

**DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
APRIL 23, 2013**

Committee Members Present: Altman, Arthur, Hansen, Iacopi, Rodgers, Storms and Weschler

Committee Members Absent: None

Others Present: Mayor Coleman, Vice Mayor Kroot, Community Services Director Donery, Interim Planning Director Henderson

Mayor Coleman called the meeting to order at 8:45 a.m. Mayor Coleman introduced herself and asked that they go around the room and have each member introduce and say a bit about him/herself.

Vice Mayor Kroot explained the charge and purpose of the Economic Development Committee, appointed by the Town Council.

Community Services Director Donery reviewed the prior charge and work of the Economic Development Subcommittee, the predecessor to the newly formed Economic Development Committee.

All present participated in a brainstorming session to develop ideas for creating a more vibrant and thriving business community in San Anselmo. The following items were recorded during the brainstorming exercise:

- Pacifica
- Half Moon Bay
- Events:
 - More
 - Fun
 - Downtown
 - Redhill
- Ice Skating Rink
- August 24, 2013–Taste of San Anselmo
 - Dinner Under the Stars
 - Annual Event
- America's Cup
 - August 30, 2013 Picnic on the Plaza
 - Pacific Sun and Chamber of Commerce event
 - Brochure
- Retaining/mentoring new businesses
- Artists
- Art Festival
 - Local artists
- Signage at entryways
 - Hiking
 - Biking
 - Shopping
 - Etc.
- Roundabout at Bolinas/San Anselmo Avenue/Sir Francis Drake Boulevard
- How many microbusinesses (no storefront)

- Healing theme
 - Yoga
 - Chiropractor
 - Etc.
- Measurements/Data
 - Difficult to measure success
 - How to measure economic development
 - Semi-annual report
- VisitSanAnselmo.com
 - List events by date
- Get Fit San Anselmo
- May Bike Even--San Anselmo Inn
- Parking
 - Increase time--let people know (4 hours in back lot)
 - Merchants parking on San Anselmo Avenue
 - Signs
- Close San Anselmo Avenue on Friday evenings
 - Dancing
 - Movies in the park
 - Restaurants
- Fairfax-Streets for the People
- Expand picnics on the plaza
 - Close street
 - Dancing
- Need for more “wacky” events
- Karaoke night
- Prop 1--Exemption for commercial property
- Affordable health care
- Rents
- Organization of business owners
- Access to capital
- Capitalize on the uniqueness of San Anselmo
- Annual bike event
- Brochure
 - List events by date (yearly calendar)
- Get community involved with business district
- Yearly calendar
- Partners
 - Check out what other cities are doing (Fairfax and San Rafael—especially West End)
 - Schools
 - Press
 - IJ
 - Patch
 - Ross Valley Reporter
 - Chronicle
- Redevelopment
 - SB 3—would San Anselmo fall under it if it passes?
 - Connie Rodgers will check with Marc Levine

Nominations were accepted for Chair and Vice Chair of the Economic Development Committee, and the members unanimously elected Magan Arthur Chair and Matt Storms Vice Chair. The Committee agreed to set the regular meeting time as the first Tuesday of the month at 8:45 am.

With regard to items for future agendas, the following were suggested:

- Invite Loren, a model maker from Lucas Films, to a future meeting to discuss design elements downtown.
- Have regular updates on different areas of Town.

The meeting was adjourned at 10 am.

Respectfully submitted,

Diane Henderson