

DRAFT MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
Town Council Chambers, 525 San Anselmo Avenue, San Anselmo
July 12, 2016

Committee Members Present: Chair Brian Colbert, Rich Burns, Marc Hand, Deborah Knuckey, Aaron Singer.

Committee Members Absent: Andrew Galbraith, Dee Dee Iacopi, Connie Rodgers, Kim Stuart.

Others Present: Town Council Members John Wright and Matt Brown, 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.

Approval of Meeting Minutes of June 14, 2016: Upon motion by Knuckey and seconded by Hand, the minutes of the June 14, 2016 meeting were approved.

Open Time for Public Expression: No one wished to comment during open time.

Discussion Items:

Art & Wine Festival – Review Donery reviewed a written staff report. The Chamber of Commerce has put out requests for proposals for a new event producer to work with local arts commissions and councils to attract local artists. Booth fees and a percentage of onsite sales provide the revenue for the festival, which raised \$25,000 for the Chamber of Commerce to support many Chamber programs. Many noted that the quality of the event and booths was disappointing. Brian Colbert noted that the Chamber of Commerce has invited the community to join the event committee.

Doug Kelly, member of the Board of Directors for the Chamber, was present and spoke. Steve Lamb, Lauren Avenue, suggested that there was too much space between booths in the northern area of San Anselmo Avenue, which did not draw people in, and they should tell people why there is no parking on those days.

Council Member Wright and Town Manager Stutsman arrived at the meeting.

Merchant Survey

The EDC members received a copy of a draft letter to send to merchants in follow up to the merchant survey, which staff would send with a link to the focus group invitation and survey results. Burns indicated the survey results are interesting and useful information for the EDC, but it is hard to return a useful conclusion to the merchants. The follow up will serve to promote the EDC and as an outreach and public relations effort to open dialog with the merchants and inform them of the EDC work plan. Marin Power Yoga and Red Hill Shopping

Center have offered space to host the focus groups. Colbert will contact Marin Power Yoga and Iacopi (for Red Hill) them to determine dates and times they are available.

Action Items - Consumer Survey: The EDC reviewed a draft consumer survey and provided comments and suggestions to staff.

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