

**DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
JUNE 3, 2014**

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

Committee Members Absent: Storms

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

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

Minutes of March 4, 2014 On motion by Rodgers seconded by Altman, the minutes were approved unanimously.

Minutes of May 6, 2014 On motion by Rodgers seconded by Altman, the minutes were approved unanimously.

Open Time for Public Expression Pam Frasier, owner of Sidekicks was introduced.

Discussion Item: Bringing in Outside Speakers

Hand brought up the idea of bringing in outside speakers, perhaps people from other cities to educate us on their economic development process, sources of public and private funding, etc. Donery suggested having someone look at economic development committees in other cities, especially small towns. Hand volunteered to look into it and report back at the next meeting.

Action Item: Picnics on the Plaza Merchant Letter

- The merchant letter was approved and will be sent to Arthur's email list.
- Arthur will merge his email list with Altman's list and send the letter out by June 9, 2014.
- Coleman will hand address letters to be mailed by June 9, 2014.
- Arthur, Hansen and Frasier will hand deliver letters on San Anselmo Avenue, Iacoppi will distribute at Red Hill Shopping Center and Frasier will deliver on Greenfield. All will request the merchant's email address when they deliver in person.

Subcommittee Reports

Parking (Rodgers/Hansen):

- Contact has been made with Captain Jim Shirk, Central Marin Police, to discuss parking issues. Some cities use electronic license plate readers, but that would have to be approved by the Town Council. The Police Department has hired four cadets who will be ticketing cars. Rodgers and Hansen will follow up with Captain Shirk.
- Hand asked where employees park and how to reduce costs associated with employee parking. Discussion followed, with no action taken.

Permit Process (Iacoppi/Storms):

- Iacopi indicated that she will set up a meeting for with Storms and Henderson.

Branding/Marketing (Rodgers/Hand):

- Putting up banners at all San Anselmo borders was discussed. The Historic Commission should be involved so that the banners could reflect historic elements of San Anselmo.
- Median Improvements: discussion regarding working with Studio Green, looking for private sources of revenue and having a train theme.
- A banner page in the newspaper was discussed, This would allow advertising for all businesses in the Town.
- Rodgers reported a social media forum, to be a two day rally, is being scheduled for May 15, 2015.

Events/Picnics on the Plaza (Hansen, Hand Arthur):

- A coordinator is needed.
- Hosting instructions should be developed.
- The duties of hosts include the following:
 - Provide entertainment
 - Children's activities (face painting, balloons, etc.)
 - Set up/take down
 - Provide a table for the public (info on non-profits, etc.).
- Food (at cost, not for profit). Need to upgrade the food; Hand is working on it.
- Arthur is working on coordination and sponsors.
- Hansen will put out the word to merchants that sponsors are needed.

What's New in San Anselmo Business

- Ross Valley Kitchen and Coquelicot opened in Redhill Shopping Center. Ross Valley Kitchen is doing a happy hour.
- Get In Shape for women is coming to Redhill Shopping Center.
- Off the Grid is working on Tuesday nights at Redhill Shopping Center.
- Desta Tea Shop is moving from 15 Ross to 417 San Anselmo Avenue (the former Primo Regali).

Requests for Future Agenda Items None

Adjournment The meeting was adjourned at 10:12 a.m. The next meeting is Tuesday July 8, 2014.

Respectfully submitted,
Diane Henderson