

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

Committee Members Present: Altman, Arthur, Rogers and Storms

Committee Members Absent: Hansen, Iacopi and Weschler

Others Present: Interim Planning Director Henderson, Town Manager Debra Stutsman

Call to Order Chair Magan Arthur called the meeting to order at 8:47 a.m.

Minutes of November 12, 2013 On motion by Hansen, seconded by Altman, the minutes were approved unanimously.

Open Time for Public Expression No one spoke.

Subcommittee Updates

Survey

- The survey has been distributed to the business community.
- Arthur handed out a draft second survey which will be distributed to the general public.
- Rodgers mentioned Mike Wolpert, a marketing guru that she believes could help us with social networking jumpstart. Businesses need to learn how to market themselves using social media.
- Digital marketing should be used to get the survey out.
- A discussion ensued regarding what the Economic Development Committee can do to assist with the survey. The following points were raised:
 - Need to indicate San Anselmo's strengths/weaknesses/constraints/opportunities.
 - Arthur would like to meet with Robert Eyler to discuss it.
 - The public and merchants should be reminded of the work the Chamber does.
 - Dates for events (Holiday Open House, etc.) should be set well in advance of the event.
 - The Economic Development Committee should advertise what the Chamber is doing.
 - Businesses should be encouraged to join the Chamber to promote strength in advertising.
 - Storms and Arthur will work on how to present the results of the surveys. It will likely be 2-3 months before results will be presented to the public.
 - What can the Town do? Are there any incentives to businesses that the Town can provide?
 - Need to explain what the Town does vs. what the Chamber does.

Community Calendar

- There are not many events during the first quarter.
- There was discussion regarding doing a bookmark or other format for the calendar.
- It was suggested that the first quarter calendar be emailed to merchants.
- A link to the calendar should be included in the Town Manager's Newsletter.
- Coleman has an email list that Arthur will incorporate into his merchant list.
- The calendar on the website is not defaulting to list view.

What's New in San Anselmo Business

Nothing new was announced.

Future Agenda Items

Openings on the Committee.

Legislative follow-up (Kroot and Storms).

A new monument sign in the median at Bolinas?

Adjournment The meeting was adjourned at 10:00 am. The next meeting is January 7, 2014 at 8:45 am.

Respectfully submitted,
Diane Henderson