

**DRAFT
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, Rich Burns, Benedetto Cico, Jamie Ginsberg, Heidi Mejia, Kim Stuart, Kelley Warner.

Committee Member Absent: Vice Chair Aaron Singer, Andrew Galbraith.

Others Present: Town Council Member Brian Colbert, Town Manager Donery, 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.

Approval of Meeting Minutes: M/s Mejia/Cico to approve the May 8, 2018, minutes as corrected to clarify part of the Creek Park lot is for merchant parking, carried unanimously.

Open Time for Public Expression: None.

Discussion/Action Items:

Workshops for Businesses

The EDC discussed whether to hold in person workshops for the business community this year. Knuckey shared cost and attendance statistics from the prior year workshops: 29 participants, most with billing addresses in San Rafael; Town collected \$807 in ticket sales; spent \$3,597. Some suggested the Town should hold them more than one year to be successful. The EDC was not supportive of a program like the past year but suggested they have local speakers successful in marketing and social media deliver classes specifically tailored to San Anselmo businesses, or targeted classes developed from suggestions by merchants. Donery will post workshop ideas for merchants and ask what topics they want.

Update on Parking Study

Schneider reviewed draft maps showing the parking time limits in the downtown area. He reported that he is conducting an informal parking study. Public Works plans to install pay stations at the two metered public lots. Seven pay stations would be required on San Anselmo Avenue in order to charge for parking between Tamalpais and Tunstead Avenue. The San Anselmo Avenue stations would need to be approved by Town Council. Schneider will research pay stations in other towns and continue to collect occupancy data.

Wayfinding/Signage/Branding/Logo Program

Burns presented a PowerPoint on the branding and wayfinding program depicting the proposed signage. Donery will be requesting the Council to fund the first phase of the project. The EDC discussed other types of signs that could be desirable and logo merchandise could be tied in to

fundraising.

Burns presented draft branding guidelines. He will send out a draft of the guidelines to Knuckey to distribute.

EDC Action Plan

Donery indicated that the Economic Development Plan was approved by the Town Council in May. Semonian reviewed a first draft of a summary of the action plan with timelines. The EDC modified timelines. Semonian will revise the document for the July meeting. The chamber discussed the events they are planning and that Destination San Anselmo is being prepared.

What's New in San Anselmo Business

Music Together moved the school from 235 San Anselmo Ave. to the First Presbyterian Church
Birch Street Movers is moving to 235 San Anselmo Avenue
Staff reported that Bistro Vis a Vis needs a use permit to change uses
Staff reported that 8 Bolinas Avenue (former laundromat) had not pulled a permit for their work yet
Someone expressed interest in opening a tea house
The smoothie shop is not open yet
Proposed rooftop restaurant at 625 San Anselmo Avenue is seeking a building permit
It is rumored that Tyler Florence is interested in the former Pancho Villas at 1625 Sir Francis Drake, Fairfax, which is for sale along with their liquor license
Cucina hopes to open a cocktail bar where Junction Shoes was located by November

Request for future agenda items

Knuckey would like members to consider taking on the chair position.
Request Central Marin Police Authority to respond to concerns with U-turns, parallel parking issues, crossing safety and vehicle/bicycle conflicts downtown; and business break ins on Greenfield Avenue.

Adjourn: Knuckey adjourned the meeting at 10:15 a.m.