

**DRAFT MINUTES  
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING  
JULY 8, 2014**

**Committee Members Present:** Arthur, Colbert, Hand, Hansen and Rodgers

**Committee Members Absent:** Altman, Iacoppi, Storms

**Others Present:** Vice Mayor Wright, Councilmember Coleman, Community Services Director Donery, Interim Planning Director Henderson, Town Engineer Condry

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

**Minutes of June 3, 2014** On motion by Arthur seconded by Hand, the minutes were approved unanimously.

**Open Time for Public Expression** No one spoke.

**Professor Robert Eyler of the Marin Economic Forum**

Colbert indicated that he has spoken with Robert Eyler who will work with us in the Fall. He will provide 3-4 hours pro bono, following which we can discuss how we might engage him for additional work.

Colbert will set up a second call with Eyler in September (anyone that would like to participate may) and will set up for him to come meet with the Economic Development Committee in September, October or November.

**PG&E and Wells Fargo Grants**

Rodgers indicated that PG&E has several million dollars in grant money that they have to distribute by the end of the year. Wells Fargo Bank also has grant money; requests must be in by September 1. Applications are available on line and Rodgers' name and 501.c.3 status should be used.

Condry indicated that he has an employee (Gerhard Epke) who can prepare the grant request. Condry will have Epke submit a \$20,000 request to PG&E to use for design ideas, logos and banners.

Hand will forward the Wells Fargo information to Condry to have Epke pursue as well.

**Subcommittee Reports**

Parking (Rodgers/Hansen):

- The Police Department has hired four new cadets who are marking tires.
- Rodgers obtained a list of parking places. 148 merchant parking permits have been purchased this year.
- Hand indicated that it would be nice to streamline the process for obtaining merchant permits. The subcommittee will follow up with the Police Department regarding streamlining.

Permit Process (Iacoppi/Storms):

- No report; Iacoppi and Storms both absent.

#### Branding/Marketing (Rodgers/Hand):

- Rodgers discussed the historical value of the “dead zone” at the end of San Anselmo Avenue, and the possibility of bringing in rail cars.
- There was discussion regarding branding the Town’s history and putting up two-sided banners with a historic theme on one side.
- We need a longer term vision to transform the entryways to the Town.
- San Anselmo is a transition between San Rafael and West Marin.
- We have a wide array of shareholders and should include all of them.

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

- Fliers have been dropped off with Erica (Kismet) and Vincent (LaLoggia) for distribution to other merchants. Hansen and Pam Frasier walked from Great Acorn to Tunstead (and the side streets) distributing fliers to merchants.
- Most businesses seem willing to stay open until 7 pm on Picnic nights. Many would support extending (after Picnics ends) and continuing to do a monthly event, possibly combining it with food, music, etc. We should continue to build on the momentum from Picnics.
- Arthur announced that three of the six picnic dates have sponsors, the Arts Commission, the Parks and Recreation Commission and Bradley Real Estate. We need to get sponsors for the open dates. Donery indicated that we need to secure the hosts ASAP, and no later than Friday July 11.
- Hand will look into three restaurants sharing cooking/running the food.
- Michael Feldman is working on a poster design; the Committee agreed that Colbert and Arthur can approve the final design.

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

- Shadows closed.
- The Merchants Association has a storage unit, that, among other things, has a popcorn maker in it. Hansen will check out what is in the storage unit and report back to the Committee.

#### **Requests for Future Agenda Items** None

**Adjournment** The meeting was adjourned at 10:00 a.m. The next meeting is tentatively scheduled for Tuesday August 5, 2014; we will check ahead of time to determine if there will be a quorum.

Respectfully submitted,  
Diane Henderson