

**DRAFT MINUTES  
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING  
JUNE 4, 2013**

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

**Committee Members Absent:** Altman

**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 8:50 a.m.

**Minutes of April 23, 2013** Approval of the Minutes was continued to July 2, 2013.

**Approval of Agenda** On motion by Weschler, seconded by Hansen, the agenda was approved unanimously.

**Open Time for Public Expression** No one spoke.

### **Subcommittee Reports**

#### Events:

- Storms reported that there have been several meetings of the subcommittee, and they have put together a list of events/calendar.
- The subcommittee has discussed Picnics on the Plaza and how the Economic Development Committee might help. Committee members Rodgers and Hansen will help. Tech consultant Ashley McKnight, who was present at the meeting, also volunteered to help.

#### Marketing/Campaigns:

- Committee member Weschler met with computer web designers for ideas for getting the word out.
- Chair Arthur pointed to the need to figure out how to reach people by email (i.e., the Town Manager's Newsletter, churches, schools, etc.)
- The subcommittee has discussed how to conduct public relations:
  - Press kit
  - Perhaps a publicly accessible file that could be on the Town's website.
  - John Greenley is a San Anselmo resident and photographer who may be able to assist.
  - There is a San Anselmo brochure that Committee member Rodgers created.
    - Shop, dine, hike, bike
    - Need adjectives: charming and welcoming, for example.
    - Highlight health and fitness in San Anselmo.

#### Legislative:

- Need a flow chart of permit processing.
- Signs (including the special requirements for Redhill Shopping Center) need an explanation.
- Vice Mayor Kroot indicated that there should be a subcommittee of the Council and Planning Commission to look at the Zoning Code.
- Consider requiring employers to purchase parking passes for employees.

- Committee member Hansen volunteered to look into parking.
- Outdoor seating would be nice.

Local Bottom Line:

- Chair Arthur reported that there is no good medium today to reach people who live and shop in San Anselmo; we need to reach out to existing lists.
- There is a need for a list of businesses on San Anselmo Avenue; Committee member Hansen said that she would contact Sylvia Steward at Shadows to see if she has a list.
- Hansen indicated that a lot of merchants do not know that the Economic Development Committee exists; we need to get the word out.
- Arthur handed out lists of questions for a questionnaire and requested that comments be returned to him. He will work on them over the next couple of weeks. He indicated that there needs to be an incentive to complete the survey or give an email address.

**Adjournment** On motion by Hansen, seconded by Iacopi, and carried unanimously, that the meeting be adjourned at 10:15 a.m. The next meeting is July 2, 2013 at 8:45 am.

Respectfully submitted,  
Diane Henderson