

**DRAFT MINUTES**  
**TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
**April 29, 2015**

**Committee Members Present:** Chair Brian Colbert, Deborah Knuckey, Kim Stewart, Magan Arthur, Nancy Altman, Rich Burns, Dee Dee Iacopi, Connie Rodgers and Marc Hand.

**Committee Members Absent:** None

**Others Present:** Mayor John Wright, Town Manager Stutsman, Community Services Director Donery, Planning Director Semonian, Dr. Robert Eyer, Steve Lamb, Alana Capozzi, Carla Overberger

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

**Minutes of April 7, 2015** On motion by Rodgers, seconded by Arthur, the minutes were approved unanimously.

**Open Time for Public Expression** No one wished to speak during public open time.

**Economic Development in San Anselmo – Presentation and Discussion with Dr. Robert Eyer**

Dr. Eyer brought up economic development ideas for the committee to consider. He suggested identifying the industries and businesses the Town should focus on, considering what distinguishes the Town from other places. The Town needs to consider if there is adequate space and resident support for these businesses. He suggested thinking of the Town like a small country and focusing on exports and trade and importing people and funding. He suggested identifying the “leaks” of business outside of the community that could be captured within the Town. The increase in personal service businesses may reflect the demographics of the local population, particularly a population that is aging. Some present noted the influx of families with children to the Town. Parking was considered, including the number of existing spaces, consideration of the parking for the business that will be encouraged, constraints to the development of parking, and creative solutions for making additional spaces available. The committee discussed encouraging employees to park further away, signage, bicycles, shuttles, and partnerships for use of existing lots. The Town should consider if its zoning and regulatory environment support the businesses that the Town would like to attract and retain. He noted the need for beautification, signage and making the community attractive to others. A member suggested signs to take advantage of the captive audience at the Hub. The Town may wish to prepare an inventory or survey of economic assets and the demography of workers and residents, now and in future years, to provide information and track business and demographic flow. He noted some strategies used by other Marin communities. The Town should consider what business trends are emerging, but keep in mind if they are cyclical or structural. A member suggested that fitness businesses could be a business area to consider. The next step could be to develop some strategies and deliverables to present to the Town Council, with associated costs.

**Adjournment** The meeting was adjourned at 10:25 a.m.

Respectfully submitted,  
Elise Semonian