

**DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
MAY 7, 2013**

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

Committee Members Absent: Iacopi

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

Call to Order Chair Magan Arthur called the meeting to order at 8:47 a.m.

Minutes of April 23, 2013 On motion by Weschler, seconded by Storms, the minutes were approved unanimously (Iacopi absent).

Approval of Agenda On motion by Rodgers, seconded by Altman, the agenda was approved unanimously (Iacopi absent).

Open Time for Public Expression No one spoke.

What's New in San Anselmo Business

- With regard to the new park under construction on San Anselmo Avenue:
 - Connie Rodgers will be posting daily briefs regarding the progress of the park.
 - A local family has donated the cost of the fountain base.
 - The total fundraising goal is \$150,000.00
 - Sananselmopark.org
 - There are naming opportunities on the website.
- We need a map that shows public parking Downtown.
- Weschler mentioned that he had asked local businesses (including his dentist, Coffee Roasters and La Loggia) if there is anything that they want the Economic Development Committee to do, and he believes that all Committee members should do that. He asked about outdoor seating for La Loggia and was informed by Interim Planning Director Henderson that it requires a use permit from the Planning Commission. Weschler indicated that La Loggia has recently hired two employees and a manager.
- Community Services Director Donery announced that MH Bread and Butter is moving into the old Sweet Life location and that High Tech Burrito is coming to Redhill Shopping Center.

Review and Prioritize Ideas from the April 23, 2013 Meeting

Chair Arthur presented a suggested list of areas of focus that he prepared based on ideas that the Committee developed at the April 23, 2013 meeting. Chair Arthur suggested that each committee member take one of the areas and prioritize it, and at the next meeting present two or three things to work on for the next six months. The following areas of focus were agreed to, with the assigned committee members shown in parentheses:

- Marketing/Campaigns (Rodgers, Arthur, Weschler)

- Community Outreach (web, brochure, posters, media messaging)
- Events (Altman, Coleman)
 - Event planning and town calendar
- Measures and Reports (Storms, Arthur)
 - Our microeconomy compared to the past and to others?
- Legislative (Information/Education) (Kroot, Storms)
 - State, federal, local ordinances and measures with economic impact
 - (Public information, education and input)
- Local Bottom Line (Hansen, Arthur)
 - Ideas to drive revenue and lower cost
- Partnerships (Committee chose not to work on this one at this time)
 - Media, businesses, schools, other towns and organizations
- Special Projects (Committee chose not to work on this one at this time)

Other New Business

Rodgers announced that Assemblyman Marc Levine just supported a bill that provides less stringent review for big box development.

Mayor Coleman indicated that San Anselmo has a tremendous number of artists (writers, painters, theater-related, etc.) that are never written up.

Community Services Director Donery announced that the Town owns the following:

Visitsananselmo.org
Visitsananselmo.com

San Anselmo needs attractive signage to direct people to public parking (similar to San Rafael).

It would be nice to find a place to post the Committee's work (such as the Chamber website).

Rodgers announced that there will be a Chamber mixer at 5:30 pm on Thursday May 16 at the San Anselmo Inn.

Requests for Future Agenda Items

- Invite Loren Petersen, a model maker from Lucas Film, to the July meeting to discuss design elements to make Downtown more attractive.

Adjournment On motion by Weschler, seconded by Storms, and carried unanimously (Iacopi absent) that the meeting be adjourned at 10 am. The next meeting is June 4, 2013 at 8:45 am.

Respectfully submitted,
Diane Henderson