



THE CITY OF
NOVATO
CALIFORNIA

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Mayor
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Council Members
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Josh Fryday

City Manager
Regan C. Candelario

Novato Streetscape Committee MINUTES
June 10, 2019
City of Novato - City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:

Ginny Hanna, Chair
Marcia Basalla
Ed Schulze
Jen Adelman
Charlotte Urban

**Members
Absent:**

Michael Furry

Staff:

Clive Shigoli
Veronica Brierley

Guests:

Kay White

II. APPROVE MINUTES OF May 13, 2019

Approved 4-0-0-1 (4-Approved, 0-Opposed, 0-Abstain, 1-Absent)

III. APPROVE AGENDA FOR June 10, 2019

Approved 4-0-0-1 (4-Approved, 0-Opposed, 0-Abstain, 1-Absent)

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

- Hanna introduced Kay White who is on the Firewise Committee and stated that Hanna has been on the committee for the last 2
- Kay White thanked the committee for their efforts in landscaping expertise.
- Kay White commented that their Firewise goals for Novato and Marin County is to reduce risk to life from wildfire threat, protect property, protect infrastructure, and to protect the environment.
- Kay White would like the Streetscape Committee to help Novato to be more aware of vegetation around us. One of the main threats would be ember storms.
- Kay White would like the Streetscape Committee and the City of Novato to incorporate more fire resistant plants.
- Kay White passed out a fire resistant plant list that is updated yearly. The entire list can be viewed on Firesafemarin.org with full descriptions. The plants are filtered for California, and they are deer resistant and drought resistant.
- Basalla stated that she adopted the island in Pacheco Valle and would like the City of Novato to use California Native plants in the medians.
- Basalla and Adelman stated that it would be a good idea to incorporate the fire resistant plants from Firewise for the Adopt-an-Island program.
- Kay White stated that Firewise is giving classes to contractors and landscapers regarding fire resistant plants.
- Kay White concluded that she would be happy to join in the effort by bringing the Fire Chief.

V. STAFF CONCERN

- None at this time.

VI. COMMITTEE MEMBERS' COMMENT TIME

- Basalla spoke about Homeground Habitats and that they grow Native California plants.
- Basalla asked Shigoli about islands to adopt on the north side of Redwood Blvd from Olive Avenue and Shigoli stated that they would be once the city puts in a ground cover.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- Hanna stated that she would like to think about doing things differently for Clean & Green Day like teaming up with the Green Living Festival.
- Basalla stated they would like to meet with Gretchen Schubeck to discuss teaming up with The Green Living Festival.
- Basalla stated that everyone compile some thoughts as to other dates for Clean & Green Day.

MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island	Applications Sent out	Applications Returned	Applications Approved	Median's Adopted
APRIL 2019	1	1	1	0
MAY 2019	1	1	1	1
JUNE 2019	0	0	0	0

Signs

- Schulze asked Shigoli about the sign on Fairway Drive. Shigoli stated Arnal Amadeus has already signed the paperwork for his median he adopted.
- Schulze stated to Shigoli that we need more double sided tape.

Island/Site Adoption

- Adelman stated that the first step would be to implement the new Adopt-an-Island would be to work on the signs like we have been doing and to give them a list of contractors to choose from.
- Adelman stated that we will work on getting the word out to the public but leaving the landscape portion to the client.
- Adelman stated that we will have the measurements of islands to choose from online.
- Schulze stated that we have to check with the City of Novato of the size restrictions for island signs.
- Adelman stated she received a bid from Centric signs.
- Adelman stated that once the business Adopt-an-Island program is implemented we can send out a flyer in the Chamber of Commerce news, the city website and social media.
- Adelman stated that at her goal for the next meeting will be to finalize the new Adopt-an-Island program for businesses with the median sizes, the inventory all set, and a second bid on a sign.

Public Outreach

- None at this time.

Strategic Planning

- Basalla will connect with Michael Furry about setting up a year round media plan in place for our outreach program.

Financial

- Schulze asked the committee if there were any bills to submit. The committee will submit their bills at the next meeting.
- Basalla stated that the money allocated from the Council is coming up this July.

Team Up To Clean Up

- Hanna updated the statistics of where they are so far from January through June. Hanna stated there were 34 volunteers, 54 hours logged, and 24.5 bags collected. There are 2 Adopt-a-Spots available now.
- Steve McKeever has moved over to Nave Drive to volunteer and has logged in 22 hours, 18 large bags, and 3 small bags.
- Tim McCarthy, a new volunteer has logged in 5 hours and has collected 4 bags.
- Hanna stated they have accumulated a total of 81 hours logged, 42 bags, and 3 small bags.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

- Hamilton Hangars, c/o John Matsoukis SKB.
(Schulze Motioned to approve. All Agreed).

IX. NEW BUSINESS

A) Clean Marin

- Hanna stated that they have a great brochure and they are a good contact for Streetscape. Streetscape meets with Clean Marin three times a year.

B) Business/Landscape Recognition Nominations

- Boca Tavern, 340 Ignacio Blvd, Novato, CA. 94949

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

Next Meeting: August 12, 2019 at 7:00 pm