvd and Rowland Blvd in partnership with the Rotary Club of Novato.

**DISCUSSION**

Novato's Art-In-Public Places Program, known as Administrative Policy 5.13 (Attachment 1), outlines how public art enhances the City's public spaces. The Recreation, Cultural, and Community Services Advisory Commission (RCCS) is charged with advising the City Council on public art, including locations, designs, installations, and budget allocations from the Public Arts Fund. The City Council makes final decisions on placement, artists, budgets, and quality, considering the Recreation, Cultural, and Community Services Advisory Commission's recommendations.

During the Recreation, Cultural and Community Services Advisory Commission meeting held on May 11, 2023, RCCS approved recommending a proposal to the City Council, for an art in public places project in partnership with the Rotary Club of Novato and local artist Emma Oyle to redesign the wayside signs at Scottsdale Pond. Emma is a scientific illustrator and resident of Novato, and recently completed her Science Illustration Graduate Certificate Program at Cal State, Monterey Bay. The objective of the project is to redesign the eight existing Scottsdale Pond wayside signs, which have suffered significant damage from weather conditions and graffiti over the years, making them illegible for park visitors. These signs play a crucial role in educating visitors about the local ecosystem and the native species' habitat at Scottsdale Pond, providing a valuable community service. This project will be completed in collaboration with the Rotary Club of Novato, who will cover the expenses of manufacturing the eight wayside signs with new artwork.

During their regularly scheduled meeting, the RCCS Commission approved and recommended the design style (digital illustrations with a combination of spot and full illustrations), an allocation of funds from CIP 11-019 Public Art Projects, and topics for the eight wayside signs. The following signage topics were approved:

1. Welcome to Scottsdale Pond!
2. Don't Feed the Birds!
3. What Do the Birds at Scottsdale Pond Eat?
4. Who's Swimming at Scottsdale Pond?
5. Who's Hiding at the Water's Edge?
6. Gulls and Terns
7. Scottsdale Pond Isn't Just for the Birds!

## 8. Yearly Visitors

At the May 23, 2023, Novato City Council meeting, the Council approved RCCS's recommendation of the proposed redesign and signage topics for the eight wayside signs at Scottsdale Pond, allocating \$11,725 from the Public Art Fund and entering into a contract with the artist, Emma Oyle, to begin work on the redesigns.

Since receiving Council's approval, the City has entered a contract with the artist, Emma Oyle, who has completed preliminary drafts of the approved eight signage topics. Staff are now seeking feedback from the RCCS Commission on the draft signage designs and information. Each wayside sign will feature text in both English and Spanish. The Spanish translations of the body text are currently represented by placeholder "lorem ipsum" text in the draft signage. Once the English text is finalized, a translator will be contacted to provide accurate translations for inclusion in the final compositions. The rough drafts do not include Spanish translations for the species labels, these will be added below the English labels in the final compositions.

Staff are requesting the RCCS Commission review the drafted designs and provide a recommendation regarding the background color for the signs. Options include white, tan, light green, light blue, dark green, and dark blue (Attachment 2). Light backgrounds provide better color contrast and legibility for artwork and text, while dark backgrounds tend to attract visitors attention from a distance. Alternatively, RCCS could elect to allow the artist to exercise discretion in selecting the background color for each sign, taking into account the specific palette of the artwork. While this approach allows for a better match between the background and the artwork, it may result in reduced uniformity among the signs.

Pending the Commission's approval of the drafted designs, the artist will proceed with creating the final artwork. The final artwork will then be reviewed and approved by RCCS at a future meeting before being presented to the City Council for final approval, in accordance with the Art-In-Public Places Policy. Upon approval by the City Council, the Rotary Club of Novato will initiate the signs' manufacturing process in preparation for their installation.

### **PUBLIC OUTREACH**

On July 10, 2023, this item and the RCCS Commission's meeting agenda were promoted on the City and Novato PRCS's social media platforms encouraging community participation.

This item was noticed per standard City of Novato City Council agenda noticing procedures including posting the agenda 72 hours in advance on the community bulletin board in front of the City Administrative Offices located at 922 Machin Avenue, posting on the City's website at [novato.org/councilagendas](http://novato.org/councilagendas) and sending an email notification to all e-notification subscribers.

### **FISCAL IMPACT**

None.

### **RECOMMENDATION**

Approve the draft signage for the Scottsdale Pond Wayside Signs artwork and information, including the selection of background colors for the signs, to allow the artist, Emma Oyle, to proceed with completion of the final artwork designs.

### **ALTERNATIVES**

1. Make changes and provide direction to staff.
2. Do not approve and provide alternative direction to staff.

### **ATTACHMENT**

1. Attachment 1 – Art In Public Places, Admin Policy 5.13
2. Attachment 2 – Scottsdale Pond Wayside Signs Draft Proposal

ADMINISTRATIVE POLICY 5.13

Issued September 2000

Revised September 2021

*Jurisdiction: Staff*

**ART IN PUBLIC PLACES PROGRAM  
(PURCHASED OR DONATED ART)**

**I. POLICY**

- A. It has been widely acknowledged that the inclusion of visual arts in the public eye adds dimension, depth, and character to a community, inspires young minds, reinforces a local identity to which citizens can relate and take pride in, and generally adds to the beauty and quality of life.
- B. It has been determined that the City of Novato is interested in taking an active role in the promotion of arts and culture. The City further recognizes the substantial economic benefits to be gained through aesthetic enhancement of its public spaces and consequent retail activity throughout the City. A policy is hereby established to direct the inclusion of works of art in public spaces throughout the City and/or the design services of artists in certain City capital improvement projects.

**II. BACKGROUND AND PURPOSE**

The City Council established an Art-In-Public-Places Program and Policy. The primary objectives of the Art-In-Public-Places Program are to:

- A. Develop for the City of Novato a collection of the highest quality artwork which reflects its culturally diverse community and its ever-changing needs;
- B. Enliven, enrich, and enhance the quality of Novato's visual environment and public spaces;
- C. Integrate the work and creative thinking of artists into the planning, design, and development of the City of Novato by promoting and facilitating collaborations between artists, architects, landscape architects, engineers, and other designers in all public construction or urban design projects, and by encouraging such collaborations in the private sector;
- D. Provide opportunities for artists which advance their art forms and which broaden the role of the artist in the community;

- E. Provide employment opportunities for artists through the commissioning of artwork;
- F. Provide opportunities for citizens and visitors to participate in, experience, and understand the processes involved in the creation of public art.

### III. DEFINITIONS

For the purpose of this policy, unless it is plainly evident from the context that a different meaning is intended, the following terms are defined as follows:

- A. “ART-IN-PUBLIC-PLACES” means any visual work of art displayed for two weeks or more in an open City-owned area, on land which the City enjoys easement or leasehold interests, on the exterior of any City-owned facility, public areas, lobbies, or public assembly areas, or on any non-City property if the work is installed and/or fabricated and financed, either wholly or in part, with City funds or grants procured by the City.
  
- B. “ARTWORK” or “WORKS OF ART” or “ART” means any work of a visual character, including, but is not limited to, a drawing, painting, murals, sculpture, mosaic or photograph, a work of calligraphy, work of graphic art (including an etching, lithograph, offset print, silkscreen, or a work of graphic art of like nature), crafts (including crafts in clay, textile, fiber, wood, metal, plastic and like materials), weaving, carving, stained glass, or mixed media (including a collage, assemblage or other combination of the foregoing art media). Artwork will not normally include general landscaping, paving, architectural ornamentation, or signage. Artworks may be portable as well as fixed.
  - 1. The following are not considered to be art within the meaning of this policy:
    - a. Directional elements such as super graphics, signage, or other color coding, except where these elements are integral parts of the artwork.
    - b. Art objects which are mass produced from a standard design such as playground equipment, fountains, flags, or banners.
    - c. Reproductions, by mechanical or other means, of original art.
    - d. Decorative, ornamental, or functional elements which are designed by the building architect as opposed to an artist commissioned for the purpose of creating artwork.
    - e. Landscape architecture and landscape gardening, except where these elements are designed by the artists and are an integral part of the artwork by the artist.

- f. Services or utilities necessary to operate or maintain the artwork over time.

#### IV. PROCEDURE

##### A. APPLICABILITY

This policy shall be applicable to every public building, park and other property owned by the City of Novato or in which the City has an interest and every building and park constructed by the City of Novato and other public projects designated by the City Council. It shall also be applicable to privately financed and owned buildings at the option of the owner.

It shall be the responsibility of the Novato Recreation, Cultural, and Community Services Advisory Commission (“RCCS Commission”) to identify suitable locations for art-in-public-places. In addition, it will be responsible for taking the lead role in recommending (1) what type of art is best suited for the locations the RCCS Commission identifies and (2) a process whereby art for such locations can be obtained, commissioned, and installed. In addition, the RCCS Commission will make recommendations to City Council for budget allocations from the Public Arts Fund to support art projects.

The City Council shall make all final decisions with respect to the location of art in public places, the nature of the art, the artist, the budget, and the acceptance and quality of the art.

##### B. RESPONSIBILITIES OF THE RCCS COMMISSION

The responsibilities of the RCCS Commission shall include, but not be limited to, the following:

1. Identify exceptional public sites within the City of Novato and recommend a schedule for the acquisition and/or commission of art for the sites. The RCCS Commission shall consider the constraints on the site and shall attempt to ensure that the artwork selected is appropriate for the site’s overall design.
2. Recommend the appropriate method of selection of a work of art for a specific site from one of the following:
  - a. Limited competition — a small number of artists are paid to develop proposals.
  - b. Invitation — one artist is paid to develop a proposal.
  - c. Direct purchase — a completed work of art is purchased.

- d. Direct selection — slides and letters of interest are solicited; a small number of artists are interviewed.
  - e. Open competition — site and program are advertised; proposals are accepted from and without payment to all interested artists.
3. Advise the City Council regarding private gifts of art which shall be considered under the same criteria as funded projects and accepted or rejected accordingly.
4. The RCCS Commission shall advise the City Council, through City Staff on all aspects of art in public places. Staff will present the RCCS Commission's recommendations to the City Council for consideration. The RCCS Commission shall have no authority to commission artwork, commit the City to installing art in public places on a particular site, contract with artists, encumber funds, incur debt, or accept the quality of or approve any art. The RCCS Commission shall be advisory only to the City Council.
5. The RCCS Commission shall work directly with City staff on identifying appropriate projects/sites for the installation and/or display of art in public places. The RCCS Commission shall consider and make recommendations on items such as:
  - Designation of a proposed site;
  - Media of the artwork to be used;
  - Selection process to be used;
  - An estimated schedule for the selection, fabrication and installation of the artwork;
  - A proposed agreement between the artist and the City;
  - A recommendation as to whether or not the art should be a permanent or temporary installation;
  - Consider and recommend financial contributions for proposed projects from the Art in Public Places Fund collected from in-lieu fees.
6. RCCS Commission shall submit to the Council its recommended art and artist. At a minimum, artists in final selection shall present maquettes and itemized cost breakdowns of the art project for review. The RCCS Commission will recommend to the City Council all final selections for the Council's decision. All recommendations made by the RCCS Commission to the City Council must be approved by a two-thirds vote of the members of the RCCS Commission. All City Council decisions will be final.
7. After an artist has been selected and a proposal approved, City Staff will monitor the contract performance and coordinate the fabrication and installation of the artwork with the artist, and, if applicable, any architects and



contractors involved in the development of the public facility or public land upon which the art is to be installed or fabricated.

8. When appropriate, the RCCS Commission shall also recommend a suitable public education program in connection with the artwork.

C. CRITERIA FOR SELECTION OF ART

In performing its duties in selecting suitable sites for art in public places and recommending artists to perform such artwork, the RCCS Commission shall consider the following criteria.

1. The conceptual compatibility of the design of the artwork with the environment of the site, project, features and structures of the land and/or area or building on which or in which the art is proposed to be located.
2. The appropriateness of the design of the artwork to the function of the site on which it is to be located.
3. The compatibility of the design and location within a unified design character or historical character of the building or property on which the art is to be located and/or installed.
4. The creation of a desirable environment for the general community by the design and location of the artwork.
5. The preservation and integration of natural features with the building or other project in which the artwork is to be incorporated.
6. The appropriateness of materials, textures, colors and design.
7. The representation of a broad variety of taste within the community that will be representative of the eclectic tastes of the community.
8. The artistic excellence of the proposed artwork.
9. The social and historic relevance of the art viewed in the context of its location and purpose.
10. The long-term durability of the art against vandalism, weather, and theft.
11. The maintenance considerations.

D. PUBLIC ART IN PRIVATE PLACES

1. As the City of Novato continues to grow with the increase of private development, serious attention should be placed in respect to the

representation of art within this private sector. Aesthetic improvements or works of art which will further enhance this development will greatly contribute to the quality of life in the City, as well as the growth of greater cultural awareness in our community. The Design Review Commission (DRC) is responsible for review and recommendations for private developers with respect to these matters.

2. Public art in private places is optional to developers with private development projects in the City of Novato; provided, however, that any art which a private developer proposes to erect, install or place on his/her private property in lieu of paying to the City any or all of a City impact fee imposed for the purpose of paying for art-in-public-places shall be subject to the approval of the City Council under and pursuant to the procedures set forth in this policy.
3. Developers interested in involving art in public places will be given copies of this policy for reference by the City when applying for a development proposal. Private developers may choose to make a cash contribution towards civic-minded City-planned art in public places projects.
4. The City encourages private property owners who install, erect, or place art on their private property to do so in a way which allows the public to view such art. And in exchange for granting to the public and/or the City easement or other rights to assure such public viewing, the City shall cooperate, to the extent the City deems reasonable, with the private property owner in those lawful steps which the property owner is entitled to take in order to obtain available tax benefits and incentives for granting such rights.

#### E. DONATIONS AND BEQUESTS

1. The City of Novato will consider unsolicited offers of artwork to the City that are (1) donations that are gifts, or (2) bequests. A donor who wishes to make such an offer must send a letter to the City Manager containing the following information:
  - a. The type of donation being made.
  - b. Documentation of the artwork being offered for donation, including pictures, slides, size, medium, title, year of creation and a resume of the artist, if possible.
  - c. Maintenance requirements of the artwork.
  - d. A document showing that the artwork is free of encumbrances and that the donor has full and unconditional title to the artwork.

- e. A release letter by the donor, should the City decide to release the artwork in the future.
  - f. A statement that the donor is conveying the artwork to the City and that the owner indemnifies the City for any claims of any kind challenging the donor's ownership to said work of art or that the work of art is copied from or infringes upon rights of another work of art. Given that City is an institution of long-standing duration, it discourages donations of artwork that are conditional.
2. The City of Novato will acknowledge receipt of the donated artwork without valuation for tax purposes. The donor must find other means of establishing the value of the artwork.
  3. The City Manager shall refer all such offers to the RCCS Commission for its review and recommendation. After considering the RCCS Commission's recommendation presented by City Staff, the City Council will decide on accepting all offers of donated artworks and will notify donors of its decision within 90 days of the City Council receiving the recommendation from the RCCS Commission.

F. OWNERSHIP

All art accepted by the City or installed by the City shall be acquired in the name of the City of Novato and title shall vest in the City of Novato.



---

Adam McGill  
City Manager

# Scottsdale Pond Project: Draft Proposal



# Chosen Art Style:

Digital Illustrations (some spot illustrations, some full illustrations)

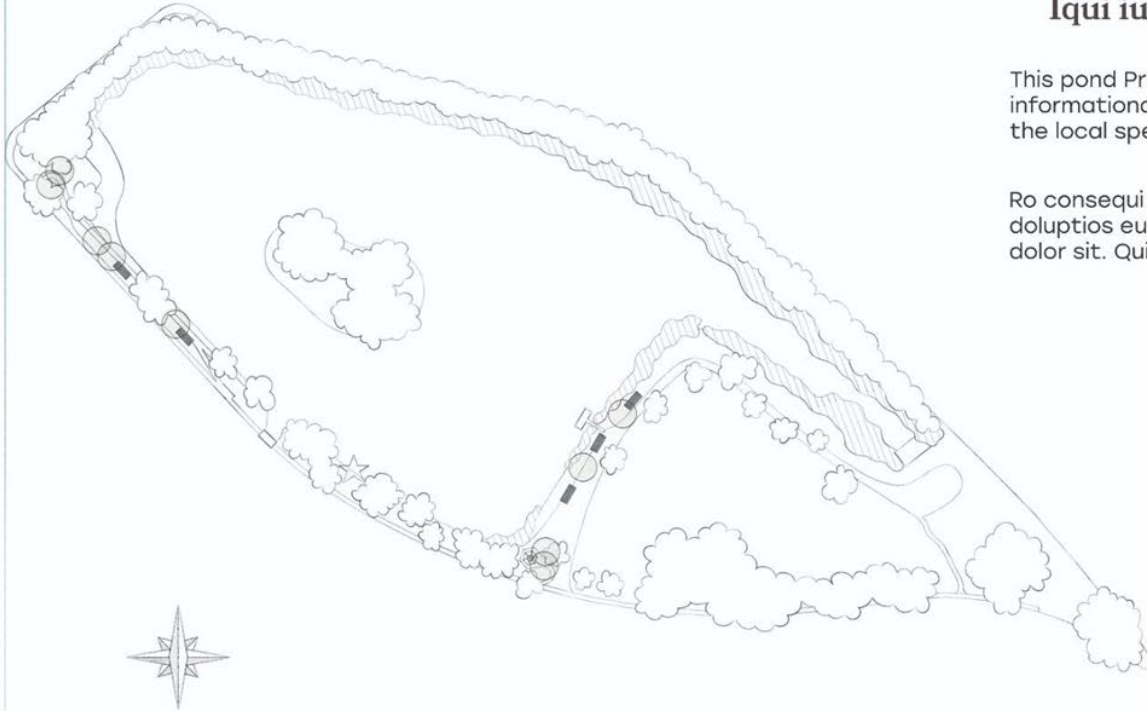


# Welcome to Scottsdale Pond!

*Iqui ius modis di dit ut magna poreste is di!*

This pond Provides a quiet refuge for many species. There are 7 informational signs placed around the pond, describing some of the local species. Can you find all 7 Signs?

*Ro consequi repelent acerepudis sequam fugitibus, eossequo doluptios eum et il eic tenturiosame cone suntia vit acea dus adis dolor sit. Quia poriaassit, si offic tem faccus eosseca?*



## Legend

-  Informational Sign
-  Bench
-  Fishing Line Receptacle
-  Broadleaf Cattail
-  Other Vegetation

In Partnership With

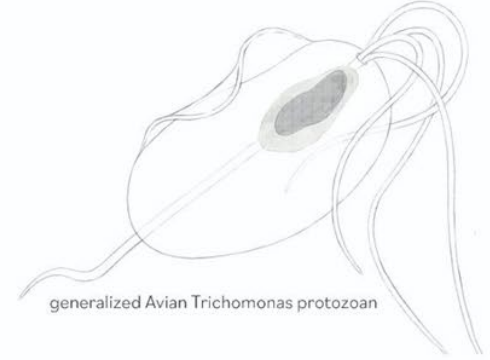


# Don't Feed the Birds!

inulpa dolupiet la volores con porit omnihillate!



generalized Avian Pox Virus



generalized Avian Trichomonas protozoan

Birds need a natural diet to stay healthy and flying fit.

Feeding the ducks and geese can lead to a large crowd of closely-packed birds that have lost their natural instincts because they are used to getting hand-outs. This can spread disease and increase the frequency of harmful aggressive interactions.

Ne occume lacest eum faces explit evenimi nciendi tatust

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Artwork by Emma Oyle

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Club of Novato

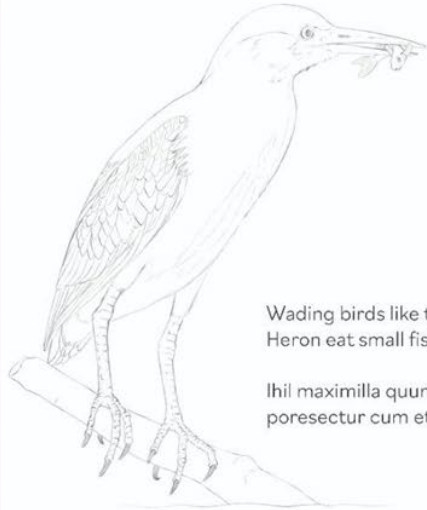


# What Do the Birds at Scottsdale Pond Eat?

Ate corae doluptas voluptatecae comnia nit est re?

The pond provides residents and visitors with a natural, healthy diet.

Iqui di bea quisitis ducia as et omni te ligenih ilitibus, quos esequi quist.



Wading birds like the Green Heron eat small fish

Ihil maximilla quanto officim poresectur cum et voluptici tet

Artwork by Emma Oyle



Geese and dabbling ducks like the American Wigeon eat aquatic plants

Nos eiumquos rerita nis ate volorro omnis vent dento blam qui dolorest denime sum inim estisci psande sam ut

Small songbirds like the Song Sparrow eat insects, grains, and berries

Is raerferferum is am aut minusciis esti aut ltenditis adis sam ellestiatem escient



In Partnership With

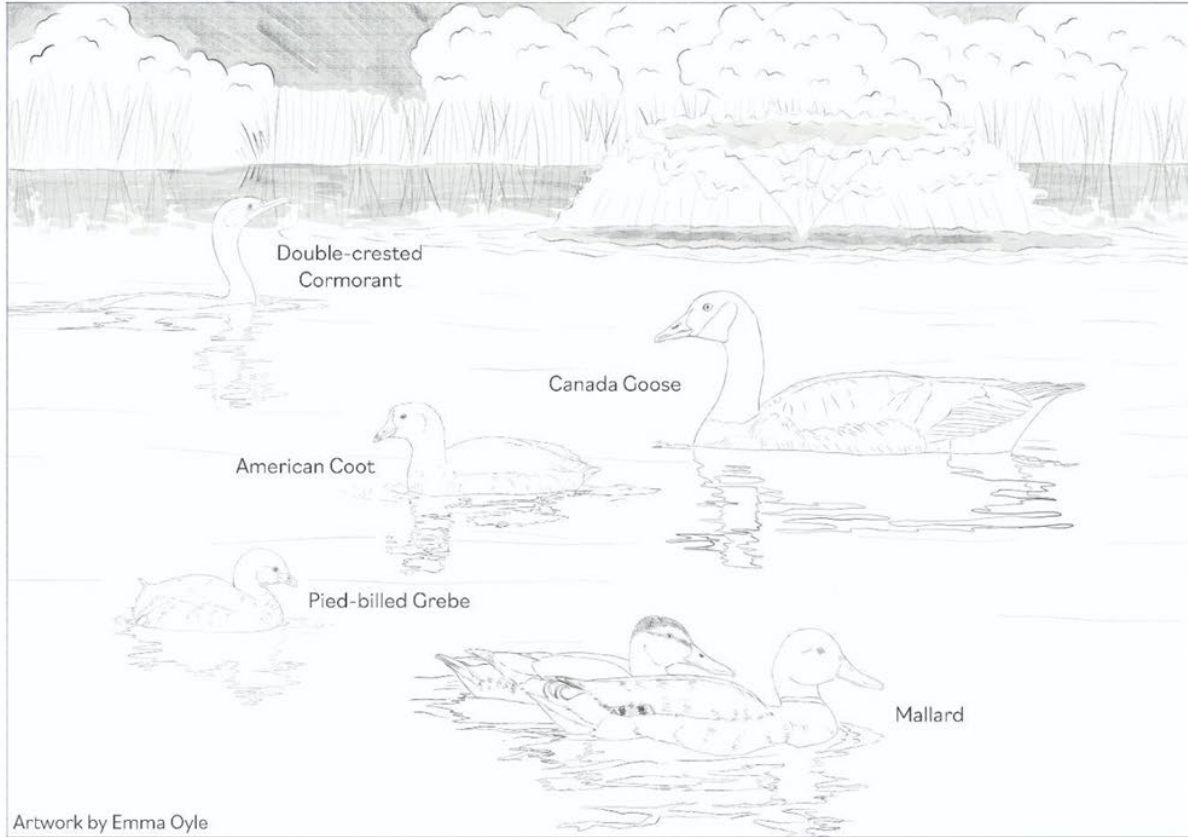


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Artwork by Emma Oyle

# Who's Swimming in Scottsdale Pond?

*Odiatian dundebis es audipie nderciae re volo?*

You may be able to recognize Mallard Ducks and Canada Geese, which are the most common visitors to residential and urban ponds.

If you look closely, you can find many other species swimming alongside these common neighborhood waterfowl.

*Ad utenisciae volore eicipsa pidebite ipsa sumquo quae. Et velest, archilis cuptatiandit a vendam, sit repel mossit et rem nulloreped molupta taerfer ferchil et ipsa.*

*sit et et perrum incider iapro omnimpor modit, quatius erum quaepta tionet velest eiumqui undus errum fugiatque.*

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Artwork by Emma Oyle

Great Blue Heron

Spotted Sandpiper

Common Gallinule

# Who's Hiding at the Water's Edge?

*Fugiatias doluptati nihit omnit volore et qui?*

Wading birds tend to be quieter and more secretive than ducks and geese. Look for them as they slowly move along the shallow pond edge searching for food or as they remain motionless, blending into the cattails.

*Oluptus pa pori ium ad ent am rerum quis mos volenimi, occus, sitesequiae essit offic tem labo. Ovit estiunt, quis mi, tem esed modissitas et fugia dit posam, quia quam et repercia quiae vendebis sercia vero magnis expeliquodit adit.*

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# Gulls and Terns

## Identifying Reptiles and True

Did you know that the word "seagull" doesn't refer to a single species of bird? Multiple gull species can be found at Scottsdale Pond, as well as their close relatives the terns.

Gulls and terns in flight can be distinguished from each other by their tail shape. Gulls have wedge-shaped tails, and terns have forked tails like swallows.

Es volorit lacersp icabo. Odio tota vid unt res aut aut faciis dolore nusaperum etustius, secum faccatem aut aciuntibus ipsam, con eum inullup tatisimusame etus, ullautatqui

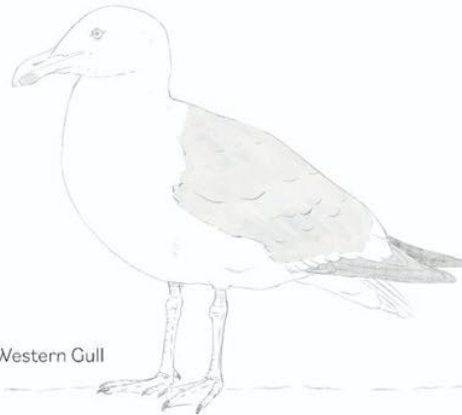
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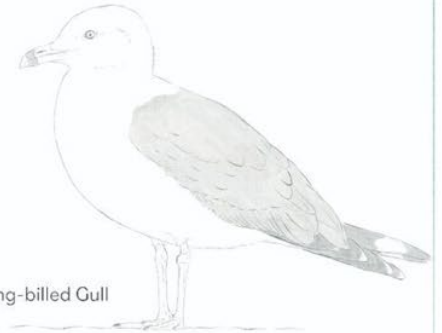
Forster's Tern



Heermann's Gull



Western Gull



Ring-billed Gull

In Partnership With

Artwork by Emma Oyle



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Yellow-faced Bumble Bee



Scarlet Pimpernel



Western Fence Lizard

Artwork by Emma Oyle

# Scottsdale Pond Isn't Just For the Birds!

*Id quid qui nis quat que sapere illa delectas reroreiur!*

Many species of plants and animals call  
Scottsdale Pond home.

How many different species can you spot?

*Odis eaquis dia vene estet, qui officipsa nihil eos  
re, core eture venisciis aut ea quiate.*

*animolor renditi dolupti consequiatur aperum?*

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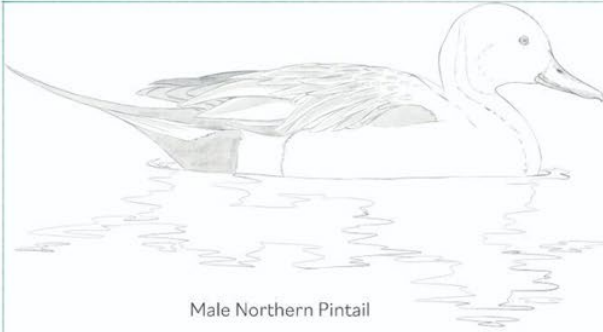


# Yearly Visitors

## Cimus Dessit Apedis

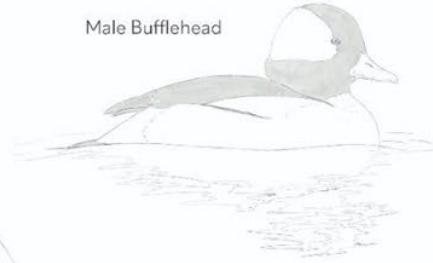
Some birds can be found at Scottsdale Pond year-round, while others are migrants that pass through for a short time. Visit the pond throughout the year to watch as the bird species change with the seasons.

Igendia volupta spellup taepudam exeressint labo. Officab id expligendi sus, qui nitiae pliquis atectaspero quia nobis sinte sum la ventem. Nam sendel maio et aut ad eum aut ulpa nonsequam faces dioreni officimusda con cus alibusandi dersper issitio nsequant.



Male Northern Pintail

Male Bufflehead



American White Pelican in Breeding Plumage

Artwork by Emma Oyle

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# Background Color Options:

- Light backgrounds allow for greater color contrast (and legibility) for artwork and text.
- Dark backgrounds stand out from a distance to draw interest to the sign, and tend to resist fading for longer

# Gulls and Terns

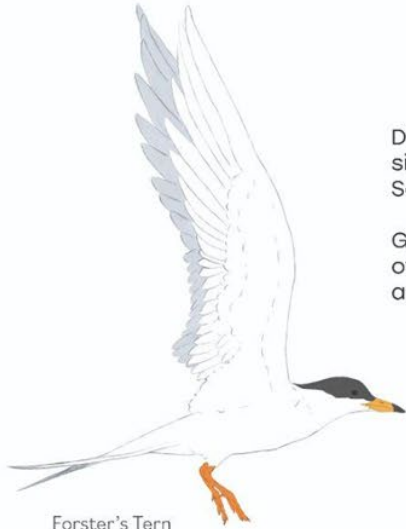
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Forster's Tern



Heermann's Gull



Western Gull



Ring-billed Gull

In Partnership With

Artwork by Emma Oyle



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Heermann's Gull



Western Gull



Ring-billed Gull

Artwork by Emma Oyle

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Heermann's Gull



Western Gull



Ring-billed Gull

Artwork by Emma Oyle

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Artwork by Emma Oyle

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Ring-billed Gull

Artwork by Emma Oyle

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**CITY OF NOVATO**  
PARKS & RECREATION

## PARKS MASTER PLAN UPDATE

PRESENTED TO: RECREATION, CULTURAL & COMMUNITY SERVICES COMMISSION

PRESENTED BY: KATIE GAUNTLETT, PARKS, RECREATION & COMMUNITY SERVICES DIRECTOR

DATE: JULY 13, 2023

# WHAT IS THE PARKS MASTER PLAN

- Comprehensive study of our parks, playgrounds, fields, outdoor courts, picnic areas & amenities
- Identify unmet recreational wants and needs in our community
- Create a prioritized list “roadmap” for current and future park development
- Extensive community engagement



**CITY OF NOVATO**  
PARKS & RECREATION

# PROJECT TIMELINE

Phases	F	M	A	M	J	J	A	S	O	N
Phase 1: Project Management										
Phase 2: Inventory and Assessment										
Phase 3: Community Interest/Needs Assessment										
Phase 4: Engagement										
Phase 5: Action Plan, Prioritizations, and Recommendations										
Phase 6: Development of a Financial Plan										
Phase 7: Draft and Final Plan										



# COMMUNITY ENGAGEMENT

## Phase 4: Public Outreach

- COMPLETED

- ✓ Outreach and engagement strategy plan
- ✓ Stakeholder and focus groups – March 28-20
- ✓ Staff SWOT – March 27
- ✓ Information gathering public meeting – March 30
- ✓ Community engagement interactive website – March 30
- ✓ June Community Workshop Series:
  - ✓ Focus Group Discussions - June 22 & 23:
    - Parents & Guardians
    - Youth & Adult Sports
    - Seniors & Older Adults
    - Youth & Adult Adaptive Needs
    - Camp Ton Of Fun Participants
  - ✓ Recreation in our Downtown – June 23
  - ✓ Community Workshop – June 24
  - ✓ Community Event Tabling:
    - ✓ Downtown Farmers Market – June 20 & 27
    - ✓ Rock The Block – June 22
    - ✓ Hamilton Pool Recreation Swim – June 23
    - ✓ Hamilton Amphitheater Concert – June 24



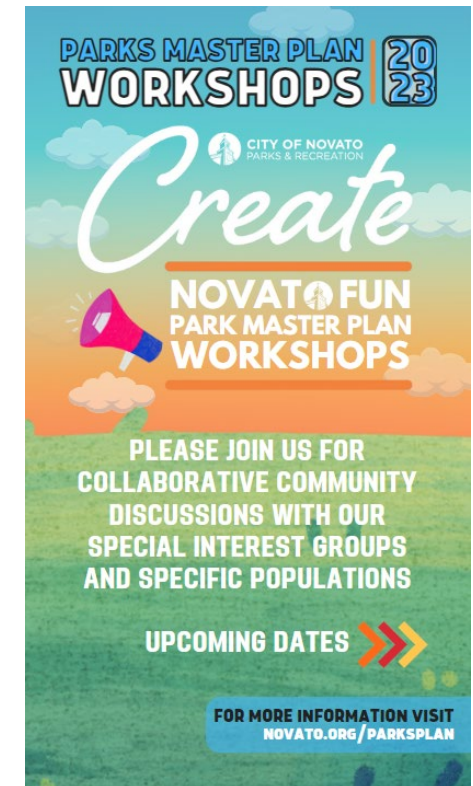
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# COMMUNITY ENGAGEMENT

## Phase 4: Public Outreach

- ONGOING & UPCOMING
  - Virtual Community Meetings
    - July 17; 6:00pm
    - July 19; 6:00pm
  - Customer Service Site Engagement (MTSC & Gymnastics Center)
  - Concert on the Green 7/21
  - Comment Cards
  - Social Media Engagement:
    - Instagram: 35,681 views
    - Facebook: 24,994 views
  - Eblasts - via City/PRCS channels and community partners
  - Social Pinpoint Community Engagement Site
  - Lawn Signs
  - Stickers
  - Visual Voting (Dotmocracy)



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*Create*

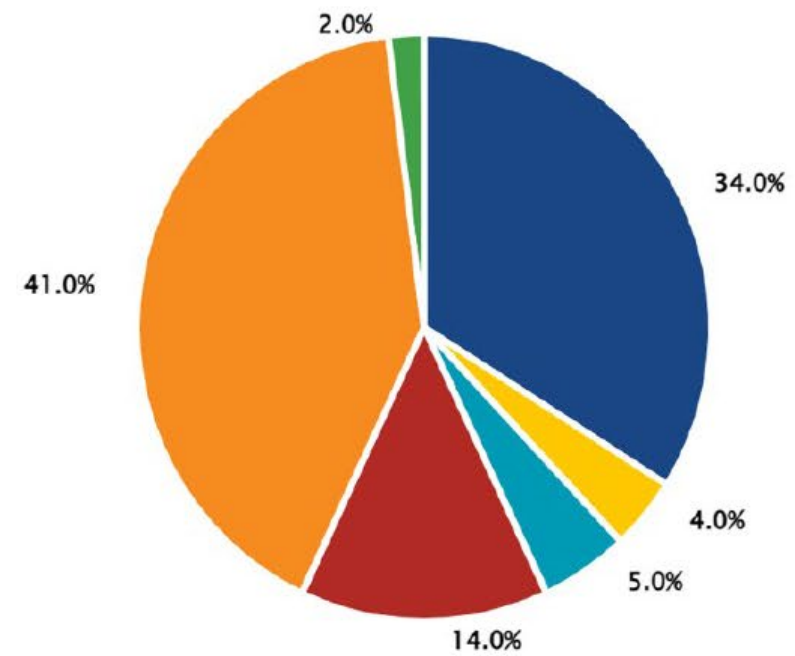
# NOVATO FUN

## 2023 Parks Master Plan

### Social Pinpoint Status Update

# Social Pinpoint Landing Page Update

- 5,136 site visits (1,648 more)
- 1,347 unique users (525 more)
- 176 comments (34 more)
- 112 priorities responses (16 more)
- Highest interest continues to be in Parks and Open Spaces (41%)
- Followed by:
  - Athletic Facilities (34%)
  - Other section (14%)
  - Diversity, Equity, Inclusivity (5%)
  - Beautification (4%)
  - Trails (2%)

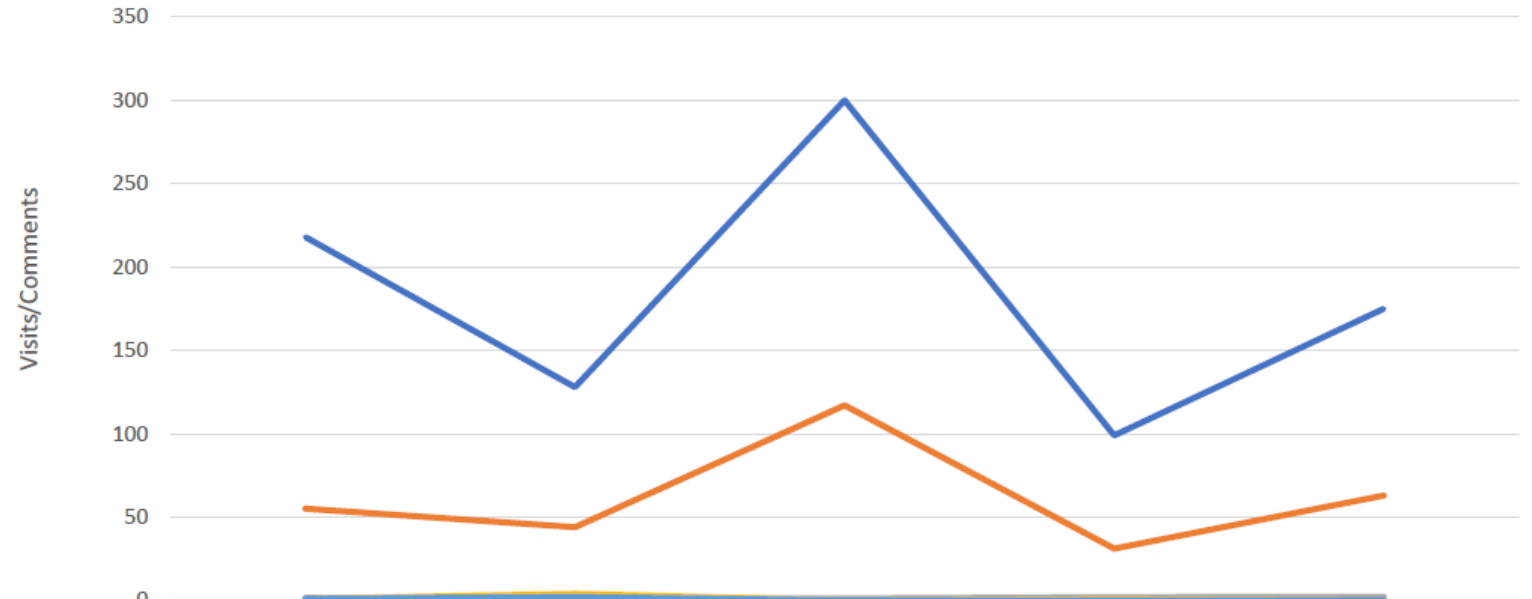


# Engagement by Day – Ideas Wall, Forum, and Priority Voting

The top five days with the highest engagement are:

- 6/30/23 – 300 total visits and 117 unique users, with an average time of 1.13 min and 0 comments.
- 6/15/23 - 218 total visits and 55 unique users, with an average time of 1.58 min and 1 comment.
- 7/7/23 - 175 total visits and 63 unique users, with an average time of 2.04 min and 0 comments.
- 6/16/23 - 128 total visits and 44 unique users, with an average time of 1.22 min and 4 comments.
- 7/1/23 - 99 total visits and 31 unique users, with an average time of 1.99 min and 1 comment.

Engagement by Day



	6/15/2023	6/16/2023	6/30/2023	7/1/2023	7/7/2023
Total Visits	218	128	300	99	175
Unique Users	55	44	117	31	63
Avg Time	1.58	1.22	1.13	1.99	2.04
Comments	1	4	0	1	0
Priorities Ranking	1	2	0	0	0

— Total Visits — Unique Users — Avg Time — Comments — Priorities Ranking



# Ideas Wall & Forum Popular Comments

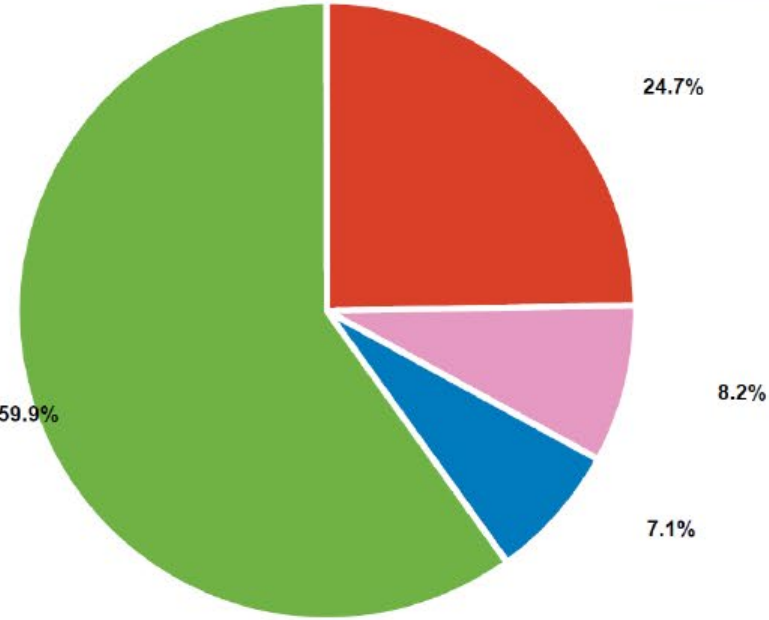
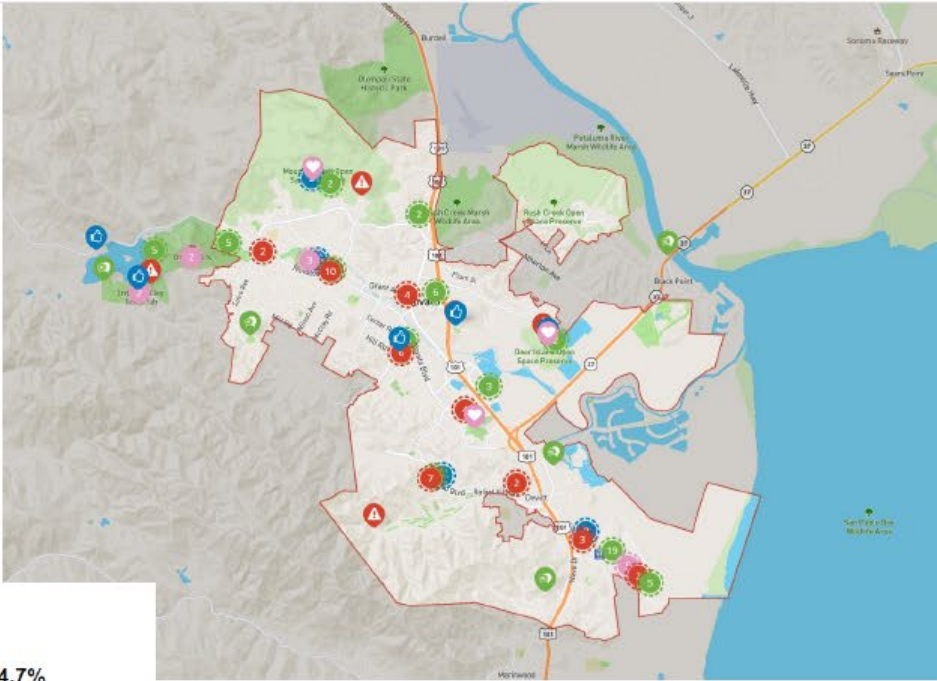
## New Supported Comments:

- Parks and Open Spaces
  - “The Pickleball courts are a huge asset to the community. They attract people of all ages from all different socioeconomic backgrounds. They provide exercise to people who aren’t necessarily into going to the gym or able to do other sports. Some days I’m playing with people over 85 and kids in middle school. Pickleball is a great outlet for many people. Pickleball is getting many people off the couch and moving. If you put a box out asking for donations for upkeep, I’m sure many would support.”
  - “It would be great to develop the open space next to the Novato Skatepark and add a huge multiage playground area with an open grass area to play, a children’s playground and an older kids play area with American Ninja Warrior style obstacles. This way there is something for all ages all in one convenient location.”
- Athletic Facilities
  - “I believe we need to expand more Pickleball courts; it’s the fastest growing sport in the world. The 6 designated courts we currently have are impacted; all Marin comes up to play. Do I dare say we are the only city with designated courts? Regardless, we need more. Maybe entertain the idea of wooing Lifetime Fitness or Chicken n’ Pickle to bring their beautiful facilities to our city. The old Firemen’s Fund buildings would be a great place to develop. Please consider!”
  - “Thanks for our great pickleball courts -- we just need more of them! The huge field with the track next to the current ones would be a great place to expand -- and to add a real bathroom. May also have to add some parking. It would also be great to have a few indoor courts. What is happening with those vacant buildings in the Square at Novato Blvd and Wilson? I'm pretty sure it is also going to become a more popular sport for schools.”



# Interactive Map Update

- 1,434 site visits (484 more)
- 511 unique users (177 more)
- 297 comments (73 more)
- Highest participation continues to be in the Suggestions section (59.9%)
- Followed by:
  - Challenges (24.7%)
  - Favorite Place (8.2%)
  - Strengths (7.1%)



● Challenges ● Favorite Place ● Strengths ● Suggestions



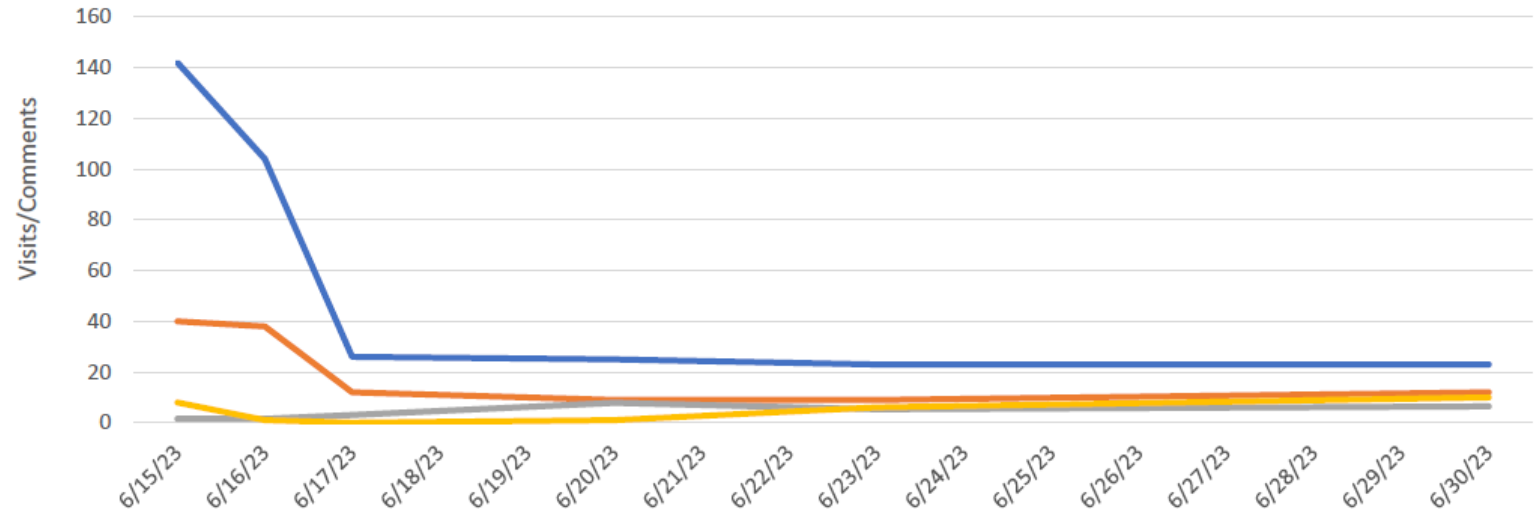
# Engagement by Day – Interactive Map

The top five days with the highest engagement are:

- 6/15/23 – 142 total visits and 40 unique users, with an average time of 1.55 min and 8 comments.
- 6/16/23 - 104 total visits and 38 unique users, with an average time of 1.5 min and 1 comment.
- 6/17/23 - 26 total visits and 12 unique users, with an average time of 3.02 min and 0 comments.
- 6/20/23 - 25 total visits and 9 unique users, with an average time of 7.87 min and 1 comment.
- 6/23/23 - 23 total visits and 9 unique users, with an average time of 5.33 min and 6 comments.
- 6/30/23 – 23 total visits 12 unique users, with an average time of 6.47 min and 10 comments



Map Engagement by Day



	6/15/23	6/16/23	6/17/23	6/20/23	6/23/23	6/30/23
Total Visits	142	104	26	25	23	23
Unique Users	40	38	12	9	9	12
Avg Time	1.55	1.50	3.02	7.87	5.33	6.47
Comments	8	1	0	1	6	10

— Total Visits — Unique Users — Avg Time — Comments



# Map Popular Comments



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PARKS & RECREATION

## New Supported Comments:

## Suggestions:

- [C St.](#): “C street needs better development. Currently there is no sidewalks, no lighting, and the roads are unkept, and unsafe.”
- [Hill Recreation Area](#): “Create restricted parking 2hr time limited 8am to 6pm both sides of Hill Rd.”
- [Miwok Park](#): “I would love to see more shade at the tot park and more playground added pieces to the tot park and Miwok like a seesaw, whirl and twirl, climbing dome, spring rider, musical pieces, etc.”
- [Arroyo Avichi Park](#): “Park doesn’t have much... Novato needs a big park with nice BBQ area and good kids area. Maybe more centrally located would be better An indoor public swimming pool would be nice for swim lessons, none during the other seasons in Novato. Splash pad would be awesome at this park. We basically are doing it at home.”
- [Hamilton Parkway](#): “Bigger playground area would be nice. Really love the gazebo, but a bench under it would be nice.”
- [Jenny Low’s – Rowland Blvd](#): “Would be kind of cool if the old Jennie Low’s location as a place for teens to hang out.”
- [Hangar Ave – USCG](#): “On weekends, it would be great to see events held in the hangar landing grounds. It’s unused on weekends. French market? Live music? Farmers mkt? Car shows? I’m glad to see farmers mkt on Thurs but 11a to 3p doesn’t serve working families.”





# Map Popular Comments



## Previously Supported Comments:

- **Challenges:**

- [The Square – Novato Blvd](#): “Huge opportunity is being missed with this shopping center.”
- [The Square – Novato Blvd](#): “I realize this is private property and not Parks and Rec, but this decrepit Square plaza is a blight, and the city needs to enforce some beautification or a sale to someone who can maintain it. So much potential going to waste.”
- [Josef Hoog Park](#): “Please consider getting rid of the massive BBQ pits. It just leads to big parties and alcohol and partying. Not appropriate for a playground.”

- **Favorite Place:**

- [Pioneer Park](#): “The city did a great job in renovating the Pioneer Park tennis courts and is doing an excellent job in rebuilding the children's playground. It would be great if the grass is mowed more often (may be once a month), the pathway lighting and parking area lighting can be maintained regularly as it is a safety issue. All in all, excellent!!! Kudos to the city.”



# PROJECT TIMELINE

Phases	F	M	A	M	J	J	A	S	O	N
Phase 1: Project Management										
Phase 2: Inventory and Assessment										
Phase 3: Community Interest/Needs Assessment										
Phase 4: Engagement										
Phase 5: Action Plan, Prioritizations, and Recommendations										
Phase 6: Development of a Financial Plan										
Phase 7: Draft and Final Plan										

**SURVEY NOW AVAILABLE!**  
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**CITY OF NOVATO**  
PARKS & RECREATION

QUESTIONS

