

**MINUTES  
CITY OF NOVATO  
STREETSCAPE MAINTENANCE COALITION  
ADVISORY COMMITTEE MEETING  
Monday, January 14, 2013 7:00 P.M.**

**I. ROLL CALL**

**Members:**

Larry Paulger, Chair

Marcia Basalla

Len Bernstein

Ed Schulze - alternate

Susan Stompe

Charlotte Urban - absent

**Staff:**

Bill Johnson

Maggie Rufo

**Guests:**

Peggy Flynn, City of Novato Public Communication Coordinator

Stewart Luret, Bahia HOA Board Member

**II. APPROVE MINUTES OF DECEMBER 12, 2012**

*Approved*

**III. APPROVE AGENDA**

*Approved*

**IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE**

Stewart Luret, resident and board member of the Bahia HOA, spoke to the committee about plans for the entry islands (two) into the Bahia community. The HOA board will be discussing the proposed plans for the islands at their meeting next week. A resident of Bahia created architectural plans for the project, showing placement of a new sign, as well as landscaping elements. They will consider placing soft lighting on the sign, possibly using solar lights. Water is available from the NMWD water main across the street that distributes reclaimed water for irrigation. Trenching for the water access can be combined with an upcoming city streets project in the area. If the Bahia HOA approves the plan, the volunteers will come back to the committee for further discussion.

**V. COMMITTEE MEMBERS' COMMENT TIME**

Marcia distributed copies of recent column (published 1/2/13) in the Novato Advance, by Paul Mamalakis, "No stone unturned," that addresses, among other topics, chronic staff shortages in the maintenance department.

**VI. SUBCOMMITTEE REPORTS**

**A. Island Adoption**

1. Subcommittee Meeting Report & new language for agreement  
No report this time. Sub-committee meets on January 22.

2. Pacheco Valley project update

Chips have been laid down by volunteers and more plantings will follow. Most of the previously installed plants are surviving. The volunteers received the new t-shirts and thought they were great.

3. Streetscape Committee's island

Planning & design for this island is getting started, the committee should give input. Perhaps considering some permaculture as an option.

4. Update on talks with Sieman's for adoption of former Republic island

No response yet from Sieman's. The *juncus* on the island need thinning. Marcia may thin it to plant in other islands.

5. Other island updates

Signs placed at two islands: the one formerly known as Maggie's island, is now Adopted by Carolyn Grenier, and at Olive & Redwood: Adopted by Greenpoint Nursery, which goes from Olive to Golden Gate.

Staff has an application from Robin Burgess to take over the former Naeve island, and awaiting an encroachment permit. The plan is to have the island professionally landscaped but that is not quite in keeping with the spirit of adopt-an-island, but after the professional landscaping, it will be maintained by volunteers.

A report that the first island at Sunset & Ignacio is still "weedy."

Suggestion to place Adopt-an-Island signs at Scottsdale Marsh, and discussion on whether to add a phone number or a web address to the signs. *Motion approved to use the maintenance department phone number (899-8280) on the Adopt-an-Island signs.*

B. Community Volunteerism

1. San Marin High School volunteers to be recognized at the January 29, 2013 council meeting. A proclamation has been written and approved by the committee. Suggestion to present t-shirts to the students and council members at the council meeting, as well as using public comment time to read the proclamation aloud as it's on the Consent calendar and would not read aloud.

C. Finance & fundraising

1. Update from staff on whether any money budgeted for Streetscape in city budget  
No update yet. The committee would like a spreadsheet so they can review the expenditures of the Streetscape funds.

#### D. Publicity & Marketing

1. Dialogue with guest Peggy Flynn, Public Communication Coordinator, City of Novato  
Peggy joined the city in September 2012 and part of her role is to provide “accurate, timely and helpful information.” Peggy would like to help promote the committee’s projects. The committee’s signature project is the annual Clean & Green Day, which is in the planning stages right now and needs publicity and marketing. Peggy said that the first thing to consider when planning a pr campaign is: What are the goals of the campaign? The committee would like to see the values of Clean & Green Day continue more than just one day of the year. Other projects of the committee are adoption of islands, parks and landscaped areas, and giving recognitions to businesses whose sites help beautify notify. The tag line of the committee is **KEEP IT GREEN**. The committee reported that last year’s Clean & Green event had a 50% increase in participants. This is probably because of the event’s proximity to the annual April Earth Day celebration where many organizations list volunteer opportunities on their websites and newsletters.

#### VII. OLD BUSINESS

- A. Voting for new Chair and Vice Chair  
Chair: Len Bernstein - *Approved*  
Vice Chair: Marcia Basalla – *Approved*

New Subcommittee assignments – **this will be addressed again at the next meeting.**

- B. Nominations for Business Recognition

Hill Professional Center – *Approved*

No new nominations this month.

- C. Clean and Green Day, April 20, 2013

The flyers are being updated. Bank of Marin agreed to pay the full cost (Umqua Bank had also expressed interest). Whole Foods will be donating 300 frozen yogurt coupons again, and volunteers can be given the new “cozees” that have the Streetscape logo on them. The large posters will be placed outside Pini Hardware and at the Ignacio Shopping Center. The event will be listed in Novato Disposal’s newsletter.

It would be great to get all the available group locations listed on the website.

A portable toilet will be rented for the sign in area at Scottsdale Gazebo.

Last year’s sign-in volunteers, from Lion’s Club, could have used a bit more training.

There was a discussion of moving the sign-in area from the gazebo to the City green outside of city hall because there are restrooms, it’s more visible and near downtown. Promotional materials would have to be changed, so this would require more time than is left now, but will be considered as an

option for 2014.

It would be good to have a sign thanking all the sponsors set up at the sign-in site.  
Try to recruit more volunteers via churches.

Peggy will help with promotions and notifications to the media.

The next subcommittee meeting is February 9 and Peggy was invited to attend.

**D. Annual Report to Council**

Include list of business recognition recipients in the report. Send input on the report to Larry.  
Report due to staff by 1/21.

**E. Volunteer gifts – T-shirts – there are 250 of them stored at city offices, along with the free “cozies” the company provided.**

**F. Update on Tree City USA**

Make sure Peggy knows of the city’s status as a Tree City. Must get reapplication in by the beginning of March to retain our status. The application will go out next week. Novato didn’t receive the grant that was applied for.

**G. Staff update to council on staffing for all city islands, right-of-ways, etc.**

Management wants four photos of each island for placement in the GIS system. Information about islands must be consolidated by March. To adequately staff the parks and islands would require 12 employees for parks and 6 for islands, but there is no funding for that level of staffing.

**IX. NEW BUSINESS**

None

**XI. NEW AGENDA ITEMS**

None

**XII. ADJOURNMENT**

Adjourned 9:12 PM

Next Meeting: February 11, 2013