

DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
Town Council Chambers, 525 San Anselmo Avenue, San Anselmo, 94960
June 2, 2015

Committee Members Present: Chair Brian Colbert, Nancy Altman, Magan Arthur, Rich Burns, Dee Dee Iacopi, Deborah Knuckey and Connie Rodgers

Committee Members Absent: Marc Hand and Kim Stuart

Others Present: Town Council Member John Wright, Town Manager Stutsman, Community Services Director Donery, Planning Director Semonian

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

Meeting Minutes of May 5, 2015 Upon motion made and seconded, the minutes of the May 5, 2015, meeting were approved unanimously with a correction to the spelling of Stuart's name.

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

Action Items:

Parking The EDC reviewed and approved the Economic Development Committee Introduction Flier. Upon motion by Knuckey, seconded by Arthur, the EDC approved the documents with a direction to staff to include a link to the EDC web site.

The EDC reviewed the Merchant Parking Packet. Staff is working on a map of the untimed parking and 4 hour parking areas and will provide the whole packet to the EDC to review at the July meeting. Town Manager Stutsman indicated Central Marin Police are looking in to a residential parking permit program.

Development of Economic Development Action Plan

Community Services Director Donery Donery distributed written copies of goals submitted by EDC members and each member reviewed their ideas with the group, summarized on the attached page. Staff agreed to collate the comments and bring a draft objectives, action stapes and tactics to the July meeting.

Requests for future agenda items Donery passed out information on a PG&E Economic Vitality Grant program.

Adjourn Chair Colbert adjourned the meeting at 10:00 a.m.

**Notes from EDC Goal Discussion
June 2, 2015**

Complete strategic action plan and make a game plan

Determine what Town staff can do versus what EDC and merchants can do

Attract new business

Add two sided retail and train cars to median

Streamline process for new businesses

Marketing

Capitalize on Town history

Increase use of social media

Advertise business events

Engage the community

Branding

Special event emails and spotlight businesses

Reach locals

Reach tourists

Parking

Bus

Bike parking

Merchant parking

Beautification

Hub

Transit

Medians

Signage

Way finding

Assist and enable businesses

Improve signage

Visibility

Ensure different business groups are working together

Data

Determine what stakeholders want and need, including locals and merchants

Prepare Economic Impact Report

Research where people are spending money inside and outside of Town

Survey

Provide information noted above to merchants/hold an open house for merchants

What business is the Town attracting