

**DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
SEPTEMBER 2, 2014**

Committee Members Present: Arthur, Colbert, Hand, Rodgers, Altman, Storms

Committee Members Absent: Hansen, Rodgers, Iacopi

Others Present: Councilmember Coleman, Community Services Director Donery,

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

Minutes of July 8, 2014 On motion by Arthur seconded by Hand, the minutes were approved unanimously.

Open Time for Public Expression No one spoke.

Presentation on Community Video Tour Project

Donery introduced a community video tour concept. He explained that the company produces the videos highlighting the Town and sells advertising in the form of click-thru logos surrounding the video screen or produced videos for businesses. Committee members commented that the site seemed dated, and were concerned about how the solicitations would take place. Colbert recommended that staff return to a future meeting with information on the advertising model, sales process, a rate sheet, answer about who ultimately owns the videos, and whether the company does any work to generate traffic to the Town's website.

Professor Robert Eyster of the Marin Economic Forum

Colbert reintroduced the idea of inviting Dr Eyster to attend two meetings during the fall to discuss options and opportunities for economic development in San Anselmo. Coleman asked what he can do for us. Colbert replied that the committee is currently approaching several topical areas using a subcommittee format based on the agreed upon areas of interest. He hopes that Dr. Eyster could help the committee develop a more holistic approach to economic development. He stated that the identification of a clear goal for the town would be important and used Petaluma as an example. Petaluma strives to get people to stop on their way to the wine country. Colbert stated that based on his discussions with Dr. Eyster, that over the two meetings the goal would be to lay the groundwork for potential next steps/goals along with outlining potential funding strategies. Colbert agreed to finalize a date in October and a date in December for Dr. Eyster to join the committee.

Subcommittee Reports

Parking (Rodgers/Hansen): No Report

Permit Process (Iacoppi/Storms): No Report

Branding/Marketing (Rodgers/Hand): Altman recommended asking Rich Burns to attend a future meeting to discuss branding.

Events/Picnics on the Plaza (Hansen, Hand, Arthur): The events subcommittee reported that it will be convening a meeting during the week of 9/8 to debrief about the Picnic on the Plaza events and will return with a report at the November meeting. Coleman recommended exploring making a connection

with the Film Night group to potentially tie the events together and make it an opportunity for a great night out in San Anselmo.

What's New in San Anselmo Business

- Vis a Vis restaurant is rumored to be moving into the restaurant space adjacent to the Post Office.
- SUGAR is expecting to open at the end of September.

Requests for Future Agenda Items None

Adjournment The meeting was adjourned at 10:00 a.m. The next meeting date is TBA. Colbert will coordinate.

Respectfully submitted,
David Donery