

**DRAFT MINUTES  
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING  
MARCH 4, 2014**

**Committee Members Present:** Altman, Arthur, Colbert, Hand, Hansen, Iacopi (arrived 9 am), Rodgers and Storms

**Committee Members Absent:** None

**Others Present:** Vice Mayor Wright, Councilmember Coleman, Community Services Director Donery, Interim Planning Director Henderson, Pam Frasier, Sidekicks

**Call to Order** Chair Magan Arthur called the meeting to order at 8:45 a.m.

**Minutes of December 3, 2013** On motion by Rodgers seconded by Altman, the minutes were approved unanimously.

**Open Time for Public Expression** Pam Frasier, new owner (May 2013) of Sidekicks was introduced.

### **Subcommittee Reports**

Community Calendar:

- Altman announced that the 3-month calendar is out and has been emailed to businesses.
- The smaller format for the calendar is good.
- Altman is currently working on the April-June calendar.
- There is need for someone to update the email list on a regular basis.
- Storms volunteered to print 100 calendar sheets/quarter.

Legislative:

- Iacopi indicated that she and Jeff Kroot will be meeting with Interim Planning Director Henderson.
- Henderson indicated that she is looking for a local person with graphics ability that may be willing to donate some time working on Planning handouts for the public. Don Jocelyn, a designer with an office on San Anselmo Avenue and Jeff Marcus, a friend of Michael Schwab were suggested.

Local Bottom Line:

- Hansen indicated that the open house went well.
- Pam Frasier and Marc Hand volunteered to help Jen plan events.

### **Town Council Report**

- We have received 40+ merchant responses and approximately 120 consumer responses to the surveys. Most of the consumer responses are from older people without children.
- There was discussion regarding creating a focuses event to present the findings to the public and the Town Council, perhaps in early May. The presentation could be conducted as a workshop before a Council meeting. Storms, Colbert and Arthur agreed to form a subcommittee to work on it.

- There was discussion regarding doing a Business Night in the Park to allow businesses to show case, perhaps including a fashion show, coffee, or food.
- We would like to get Rob Eyster's data (Marin Economic Forum) to add to our report.
- The following standouts of the surveys were discussed:
  - Growing e-commerce
  - Digital/Social media
  - Social Jumpstart at the Seminary (Rodgers will confirm date)
  - Streamlining permitting
  - Joining forces in a marketing campaign
  - Build on Fridays on the Plaza:
    - Merchants stay open late
    - Merchants offer discounts
    - Six Fridays beginning the first Friday in August
  - Who is the audience to drive economic development?
  - Instagram
  - Parking is the #1 reason why people don't shop in Town

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

- Ross Valley Kitchen and Coquelicot will both be opening in Redhill Shopping Center at the end of March.
- Altman inquired about a food truck event along Greenfield.
- Wardrobe Exchange is closing.
- The Town Council will be considering a single use bag ordinance and flood control at upcoming meetings.

### **Requests for Future Agenda Items**

- Parking
- Branding
- Census Information
- Economic Impact Report
- Election of Officers

**Adjournment** On motion by Rodgers, seconded by Iacopi, it was unanimously voted to adjourn the meeting at 10:17 a.m.

Respectfully submitted,  
Diane Henderson