

**DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
JULY 2, 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, Guest Presenter Lorne Peterson

Call to Order Chair Magan Arthur called the meeting to order at 8:45 a.m.

Minutes of May 7, 2013 On motion by Weschler, seconded by Rodgers, the minutes were approved unanimously.

Minutes of June 4, 2013 On motion by Weschler, seconded by Rodgers, the minutes were approved unanimously with the following correction: Under Subcommittee Reports, Events: change “Storms reported” to “Arthur reported”.

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

Open Time for Public Expression No one spoke.

Special Presentation - Lorne Peterson

Community Services Director Donery introduced Lorne Peterson, Chief Model Maker who has worked for George Lucas since 1975 and lived in San Anselmo since 1978. Mr. Peterson presented his ideas regarding “Paint the Town”—having voluntary guidelines for Downtown design.

Mr. Peterson’s PowerPoint presentation included examples of buildings in downtown Los Gatos that he believes are ordinary buildings that look better with color. He indicated that color is very important, and should not be limited to “landlord tan”. Painting window mullions a dark color pulls out fenestrations. Darker colors are better on buildings; white and landlord tan should be avoided. Mr. Peterson suggested that the Town have suggested colors for people to use on buildings Downtown.

It was suggested that Mr. Peterson do a presentation for the Planning Commission, including examples of what color can do for a building. Committee members stressed that they want the Town to work with business owners; they do not want to impose another hurdle for them. On motion by Storms, seconded by Weschler, that the Committee recommends that Mr. Peterson do a presentation at a future Planning Commission meeting; passed unanimously. Interim Planning Director Henderson will work with Mr. Peterson to schedule a presentation to the Planning Commission.

Subcommittee Reports

Marketing/Campaigns:

- A press release for the business survey is being prepared.
- Concerns were expressed regarding the draft survey including that you can’t go back when taking the survey and there are problems with the Next key. The survey will be fine-tuned to

address the concerns and to add some additional categories. It was suggested that Sylvia would be a good person to have test the survey.

- Sylvia is willing to share her merchants list for the survey. She may be stepping down as the head of the Holiday Open House, but is willing to share her information.
- The survey will be available for 2-3 months.
- Money is needed to send out letters. Arthur and Weschler will put together a small budget for mailing and putting together a calendar. Hansen suggested making a list of events as opposed to a calendar. Rodgers suggested finding a sponsor for the calendar.

On motion by Weschler, seconded by Rodgers and approved unanimously that Arthur put together a request for funds from the Town in the amount of \$500 for the calendar template and \$120 for the first outreach campaign.

Legislative:

- Vice Mayor Kroot and Storms will be working on looking at Town Codes to determine if there are things that need to be tweaking. Iacopi would like to work with them.

What's New in San Anselmo Business

August 2 is the kickoff for Picnics on the Plaza. That night will include the kids opening of Imagination Park and will be Irish Night.

Adjournment The meeting was adjourned at 10:15 a.m. The next meeting is August 6, 2013 at 8:45 am.

Respectfully submitted,
Diane Henderson