

MINUTES
TOWN OF SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE MEETING
Town Council Chambers, 525 San Anselmo Avenue, San Anselmo
January 9, 2018

Committee Members Present: Chair Deborah Knuckey, Rich Burns, Andrew Galbraith, Heidi Mejia, Kim Stuart.

Committee Member Absent: Vice Chair Aaron Singer, Benedetto Cico, DeeDee Iacopi.

Others Present: Town Council Members John Wright and Brian Colbert, Town Manager Donery, Director of Building and Public Works Condry, 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 December 12, 2017: Upon motion made by Galbraith and seconded by Stuart, the EDC unanimously approved the December 12, 2017, minutes.

Open Time for Public Expression: Steve Lamb, Laurel Avenue, asked the font for the minutes to be changed to be easier to read on line.

Discussion and Recommendation Regarding Number of Committee Members

Chair Knuckey noted that the EDC has seven members since DeeDee Iacopi resigned from the committee on January 8, 2017 and Brian Colbert is now a member of Town Council. Colbert suggested the EDC reach out to business owners at Red Hill Shopping Center and Greenfield Avenue. Upon motion made by Knuckey and seconded by Stuart, the EDC unanimously recommended that the Town Council determine that a quorum is 50% or more of the current membership of the committee and seek two qualified applicants, or reduce the committee membership to seven.

Sign Program Update

Rich Burns indicated that they have identified the hierarchy and location of signs and would suggest starting with major ones at visible locations to help identify the town. However, he felt the first step should be to get Council support for a branding concept. Burns agreed to develop materials for the Sugarfoot story and proposed San Anselmo branding for the EDC to consider at a future meeting. The EDC would make a recommendation to the Town Council. Staff would solicit public comment on EDC's recommendation through Virtual Town Hall/Peak Democracy. The brand would be incorporated into wayfinding signage.

Review Economic Development Plan and identify and prioritize actions for EDC Action Plan (2018/2019)

Richard Berkson was present and asked for feedback on the draft Economic Development Plan document. Staff will meet with Berkson and Galbraith to fine tune the draft Action Plan prior to

the next meeting. The EDC should submit comments on the draft plan to Semonian by February 10, 2018.

Update on 630-636 San Anselmo Avenue Building, Ross Valley Sanitary Work, parking study and potential retail vacancies downtown

Condry indicated that he will be sending out a request for proposals for the parking study and is hoping to have it completed by April or May 2018. He indicated he would have signs installed at Creek Park to help enforce employee parking spaces and discourage commuter parking. Condry explained that the proposed demolition of 630-636 San Anselmo Avenue is under environmental review with the County and updates on the project are available on the Public Works web site under "projects." He described work that the Ross Valley Sanitary District will be performing throughout the Town. A meeting will be held 6:30 p.m. on January 11, 2018, at Drake High to discuss the projects. Condry agreed to look in to improving landscaping and adding historic photos at the former Great Acorn building.

Mejia indicated the owner of Nive Hawk is considering moving the store to the East Bay where there is more foot traffic. She indicated many merchants are not renewing their leases due to construction on the Avenue.

What's New in San Anselmo Business Cactus Jungle is moving into the nursery site at 130 Sir Francis Drake Boulevard. The Town has received an application for a new restaurant and retail use at the Keintz Bakery site at 625 San Anselmo Avenue that would include rooftop dining. The Town received a sign permit application for an Equator Coffee business office on Greenfield Avenue.

Adjourn: The meeting adjourned at 10:30 a.m.