

**DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
SEPTEMBER 3, 2013**

Committee Members Present: Altman, Arthur, Hansen, Iacopi (arrived 9:30 am) and Weschler

Committee Members Absent: Rodgers and Storms

Others Present: Mayor Kay Coleman, Vice Mayor Kroot, Community Services Director Donery, Interim Planning Director Henderson, Town Manager Debra Stutsman, Shari Wilson, Care Solutions for Elders

Call to Order Chair Magan Arthur called the meeting to order at 8:51 a.m.

Minutes of August 6, 2013 On motion by Weschler, seconded by Hansen, the minutes were approved unanimously.

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

Open Time for Public Expression

Sheri Wilson, Family Advocate and Marketing Manager for Care Solutions introduced herself.

Information about Sales Tax Measure

Weschler discussed phone conversations with Magan Arthur, Pascal Sisich and Gage Houser regarding the Town communicating directly with the business community regarding the sales tax measure.

Town Manager Stutsman indicating that a letter is being prepared that will be sent from the Mayor to business owners, but it must be approved by the Town Council prior to being sent. The letter must be informational only; it cannot advocate a position.

Town Manager Stutsman explained the history of the sales tax measure. This is a general sales tax measure which requires an affirmative vote of 50% + 1 to pass. Improvement of streets and storm drains will be included. An oversight committee will be appointed. The Town has sent two informational mailers, one sent to all registered voters and one sent to all postal patrons. It will be a half cent sales tax, which is estimated to generate \$500,000/year; \$5 million over 10 years. Weschler indicated that is a fraction of what is needed to improve the Town's roads (\$20 million).

Picnics on the Plaza Event Series – Update

Discussion was held regarding this year's picnics, and several suggestions were offered:

- The bands should be told not to play too loud.
- There should be outreach next March or April to local restaurants, encouraging them to participate.
- There are businesses (such as yoga instructors) who would like to use the picnics as an opportunity to market their business.
- There is a need for people to help with clean-up at the end of the night.

Subcommittee Reports

Events

- Chair Arthur indicated that he is going to speak to Connie Rodgers regarding the Holiday Open House. Sylvia no longer wants to do it and there has been a request for the Economic Development Committee to take over the event.

Local Bottom Line

- Chair Arthur indicated that we now have a good mailing list and sent out a letter to 400+ businesses. The Committee now needs to reach out to merchants (phone or in-person). The list is in the drop box and Committee members should divide it up to reach out to businesses.
- Arthur will meet with Sheri Wilson to discuss marketing.
- Iacopi will update the merchants at Redhill on the mailing list.
- Need to get email addresses from merchants to add to the list.

Measures and Reports

- There have been 25 responses to the survey to date.

Legislative

- Kroot and Iacopi have met and will schedule a meeting with Henderson to discuss potential changes to the Municipal Code.

What's New in San Anselmo Business

Questions were asked about Cultural Homestay International (CHI) on Butterfield and McGarr House. Henderson responded that CHI has a use permit that allows the business in a residential zone and that reuse of the McGarr House for a residential facility may not require a use permit. Concern was expressed regarding nonprofits locating in residential areas with vacancies downtown and in other commercial areas.

It was announced that Yankee Girl is closing.

Lorne Peterson, the Chief Model Maker for Lucas who spoke to the EDC in July, is helping staff by advising commercial businesses with regard to exterior paint colors.

Bahn Thai (the former Orchid Thai) has opened.

Lighthouse Restaurant is going in to the old Chinese restaurant space next to the Post Office.

Future Agenda Items

- Legislative items
- Contact list assignments
- Christmas Open House
- Stacy Colteaux, Dogtown, First Fridays
- Robert Eyler, Marin Economic Forum, Strategic Plan
- Role of the Seminary in the community

Adjournment On motion by Hansen, seconded by Weschler, it was unanimously voted to adjourn the meeting. The next meeting is October 1, 2013 at 8:45 am.

Respectfully submitted,
Diane Henderson