

**DRAFT MINUTES  
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING  
AUGUST 6, 2013**

**Committee Members Present:** Altman, Arthur, Iacopi and Weschler

**Committee Members Absent:** Hansen, Rodgers and Storms

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

**Call to Order** Chair Magan Arthur called the meeting to order at 8:55 a.m.

**Minutes of July 2, 2013** On motion by Weschler, seconded by Iacopi, the minutes were approved unanimously.

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

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

**Picnics on the Plaza Event Series – Update**

Discussion was held regarding a better way to get the word out and the following were suggested:

- San Anselmo Patch (Donery will follow-up)
- Facebook invite
- Town Recreation Department Facebook site invite
- Nextdoor.com
- Work with Ashley on outreach (Arthur will talk to her)
- Poster (Donery has an electronic copy)
- Town Manager's Newsletter

It was decided that a theme for each event is not necessary; the sponsor can decide whether to have a theme or not.

It was suggested that restaurants print their menus and put them on tables.

**Subcommittee Reports**

Marketing/Campaigns:

- Chair Arthur passed out the sample web page and received comments re: changes/corrections.

Measures/Reports:

- There are more than 400 merchants on the list for the newsletter; we had only budgeted for 200; as a result, we need to amend the budget. Discussion ensued regarding what materials the Town may have (envelopes, etc.) that can be used. On motion by Weschler, seconded by Altman and passed unanimously that the budget for the newsletter be increased by \$200.
- There is a need to get business email addresses. It was suggested that Committee members contact merchants to get emails and also ask them to fill out the survey.
- The survey is now live at [SABusinesssurvey2013.org](http://SABusinesssurvey2013.org).

- It was suggested that business license applications require that businesses list an email address.
- It was suggested that Picnics on the Plaza feature groups of businesses, such as antiques, food, clothing, etc.

Events:

- Chair Arthur stated that \$500 has been approved. He has a friend, Sandra Koenig who will help create a calendar template as well as a postcard of key events.

Legislative:

- Vice Mayor Kroot indicated that he has been very busy and will be away until August 26. After he returns, he will set up a meeting with Iacopi to look at Town Codes to determine if there are things that need to be tweaking, following which they will set up a meeting with Interim Planning Director Henderson.

**What's New in San Anselmo Business**

Weschler stated that flyers regarding the tax measure went out to residents, but not businesses. The flyer is pretty but vague; it doesn't make a case for the tax increase. Perhaps a mailing should go to businesses.

The former Orchid Thai restaurant is getting very close to opening as a new Thai restaurant.

M.H. Bread and Butter has opened in the space formerly occupied by Sweet Life.

Ross Valley Cross Fit is considering buying the building they are in, but have been told the cost of repairs may be high.

Doodle Bug/Barton's Bagles building façade is not looking good.

Questions were asked about the US Bank building.

**Adjournment** On motion by Weschler, seconded by Iacopi, it was unanimously voted to adjourn the meeting at 10:17 a.m. The next meeting is September 3, 2013 at 8:45 am.

Respectfully submitted,  
Diane Henderson