

**DRAFT MINUTES  
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING  
APRIL 1, 2014**

**Committee Members Present:** Arthur, Hansen, Rodgers, Storms, Iacopi, Hand, Colbert

**Committee Members Absent:** Altman

**Others Present:** Councilmember Coleman, Community Services Directory Donery, Town Manager Stutsman

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

**Minutes of March 4, 2014** – Continued to the May 6, 2014 meeting.

**Open Time for Public Expression** – No one spoke at this time.

### **Subcommittee Updates**

- Marketing/Campaigns – Rodgers reported that the Destination SA booklet, which is also on-line, will have a distribution of 35,000 and will be distributed via the IJ and to various drop points. The deadline for ads is April 30.
- Measures and Reports - Discussion ensued regarding the possibility of using vacant buildings for business centers, perhaps for home business owners. Storms will talk with a colleague who is active in this area.
- Local Bottom Line – The plan for the committee is to build awareness in the community around economic development.
- Events - Picnics on the Plaza will begin on Friday nights in August and September. This is an opportunity for merchants to become involved and perhaps enhance their customer base. Stutsman will prepare a draft letter to merchants.
- Legislative – Iacopi and Storms will work with Henderson on a flowchart handout that will help explain the steps in the permitting process.
- Partnerships (inactive)

### **Town Council Report – Review and Update**

It was the consensus of the Committee to delay the Town Council report to allow the committee members more time to review and comment. Rodgers reports that Sonoma State's Dr. Eyler will provide a quarterly report on Ross Valley economics.

### **What's New in SA Businesses**

Nothing new was announced.

### **Election of Chair/Vice Chair**

M/s, Rodgers/Hand, to elect Brian Colbert as Chair. Ayes: All.

M/s, Rodgers/Arthur, to elect Marc Hand as Vice Chair. Ayes: All

### **Request for Future Agenda Items**

- Report to Town Council – Each member is asked to identify three actionable items on the report for the next meeting. Items should be sent to Donery by April 29, 2014.
- Letter re: Picnics on the Plaza

Adjournment: The meeting was adjourned at 10 a.m. The next meeting is scheduled for Tuesday, May 6<sup>th</sup>, at 8:45 a.m.

Respectfully submitted,  
Debra Stutsman