

**DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
MAY 6, 2014**

Committee Members Present: Altman, Colbert, Hand, Hansen (arrived 8:57), Rodgers and Storms

Committee Members Absent: Arthur, Iacoppi

Others Present: Councilmember Coleman, Community Services Director Donery, Interim Planning Director Henderson, Vincent Knobel (La Loggia) and Dan Olsen (Listpop!)

Call to Order Chair Brian Colbert called the meeting to order at 8:45 a.m.

Minutes of April 1, 2014 On motion by Hand, seconded by Rodgers, the minutes were approved unanimously.

Open Time for Public Expression Vincent Knobel of La Loggia was introduced.

Action Items

Review and Approve Final Version of the Picnics on the Plaza Merchant Letter:

- Change “Sponsor” to “Host”.
- Provide a link that describes what it means to host.
- Provide a bold catchline at the top.
- The subcommittee will meet to discuss hosting opportunities.
- Move “Several ways to participate” to follow “You are invited”.
- Hansen, Hand and Arthur will be working on Picnics on the Plaza.

Discussion Items

Review and discuss goals and objectives of the Economic Development Committee:

Branding/Marketing

- Executable plan for the next 6 months
- Branding/Marketing Plan to take to the Town Council
- Subcommittee: Chair Rodgers, Hand, Dan Olsen and Vincent Knobel

Permit Process

- Business Guide
- Go California website helps business owner
- Subcommittee: Chair Storms, Iacoppi

Parking

- Need a punitive element.
- Need to address employee parking
- Subcommittee: Chair Hansen, Rodgers

Presentation: Listpop! Mobile App by Founder Dan Olsen

Dan Olsen explained Listpop!, which is still in the development stage. It will be set up like a social media app. It was suggested that Dan work with the Branding/Marketing subcommittee and come back to the EDC next month.

Adjournment The meeting was adjourned at 10:00 a.m. The next meeting will be 8:45 am on Tuesday June 3, 2014

Respectfully submitted,
Diane Henderson