

MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
Town Council Chambers, 525 San Anselmo Avenue, San Anselmo
March 13, 2018

Committee Members Present: Chair Deborah Knuckey, Vice Chair Aaron Singer, Rich Burns, Benedetto Cico, Heidi Mejia.

Committee Member Absent: Andrew Galbraith, Kim Stuart.

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

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

Approval of Meeting Minutes of February 13, 2018: the EDC continued review of the minutes

Open Time for Public Expression: Steve Lamb, Laurel Avenue, asked about the Town Council agenda item to consider an agreement with HDL to audit sales and use tax and if there will be any interface with the Economic Development Committee.

Discussion/Action Items:

Wayfinding/Signage program update and Consideration of Town branding proposal

Rich Burns presented a PowerPoint presentation with the proposed identity/branding for the Town, designed by Michael Schwab. The EDC discussed the cost, timing, which signs were a priority for replacement, and public input. Singer noted that Sausalito rents signs for businesses to pay for their sign program. There was no public comment on the item. The next step would be developing guidelines for use of the logo.

M/s Singer/Mejia to recommend that the Town Council support the branding proposal. The motion carried unanimously.

Consideration of Median Master Plan

Condry indicated that within 10 years jurisdictions need to filter out everything 5 mm or greater from stormwater. He explained the drainage policies and how it was tied in with grants, funding and planning. Staff will bring the Master Plan to the Council on March 27 to seek approval of the Master Plan and the Red Hill Median Plan. Each median is estimated to cost 1.5 million. They have full funding of the Red Hill median if they complete it within one year. All the trees are deciduous. Some of the grants available might cover the cost of signage.

Patti Silva, Ethan Russell Gallery, was pleased that there was a plan to improve the medians and asked if any other landscaping would be considered. Condry indicated they were only planning for the three medians and only have funding for one. However, there may be a donor funding

for the Sir Francis Drake landscaping. There may be opportunities to donate.

M/s Knuckey/Singer to recommend the Town Council support the Median Master Plan. The motion carried unanimously.

Consideration of Economic Development Plan and EDC Action Plan

Richard Berkson went over the plan, which the subcommittee is recommending. The report will be recast in a new style. The sales tax information from HDL should be added to the plan. The plan is intended as a resource for merchants and others, to provide information to help market the town for people who may be interested in locating here. The document may be updated as necessary. Staff will bring the plan to the Town Council for adoption. Wright suggested publicizing the plan with the town newsletter. There was no public comment on the plan. M/s to recommend the Town Council approve plan. The motion carried unanimously.

Update on Parking Study

The Town received 3 proposals. Staff will interview the firms and then select one to recommend to the Council. Knuckey indicated there appears to be more enforcement of parking regulation. Mejia asked how much of the parking violation funds stay with the Town and what the state spends the funds on. Staff agreed to look in to this.

What's New In San Anselmo Business

Colbert reported on a March 12, 2018, informal meeting of downtown business owners that Colbert and Wright attended. He indicated they need to develop priorities for themselves and develop a mission statement/vision. They were interested in how to get involved with beautification. Knuckey expressed interested in pulling the business groups together. Patti Silva noted there are opportunities for businesses to get involved in town and to show up and participate.

It was announced that Cactus Jungle opened at 130 Sir Francis Drake Boulevard, Equator Coffee opened a business headquarters on Greenfield Avenue, the Planning Commission approved a new restaurant and office at the former bakery at 625 San Anselmo Avenue. Colbert announced that some are seeking activities for middle school students that are not involved in organized sports.

Requests for future agenda items

Staff would like the EDC to consider if they would like to sponsor business workshops this year.

Adjourn: The meeting adjourned at 10:00 a.m.