



THE CITY OF
NOVATO
CALIFORNIA

922 Machin Avenue
Novato, CA 94945
415/899-8900
FAX 415/899-8213
www.novato.org

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Eric Lucan
Mayor Pro Tem
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City Manager
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Novato Streetscape Committee MINUTES
March 11, 2019
City of Novato - City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:	Members Absent:	Staff:	Guests:
Ginny Hanna, Chair Michael Furry, Vice-Chair Marcia Basalla Ed Schulze Charlotte Urban Jen Adelman	Michael Furry	Clive Shigoli Veronica Brierley	

II.

APPROVE MINUTES OF February 11, 2019
Approved 6-0-0-0 (6-Approved, 0-Opposed, 0-Abstain, 0-Absent)

III.

APPROVE AGENDA FOR March 11, 2019
Approved 6-0-0-0 (6-Approved, 0-Opposed, 0-Abstain, 0-Absent)

IV.

CITIZENS' TIME TO ADDRESS THE COMMITTEE

- None at this time.

V.

STAFF CONCERN

- Gretchen Schubeck spoke about the Green Living Festival. Schubeck spoke about the layout of the event and the time. The activities will be a section showing electric cars and bikes, vendor booths, and Workshops.
- There will be food vendors and some will be selling things, local breweries, local wineries, music, a kids' area, a hands-on activity section, and a section to see documentaries
- Basalla stated that Charlotte with the California Native Plants Society is interested in the festival. Schubeck will reach out to Charlotte to see how she would participate at the event.

VI.

COMMITTEE MEMBERS' COMMENT TIME

- Hanna asked about the Resolution 12-14 and if the committee needed to do anything more. Shigoli stated that it has been sent to Russ Thompson and has been approved for 5 years.
- Hanna stated that the area behind Rowland Theater has become a dumping ground. Shigoli stated that they would have to submit a Complaint form with Code Enforcement being that it is private property.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Next Clean & Green Date is April 20, 2019.
- Clean & Green postcards were labeled and stamped at the March 11th meeting and mailed the next day.
- Schulze stated that the flyers will go out to members for distribution to specific locations immediately.
- Hanna stated that she sent a letter to Lowe's in Cotati asking if they would donate 50 of their buckets to Clean & Green Day for people to use in collecting trash.

Clean & Green Day Con't

- Schulze stated that on April 18, he will pick up 200 cupcakes from Whole Foods to distribute on Clean & Green Day. Schulze stated we will need volunteers to deliver them to groups.
- Hanna stated she has sent an email to the president of the San Marin High School Environmental Club asking her to get the word out about Clean & Green Day and that students could get community service hours for participating.
- Hanna stated she reached out to someone at Novato High School but has not had any response.
- Schulze stated he is monitoring the emails to sign up for the event. Hanna stated that Maggie Rufo is monitoring them and forwarding them to Hanna and Schulze. Schulze will respond to the groups and Hanna stated she will respond to the individuals.
- Schulze stated that he is monitoring calls that come in on the Clean & Green hotline.
- Hanna asked Shigoli if the City of Novato workers could arrive at 8:00 am on April 20th to help in setting up tables, chairs, and the maps of sites to be cleaned.
- Hanna stated that there will be a training at her house on April 18th to prepare volunteers for Clean & Green Day duties.
- Hanna asked Shigoli if there were any other priority work sites to add and Shigoli stated they are still the same.
- Hanna asked Shigoli if we could put a sign up on the tables to represent Team Up To Clean Up.
- Shigoli asked about representing the Sponsors on a board.

MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island	Applications Sent out	Applications Returned	Applications Approved	Median's Adopted
January 2019	0	0	0	0
February 2019	0	0	0	0
March 2019	2	0	0	0

Signs

- Ginny has 22 lawn signs for Clean & Green Day and Schulze has modified the dates on them.
- Schulze stated he has 4 vinyl banners to put up. The 2 large banners will go up next week.
- Schulze stated he replaced the 2 in the parks on Laurelwood Drive.

Island/Site Adoption

- Shigoli stated that 2 applications went out last week for Ignacio Blvd and the other one was not specified.
- Shigoli passed out information regarding daily traffic patterns in Novato. It gives the committee an idea how many vehicles pass by the Island Sites.
- Shigoli will email a spreadsheet of the Adoptable Islands to Basalla and Hanna.

Public Outreach

- None at this time.

Strategic Planning

- Basalla stated that at the next meeting, she and Fury will discuss the next steps to plan how to promote the committee with a social media schedule throughout the year.

Financial

- Schulze asked Shigoli if we have enough trash grabbers and vests for the Clean & Green Day, and he said that we do.
- Basalla asked Shigoli about the next transfer of money from the Islands budget into the Streetscape funds. Shigoli stated that July will be the next transfer for the committee.
- Schulze stated there have been some bills submitted for Clean & Green Day.
- Schulze motioned to accept the bill for purchasing stamps. All Agreed.

Team Up To Clean Up

- Hanna stated they had to cancel 2 Saturdays in a row due to rain. Their next location will be on Leafwood Drive.
- Basalla stated she spoke with Novato CommunityTV to develop an anti-litter video to educate people what damage trash does to our environment and to go a step further than recycling. Basalla stated they are in the preliminary planning stages of a video and the cost.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

- Hamilton Marketplace, 5800 Nave Drive, Novato, CA. 94945

Schulze motioned to approve.

Approved 5-0-0-1 (5-Approved, 0-Opposed, 0-Abstain, 1-Absent)

IX. NEW BUSINESS

A) Clean Marin – Ginny

- Hanna stated that Clean Marin is ready to publish a new brochure.

B) Annual Report

- Basalla has a draft of what the committee does. Basalla took a synopsis of Clean & Green Day, Team Up To Clean Up, Adopt-an-Island, future goals, and developing a video. Basalla asked the committee to send her any edits or additions to add to the report.
- Basalla stated she will send a report to the City Clerk, Russ Thompson, and Shigoli.

C) Business/Landscape Recognition Nominations

- None at this time.

X. ADJOURNMENT *Meeting adjourned at 8:30 pm.*

Next Meeting: April 8, 2019 at 7:00 pm