

**SAN ANSELMO TOWN COUNCIL
ECONOMIC DEVELOPMENT SUBCOMMITTEE
Kay Coleman and Jeff Kroot**

Thursday, October 4, 2012

8:45 a.m. to 10 a.m.**

**Town Hall Council Chambers
525 San Anselmo Avenue
San Anselmo, CA 94960**

1. Welcome representatives from the Town's five business groups:
 - Antique Dealers
 - Downtown San Anselmo merchants
 - Greenfield merchants
 - Red Hill Merchants Association
 - San Anselmo Chamber of Commerce
2. Expansion of the Economic Development Subcommittee – report on Town Council meeting and next steps
3. Downtown Events:
 - Country Fair Day review
 - Goblins' Parade
 - Holiday Lighting
4. Discussion on possible plastic bag and styrofoam ordinance
5. What's new in San Anselmo businesses
6. America's Cup – current status
7. Open time for public expression.
8. Requests for future agenda items and next meeting date (Thursday, November 1, 2012)
9. Adjourn.

**** The meeting will conclude promptly at 10 a.m. as the Library has the room booked for French Storytime.**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Town Clerk at 258-4652. TTY phone number is 453-4690. Notification at least 48 hours prior to the meeting will enable the Town to make reasonable accommodation to help insure accessibility to this meeting.

Any writings or documents provided to a majority of the Economic Development Subcommittee regarding any item on this agenda after the distribution of an original packet will be made available for public inspection at the public counter at Town Hall located at 525 San Anselmo Avenue.

I certify that the above agenda was posted on the Public Notice Bulletin Board on or before Friday, September 28, 2012.

Joanne Kessel, Administrative Services Technician

**TOWN OF SAN ANSELMO
STAFF REPORT
September 5, 2012**

For the Meeting of September 11, 2012

TO: Town Council

FROM: Debra Stutsman, Town Manager
David Donery, Community Services Director

SUBJECT: Economic Development

RECOMMENDATION

That the Council receives the report on the Economic Development subcommittee and provides direction to staff.

BACKGROUND

The Town currently has an Economic Development subcommittee of the Town Council, with Vice-Mayor Coleman and Councilmember Kroot serving as the subcommittee. The subcommittee was appointed after the Flood of December 31, 2005 to work with the Town's business community on ensuring San Anselmo's commercial vitality. The subcommittee meets on a monthly basis, and includes representation from the Town's business associations, including the Chamber of Commerce, Red Hill Merchants Association, Greenfield Avenue merchants, downtown San Anselmo Avenue merchants and antique dealers. The focus of the subcommittee in recent years has been to provide a forum for discussion among the various business groups and to raise awareness of the San Anselmo community by supporting events, such as the Picnics on the Plaza.

DISCUSSION

Recently the Town conducted a Strategic Planning session and, as a result, conducted a community survey, both in paper form and on-line. Respondents were asked to prioritize their top ten goals from the list of 33 goals that had been developed during the strategic planning process. In all 330 responses were received. One section of the survey was devoted to Business and Economic Development, and that section received a fair number of votes, identifying economic development as an important priority for San Anselmo, as follows:

Priority	TH Mtg.	Survey	Total	%	Goal
5	22	83	105	35%	BUSINESS AND ECONOMIC DEVELOPMENT: Consider blocking off a portion of San Anselmo Avenue during certain events to encourage shopping, biking, and socializing.
20	12	54	66	22%	BUSINESS AND ECONOMIC DEVELOPMENT: Expand the scope of the Economic Development Subcommittee to involve a wider array of individuals with business expertise, commercial realtors, and residents and commercial property owners.
24	6	40	46	15%	BUSINESS AND ECONOMIC DEVELOPMENT: Explore the creation of creating an economic development coordinator position, possibly a shared position with adjacent jurisdictions

In addition, respondents were asked to give us their comments, in general, and the following comments were received regarding economic development:

Economy	Comments
Support local businesses	<ul style="list-style-type: none"> • “Economic development for local businesses not just SA avenue. Help bring more funds to town and be successful and competitive in their markets.” • “Please, please stop having these fairs that shut down the downtown and bring in too many outside vendors, too much of that tax money is going out of town.”
Vacancy Rates	<ul style="list-style-type: none"> • “Perhaps temporarily subsidize rents in empty storefronts to fill them and help improve business downtown.” • “I am very concerned about all the vacant space in downtown San Anselmo. It looks sad and depressing. I am also concerned about what types of businesses are filling those spaces. Would you consider surveying citizens about what businesses/services they would like?” • “I’m concerned about the numerous and growing number of vacant downtown store fronts. How to attract businesses that fit in with the fabric of SA downtown but can also be viable?” • “How is your relationship with the businesses in town and the landlords who own the space in town? I think you need to actively work on these relationships.”
Economic Viability	<ul style="list-style-type: none"> • “The town should be a tourist/shopping mecca, like 4th St. in Berkeley with some hard choices and good planning.” • “Please offer more businesses that cater to the communities need. Families want to congregate in their own town, but find themselves strolling downtown Fairfax more often because the stores and atmosphere attracts people of all ages.” • “Fix the lower portion of the Town Center. The Bolinas Corner store/mart needs some serious attention.”

The results of the Strategic Planning survey were presented at the Town Council meeting of May 8, 2012. Among other directives, the Town Council asked staff to work with and re-examine the makeup of the Economic Development Subcommittee suggesting the possibility of including residents, real estate professionals, developers, etc. in the makeup of the committee; to find out what types of businesses our residents want to have in town; to promote San Anselmo as a business friendly community; and to promote more local events.

ANALYSIS

As currently constructed, the Economic Development subcommittee is essentially a subcommittee of the Town Council that meets regularly with our local business groups. This model has been very successful in bringing various business groups together and to encourage working together on local events. The next step in this model may be to form an Economic Development Committee that would have a specific composition of members, representing the Town Council, commercial realty, Chamber of Commerce, downtown merchants, small business/financial experts, design/construction professionals, residents, etc. This

Committee could then address the various economic development challenges that the Town faces and make recommendations to the Council on how best to solve them.

For example, the Chamber of Commerce has requested that the Town consider a Business Essential Disaster Resilience Plan, intended to improve the likelihood that businesses essential to the overall community recovery stay open to serve the community following a disaster. The Chamber also suggests that creating a business friendly atmosphere within the Town permitting departments can assist with attracting successful businesses to Town. Finally, reviewing the parking permit process for businesses may assist in improving the Town's position with respect to economic development.

These are just a few of the ideas that have arisen, and can and should be pursued.

CONCLUSION

Staff recommends that the Town Council direct staff to prepare a resolution for review at the next meeting that would outline the parameters for an Economic Development Committee, with a charge, goals, objectives, purpose, organization and membership guidelines.

Respectfully submitted,

Debra Stutsman
Town Manager

David Donery
Community Services Director

Greene requested confirmation that Council should make the judgment determining a public nuisance based on the preponderance of evidence.

Acevedo said yes.

Acevedo confirmed that the figure to be included in the resolution would be \$35,356. This is the total of the k-rail rental fees of \$3,400, attorney fees of \$5,421 and Town costs of \$26,175.26.

M/s, Kroot/Coleman, to adopt Resolution No. 4007 determining the existence of a public nuisance and ordering that the property owner at 437 Scenic Avenue abate the public nuisance existing at the property and reimburse the Town of its costs and fees. AYES: Coleman, Greene, Kroot, McInerney. NOES: None. ABSENT: Lopin.

5. DISCUSSION REGARDING THE MISSION OF THE ECONOMIC DEVELOPMENT SUBCOMMITTEE AND CONSIDERATION OF EXPANDING THE SCOPE AND MEMBERSHIP OF THE COMMITTEE.

Community Services Director, Dave Donery, presented the staff report. Donery explained staff's recommendation that the Town Council direct staff to prepare a resolution for review at a subsequent meeting that would outline the parameters for an Economic Development Committee, with a charge, goals, objectives, purpose, organization, membership guidelines and to move the committee from a subcommittee to a full committee. The positions on the committee would potentially reflect a broader spectrum of folks that could bring different expertise to the committee, such as commercial realtors, contractors, small business finance expertise, commercial property owners and developers.

There was no comment from the public.

Coleman commented on current Economic Development Subcommittee meetings stating it has been very helpful having San Anselmo Police Captain, Nick Valeri and Town Manager, Debra Stutsman at meetings because they have been able to address and answer some of the concerns that have been brought forward at the meetings.

McInerney said it will be a unique committee that requires some expertise and he feels it is important for Council and staff to recruit quality people and it is important to have an aggressive outreach in the recruitment.

Kroot feels it is important for Council to establish the goals of the committee and that the Council should carefully consider what they will be setting in motion.

Council supports staff recommendation of expanding the scope and membership of the Economic Development Subcommittee and to move the committee from a subcommittee to a full committee. Council directed staff to come back with a draft resolution that would outline the parameters for an Economic Development Committee.

6. UPDATE ON THE HOMELESS POLICY STEERING COMMITTEE AND CONSIDERATION OF APPOINTMENT OF A COUNCIL REPRESENTATIVE TO THE COMMITTEE.