

**DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
NOVEMBER 12, 2013**

Committee Members Present: Altman, Arthur, Hansen, Iacopi and Storms

Committee Members Absent: Rodgers and Weschler

Others Present: Mayor Coleman, Vice Mayor Kroot, Community Services Director Donery, Interim Planning Director Henderson, Town Manager Debra Stutsman

Call to Order Chair Magan Arthur called the meeting to order at 8:48 a.m.

Minutes of October 22, 2013 On motion by Hansen, seconded by Altman, the minutes were approved unanimously.

Open Time for Public Expression No one spoke.

Six Month Check-In: Strategic Review of Committee Work:

Marketing Campaigns

- The subcommittee has determined that pushed email is effective.
- One press release has been sent; there has not been much progress with press kits.
- 400 letters went out to the business community.
- There are plans in the works to host a community event in January to present the findings of the survey to the Town Council. The public would be invited, and it would be an opportunity to look at the issues raised in the survey.

Events

- Donery has changed the Town Calendar so that all calendars are together now and have list view default.
- Picnics on the Plaza was a successful event. Would like to encourage businesses to stay open at night next year on Picnic nights. Would like to get news out early next year re: sponsorships, etc.
- There was discussion regarding trying to do First Fridays.
- December 13 is the Open House for San Anselmo Avenue merchants. A PDF advertising the event is being put together for merchants to distribute.
- There was discussion regarding doing a group ad for San Anselmo merchants.
- Katrina Martin, previously with the Pacific Sun is now with IJ ad sales.

Measures and Reports

- Storms indicated that he is able to generate statistical reports.

Legislative

- Kroot passed out a handout summarizing the meeting with Henderson. Staff is working on handouts to help merchants understand the processes that they may have to go through.
- Storms indicated that he believes that working relationships with Town staff are good.

Local Bottom Line

- The subcommittee has been working on merchant outreach.

Special Projects

- Nothing to report.

What's New in San Anselmo Business

It was announced that High Tech Burrito will be opening in mid-December, Ross Valley Kitchen in January (both in Redhill Shopping Center).

Zio's Pizza has a change in ownership.

Future Agenda Items

Calendars.

Adjournment On motion by Altman, seconded by Hansen, and unanimous vote, the meeting was adjourned at 10:20 am. The next meeting is December 3, 2013 at 8:45 am.

Respectfully submitted,
Diane Henderson