

Document for the February 9, 2016 Economic Development Committee meeting

EMAILS RECEIVED BY THE TOWN of SAN ANSELMO REGARDING THE 2016 BUSINESS RETENTION STUDY

> -----Original Message-----

> From: MATT HALIGMAN

> Sent: Tuesday, January 26, 2016 4:16 PM

> Subject: IJ Article on San Anselmo

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> Dear Members of the San Anselmo Town Council and Chamber of Commerce,

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> I have lived in San Anselmo since 1993. I choose San Anselmo because it was a great place to raise a family, has great schools and did not suffer from some of the pretensions as other towns in Marin County. As I have always said, San Anselmo is the sweet spot of Marin with just the right 'vibe.'

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> But you look at the once charming town and notice numerous businesses boarded up, for lease and for sale signs abound, and can't help but wonder what is going on, particularly with an uptick in the economy and the desirability of living in San Anselmo. Before moving to San Anselmo, I loved coming here for the interesting shops and restaurants. It was truly a destination and what I considered one of the best kept secrets in Marin. Sadly, San Anselmo is not keeping up with other communities. Mill Valley, Larkspur and even San Rafael are all having a resurgence with great shopping, amazing restaurants and venues for music and art. Take a look and see what is happening in places like Petaluma and the East Bay. There is a vitality there that is missing in San Anselmo. Even Fairfax is figuring it out with the addition of Good Earth, the Mountain Biking Hall of Fame, a renovated movie theater and one of the hottest new restaurants in Marin, Village Sake.

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> I respect that the Town Council and Chamber of Commerce are undertaking a business retention study, but I would also like to add that San Anselmo has to do a better job at marketing itself as a 'destination' town. I believe that San Anselmo is going through an identity crisis and doesn't know exactly what it wants to be. Look at the types of businesses that are here and the ones that have left. San Anselmo has become a land of beauty salons, nail parlors, consignment stores and gyms. On a positive note, there are a few new shops and restaurants that give residents hope that San Anselmo can be 'cool' again. Those additions are MH Bread & Butter, Sugar, Desta Tea and Art, L'Appart Resto, Farm Burger and Amphora Nueva Olive Oil Works.

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> I think Town Council and Chamber of Commerce members should take a few field trips and check out downtown Petaluma, Healdsburg (the Shed), St. Helena, 4th Street in Berkeley, The Barlow in Sebastopol, the Temescal area of Oakland and Mill Valley and Larkspur and see all the exciting things going on. Money is coming into Marin because it is one of the most desirable places to live in the country. The types of stores, restaurants and businesses in San Anselmo should reflect that demographic. They should be upscale, fresh, innovative, stimulating, energetic and have some of that San Anselmo charm that makes this community unique.

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> I understand it is easy to be critical and I am sure screening for that right kind of business is not an easy job. I am happy to volunteer my services if it was ever decided that San Anselmo needed a marketing study and ad campaign to attract exciting business and make it 'destination town' rather than a place you just pass through. I was the owner and Chief Creative Officer of one of San Francisco's leading ad agency's and new media companies. One of my projects was the town of Copper Mountain, a ski resort in Colorado. They were losing skiers and tourists to more prestigious destinations like Aspen and Vail.

My job was to make Copper Mountain relevant and cool again, particularly to families looking for a place that 'had it all.' Copper Mountain is now one of the top destination resorts in the country.

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> On a final note, there is lots of creative talent in San Anselmo and it would be very easy to get a group of people together to help out the town we love.

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> Sincerely,
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> Matt Haligman

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RECEIVED ON FEBRUARY 2, 2016 VIA WEBSITE EMAIL PORTAL

Name: George Morf

Subject: Town of San Anselmo Revitalization Plan

Your Message: Brian,

I met you January 26th at the Town Council meeting. We're the group that recently purchased the Royal Sweet Bakery property. As we briefly discussed after the meeting, we'd like to get involved with the plan to revitalize San Anselmo. I'd also like to see if you had the contact number of the gentleman from the community that spoke and had good information regarding the actual retail tax numbers in contrast to the report that was generated? If you pass my contact info to him, that would be greatly appreciated. Also, I have another friend and person we work with who is a San Anselmo resident and would like to get involved. His name is Kevin Gammon and he partner in a branding/marketing firm in the city called Teak. Teak rebranded the City of San Francisco, so I think Kevin could bring some great insight on how to efficiently start this process with some great experience to bring to the table. Please keep me posted on the next step and I look forward to seeing you soon. Thanks.

George