

DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
Town Council Chambers, 525 San Anselmo Avenue, San Anselmo, 94960
September 1, 2015

Committee Members Present: Chair Brian Colbert, Rich Burns, Marc Hand, Deborah Knuckey, Connie Rodgers and Kim Stuart

Committee Members Absent: Nancy Altman, Magan Arthur and Dee Dee Iacopi

Others Present: Town Council Member Doug Kelly, 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 August 4, 2015 M/s Hand/Knuckey to approve the minutes of the August 4, 2015 meeting as corrected, approved unanimously.

Open Time for Public Expression Steve Lamb noted a reference to the Arts Commission in the EDC agenda.

Discussion Items:

Update on Dr. Eyler Business Retention (Leakage) Study. Town Manager Stutsman reported that Dr. Eyler is half way through the study, which should be completed in the fall. Chair Colbert offered to contact Dr. Eyler to coordinate a date to present the reports and comments to the EDC.

Update on merchant parking packet. Town Manager Stutsman indicated that Central Marin Police cadets distributed the packet to Red Hill, Sir Francis Drake and Greenfield business areas.

Update on bike racks in the downtown. Town Manager Stutsman updated that the Town has a grant from the Bay Area Air Quality Management District (BAAQMD) for 12 new racks on San Anselmo and Greenfield Avenue. Staff will contact BAAQMD to see if some may be placed at Isabel Cook, Robson and Creek Park.

Update on data collected by Town. Town Manager Stutsman presented the names of the top 25 sales tax producing businesses in San Anselmo. She also presented the General Fund revenue summary for sales tax. Additional sales tax is collected specifically for streets, roads and infrastructure.

Action Items:

Review and Finalize Goals, Objectives and Action Steps of the Economic Development Action Plan Chair Colbert recommended that subcommittees provide Donery with updates at least one week prior to the EDC meetings so that he can distribute the information for review prior to the EDC meeting. The EDC reviewed actions taken since the prior meeting:

Objective 1a: Utilize data as a tool for analysis Colbert reported that they will adopt San Rafael's business survey for San Anselmo, with staff. He will look into whether a Dominican student can craft a survey and methodology to track responses over a period of time.

Objective 1b: Develop a plan that addresses beautification, messaging and signage in commercial areas Burns and Knuckey are working on using the Urban Land Institute methodology for proposed messaging and branding for the sign program. They will present a recommendation to the EDC at a future meeting. Semonian reported that Altman assisted with a Town application for the Transportation Agency of Marin's (TAM) long term transportation plan to improve the Hub bus shelter area, in hopes of obtaining future grant funding. The Town also submitted a project that incorporates a number of other improvements for the commercial areas, such as signage, median landscaping, parking study and parking structure.

Objective 1c: Address parking issues in commercial areas Action Steps 1c.i and 1c.ii have been completed. The EDC asked Town Manager Stutsman to update the group in the future with the results of the Merchant Parking Permit effort.

Objective 1d: Explore developing a retail area on lower San Anselmo No update.

Objective 1e: Support and enhance the Chamber of Commerce's efforts to market San Anselmo as a destination Rodgers and Stuart have initial ideas that they will discuss with Town staff.

Objective 2a: Produce customer-friendly guide Semonian presented first draft of guide, which she will forward to the subcommittee for comment.

Objective 2b: Strategies for education No update.

The EDC agreed to update Action Step 1b.i to read, "Identify areas to be considered for branding, messaging and signage plan. Create scope of work for identifying wayfinding signage." Staff was directed to add a column to track the status of each item. The document will be presented to the Town Council at the September 9, 2015, Town Council meeting. Staff agreed to provide the EDC with recent traffic counts.

What's New in San Anselmo Business

Bistro Vis a Vis and Amphora Nueva are open on San Anselmo Avenue and will have a grand opening and ribbon cutting. EDC members were invited to attend.

Tumbleweed dress shop opened at 530 San Anselmo Avenue (formerly Vintage Flamingo)
A use permit was approved for a tire store at The Pavilion building at the Hub
Farm Burger and Vines wine bar will open at Red Hill Shopping Center
Desta Gallery, 417 San Anselmo Ave, presents Illusion of Depth featuring artwork by painter
Fritz Rauh and sculptor Gary Marsh
The San Anselmo Chamber of Commerce will host Candidates Night at the Little Theater 7-9
p.m. on September 15. The event will be filmed. Rodgers asked EDC members to submit
questions for the candidates.

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