

**DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
OCTOBER 22, 2013**

Committee Members Present: Altman, Arthur, Hansen (arrived 9:04 am), Rodgers and Storms

Committee Members Absent: Iacopi and Weschler

Others Present: Mayor 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 8:52 a.m.

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

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

Open Time for Public Expression

Sheri Wilson, Family Advocate and Marketing Manager for Care Solutions indicated that she has a background in advertising and marketing and would like to volunteer to help the Board as needed.

Mayor Coleman announced that volunteers are needed for the Goblins Parade on October 29.

Legislative Subcommittee Report

- Kroot and Iacopi met with Henderson to review questions regarding Planning and Building processes; they will report back to the Committee.
- Staff is going to develop a “cheat sheet” for businesses, informing them of what is required when opening a business in Town.
- It was noted that several cities have over the counter permit processes.

Community Calendar Update

- Altman and Arthur met with a designer to work on the calendar. They will continue to work on it, including talking to the School District, the Chamber of Commerce and the Town.
- The Community Events calendar will need hyperlinks when it becomes electronic. There is a need to have it in one place, not multiple places, for ease of corrections, date changes, etc.

Merchant Outreach Update

- Hansen has been talking to businesses on the list and indicated that merchants are going to take some convincing to participate in the survey. She explained to merchants that any information that they can provide is helpful.
- Chair Arthur indicated that others need to work on contacting the businesses on their lists.
- It was suggested that the EDC send an introductory letter to businesses with an invitation to the first presentation of the findings of the survey. The Committee was reminded that they cannot use Town stationery.
- It was also suggested that a summary be included in the Chamber of Commerce newsletter.

Other Subcommittees Update

- Chair Arthur announced that once the merchant survey is completed, the next phase will be a public survey for people using San Anselmo businesses.
- Once we have data, Chair Arthur would like to have Robert Eyler help us review it, to determine key themes, etc. The key themes could be presented early next year.

Six Month Check-In: Strategic Review of Committee Work

Chair Arthur indicated that the next meeting will be dedicated to checking in with all subcommittees to get updates and review their focus.

What's New in San Anselmo Business

It was announced that Delectables is closing.

There was discussion regarding potential tenants for the Pavillion, Murphy's Pizza and Jerry Hines' building.

Future Agenda Items

No new agenda items were presented.

Adjournment The meeting was adjourned at 10:20 am. The next meeting is November 12, 2013 at 8:45 am.

Respectfully submitted,
Diane Henderson