



THE CITY OF
NOVATO
CALIFORNIA

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

Mayor
Eric Lucan
Mayor Pro Tem
Denise Athas
Council Members
Pam Drew
Pat Eklund

City Manager
Adam McGill

Novato Streetscape Committee MINUTES
November 11, 2019
City of Novato - City Hall
922 Machin Avenue, Novato, CA 94945

I.

Members:	Members	Staff:	Guests:
	Absent:		
Ginny Hanna, Chair		Clive Shigoli	Susan Stompe
Michael Furry-Vice Chair		Veronica Brierley	Andrea Kiesel
Marcia Basalla			
Sherry Temple			

II. APPROVE MINUTES OF October 14, 2019

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

III. APPROVE AGENDA FOR November 11, 2019

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

IV. CITIZENS' TIME TO ADDRESS THE COMMITTEE

- Andrea Kiesel – Had attended a Team Up To Clean Up event and is interested in joining the Streetscape Committee.
- Andrea Kiesel's concerns are lack of responsibility of business owners, lack of maintenance at bus kiosks, and the cleanliness of sidewalks.
- Andrea Kiesel believes there is a lack of pride in the city and would like to start with getting kids involved in beautifying the city, with a contest with posters. Andrea Kiesel believes that the next generation of kids are activists and can help them to be aware of their city.

- Susan Stompe – Addressed 3 things. One is an update about trees from Caltrans and will reach out to Gretchen Schubeck.
- Susan Stompe had suggested to come up with appropriate trees and sites with the school district and open space and where to put them.
- Susan Stompe stated that she would like to have a plan to identify trees before planting them.
- Susan Stompe would like the committee to recommend 75 Rowland Blvd as a possible Business Landscape Recognition nomination.
- Stompe stated she would help volunteer with Clean & Green Day if it happens next year. The committee stated they would have more conversation about it.

V. STAFF CONCERN

- Maggie Rufo – Addressed 2 islands that are adopted at Redwood Blvd and So. Novato Blvd. The other island is maintained by Sharon McCloskey. Rufo stated she would like to get amendments and compost and a get a layer of mulch on the 2 islands to suppress the weeds. She would also like to get some native plants.
- Maggie Rufo stated the plants in the median need to be trimmed low for visibility.
- Basalla stated that maybe the city could provide the soil amendments and chips and the Streetscape committee could pay for the plants.
- Rufo stated she will keep trying to be the adopter and Shigoli asked what she would like the sign to read on the island.
- Shigoli stated that the Streetscape Committee had a transfer of funds and now has \$19,986.00 which will appear in the next report.

VI. COMMITTEE MEMBERS' COMMENT TIME

- Temple asked the committee who the liaison for the schools, publicity, adoption

- of islands, and signs would be. Andrea volunteered to be the liaison for schools.
- Hanna stated that for Publicity, under Subcommittee Reports to put Michael Furry as the liaison, and to change Public Outreach to Publicity & Public Outreach.
 - Basalla stated everyone on the committee should be involved with the Adopt-an-Island program.
 - Temple asked what happens if an island is not maintained. Basalla and Hanna stated that they all were in charge of an island to be sure it was maintained.
 - Shigoli stated that they Maintenance crew can put the signs in an island once adopted.
 - Hanna asked who the liaison would be for Finance and Shigoli stated they are working on streamlining how to get the Streetscape Report without having to go through too many people.
 - Temple stated that she will work with Gretchen on removal of empty newspaper stands around Novato.
 - Hanna stated that in the future the committee can start a Clean Business Program like Clean Marin where they recognize a business is doing a good job and give them a decal for their window.
 - Basalla would like to reach out to businesses on streets in addition to those on Grant Avenue and Hamilton.
 - Temple stated that when she does approach a business, that maybe the Downtown Business Association and the Novato Garden Club could help with seed money along with the Streetscape Committee to encourage people. The Streetscape can plant it themselves or we can help contribute to the planters.
 - Hanna asked Brierley to update the Streetscape Roster.

VII. SUBCOMMITTEE REPORTS

Clean & Green Day

- The committee stated that a date has not yet been determined.

MONTHLY ADOPT-AN-ISLAND

Adopt-An-Island	Applications Sent out	Applications Returned	Applications Approved	Median's Adopted
NOVEMBER 2019	0	0	0	0
OCTOBER 2019	0	0	0	0
SEPTEMBER 2019	0	0	0	0

Signs

- None at this time.

Island/Site Adoption

- Basalla wants to continue getting business' to adopt an island.
- Basalla stated that at the Olive Pit, the plants have died there because of the irrigation. Shigoli stated the plants will be replaced and the irrigation has since been fixed.

Public Outreach

- Fury suggested that an Instagram page be created for people to post when they are volunteering.

- Basalla stated that she can write something up to get volunteers on the Facebook page.

Strategic Planning

- The committee will do some brain storming for new ideas. Basalla stated she would like to get someone on the outside to help them.
- Basalla stated she would like to hire an outside person to facilitate a Strategic Planning Workshop for committee members.

Financial

- Shigoli will email a report to the committee showing available funds.

Team Up To Clean Up

- Hanna stated that 14 volunteers donated 21 hours during the November Clean-Up. They collected 3 large bags of trash. Hanna stated there were a lot of new volunteers. The next clean-up will be December 7, 2019.
- Temple stated that after a clean-up that they let the business owner know how much garbage was picked up.
- Clive suggested to the committee where to do clean-ups.
- Furry posted on the Facebook page that the community can sign up to help.
- Hanna passed out the latest statistics for Team Up To Clean Up.
- Basalla stated that they need to purchase their vests to wear with the Team Up To Clean Up logo. Furry stated the logo can be printed at a local screen company and he will see if their company would donate the vests. Basalla stated she will forward the logo to Furry.

VIII. OLD BUSINESS

A. Previous Business Landscape Recognition Nominations:

- Safeway Store, 900 Diablo Avenue, Novato, CA. 94947

(Furry motioned to approve & Basalla second the motion. All Agreed.
Approved 5-0-0-0 (5-Approved, 0-Opposed, 0-Abstain, 0-Absent))

IX. NEW BUSINESS

A) Clean Marin

- Not at this time.

B) Business/Landscape Recognition Nominations

- 75 Rowland Way, Novato, CA. 94947

C) Potluck

- The committee will have a potluck for their December meeting.

X. ADJOURNMENT *Meeting adjourned at 9:00 pm.*

Next Meeting: December 9, 2019 at 7:00 pm