

MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
Town Council Chambers, 525 San Anselmo Avenue, San Anselmo
May 8, 2018

Committee Members Present: Chair Deborah Knuckey, Vice Chair Aaron Singer, Rich Burns, Benedetto Cico, Andrew Galbraith, Jamie Ginsberg, Heidi Mejia, Kelley Warner.

Committee Member Absent: Kim Stuart.

Others Present: Town Council Members John Wright and Brian Colbert, Town Manager Donery, Director of Building and Public Works Condry, Assistant Public Works Director Schneider, Director of Community Services Mauk, Planning Director Semonian.

Call to Order: Chair Knuckey called the meeting to order at 8:45 a.m. She welcomed new members Kelley Warner and Jamie Ginsberg.

Approval of Meeting Minutes: M/s Singer/Cico to approve the February 13, 2018, minutes, carried unanimously. M/s Singer/Burns to approve the March 13, 2018, minutes, carried unanimously.

Open Time for Public Expression: None.

Discussion/Action Items:

Wayfinding/Signage/Branding/Logo program update

An article on the new branding was featured in the Marin Independent Journal. Rich Burns passed around draft Branding and Design Guidelines for use of the logo. The Town Council is scheduled to consider the branding concept and entry signage on May 22, 2018. Donery will request the Council to fund the initial signage for the project as a special enhancement to the budget. Burns is seeking the cost of fabrication of the signs. Knuckey confirmed that the program includes removal of unnecessary signs. In response to a question, Condry explained that the Median Master Plan is more general and does not specifically include signs. Donery confirmed that the Town will begin using the logo on Town documents. He would like a clear set of rules on how it will be used. Knuckey confirmed that the town can use the logo on products for fundraising, such as shirts. The committee discussed issues with ordering t-shirts for retailers to sell.

Update on parking study

Condry indicated the Town requested proposals on the study. Due to the cost of proposals, they are trying to work with one firm to bring down the cost. Colbert questioned if they should shelve the study due to the cost and look for solutions. Condry believes there is not a parking problem and the money would be better spent if they put the money towards solutions, such as

pay stations in the main corridor to encourage parking turnover. The EDC discussed the parking issues and drawbacks and benefits of pay stations.

Mejia indicated they would map how long it takes to walk from certain areas to the downtown so customers and employees understand where parking is available. She also suggested considering lowering the charge for merchant parking and trying to get the merchants to cooperate with the rules.

Condry indicated that part of the Creek Park lot is only available for merchant parking. He suggested they change that to allow it for customers.

Condry suggested EDC members email him pay stations that they like.

The EDC was open to not pursuing the parking study and spending the funds on pay stations.

Richard Berkson suggested that the scope of the study be refocused from surveying to an implementation plan.

Burns suggested members review the Novato parking study, which detailed the same issues that San Anselmo is experiencing.

Knuckey asked if the time zones are currently appropriate or if they should look at that.

Singer indicated that the enforcement has increased and is different than it was two years ago.

Ginsberg suggested enforcing the U-turns. Mejia said the cadets cannot enforce moving violations and officers are necessary to enforce that regulation.

The EDC discussed use of the employee and police parking lot behind Town Hall.

Knuckey suggested the parking subcommittee speak with members and merchants and make a recommendation whether to go forward with the parking study or not, and other ways to get appropriate technology to enforce parking limits downtown. Kelley will join the parking subcommittee.

Steve Lamb spoke about concerns with delivery trucks and suggested they keep them off of San Anselmo Avenue. Condry discussed the truck delivery issues and noted they just do not have enough delivery spaces and it is a problem. Cisco was reported as one of the problem delivery companies.

Create subcommittee for EDC Plan Action Item 1.4 Identify desired types of businesses to fill vacant locations.

Knuckey asked for volunteers for Action Item 1.4, to identify desired types of businesses to fill vacant locations. Ginsberg and Cico volunteered. The EDC would like them to engage real estate agents and landlords.

Review Economic Development Action Plan to be presented to Council May 8, 2018 at 7:00 p.m.

The EDC Action Plan will be presented to the Town Council at 7:00 p.m. on May 8, 2018. Donery hoped that committee members have read the document. He thanked Richard Berkson for the hard work volunteering to prepare the document. Colbert asked how malleable the document will be. Donery indicated the document may be updated as necessary. Colbert questioned if the committee should commit itself to find businesses to occupy downtown and also asked about some of the dates, which he believed to be too aggressive. Richard Berkson indicated the deadlines are close since the document took much longer to prepare. He suggested updating the document at least annually. The EDC will discuss and revise the dates at a future meeting. Colbert suggested they make the point that the dates can change.

Ginsberg believed the document should include discussion of the economic development benefits of the Town's religious institutions, since they contribute indirectly. A member of the seminary is on the Chamber of Commerce board. They are having a fundraiser for the Seminary bell project.

What's New in San Anselmo Business Cico indicated the Town Council will consider approving a Movies in Creekside program by the Chamber of Commerce. Eighteen films will be run and sponsored by the Chamber of Commerce.

Request for future agenda items The EDC expressed concern with traffic violation enforcement, particularly U-turns. They asked for the item to be placed on the next agenda and staff will as the Police Chief to attend.

Adjourn: Knuckey adjourned the meeting at 10:05 a.m.