

**MINUTES
TOWN OF SAN ANSELMO
ECONOMIC DEVELOPMENT COMMITTEE MEETING
Town Council Chambers, 525 San Anselmo Avenue, San Anselmo
August 13, 2019, 8:45 a.m.**

Committee Members Present: Chair Jamie Ginsberg, Vice Chair Aaron Singer, Rich Burns, Benedetto Cico.

Committee Member Absent: Brian Stewart, Kelley Warner.

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

Open Time for Public Expression: Steve Lamb, Laurel Grove, suggested that business owners, property owners and public all need to be part of the discussion as they have conflicting needs and desires. Colbert reported that the Transportation Agency of Marin is interviewing for a new executive director. Faster Bay Area is new initiative raising \$100 billion for transportation in the Bay Area.

Discussion/Action Items:

Update on Wayfinding/Signage/Branding/Logo Program

Condry indicated they are planning the sign supports and are ready to order the signs next week from Davis Sign. They should take one month and he will schedule the concrete work. They may be installed by mid-October. Rich suggested power washing the concrete monuments and installing those signs first.

Update from Subcommittee Reviewing Vacancies and Uses

Ginsberg updated the EDC on the owner survey. Cico suggested speaking with real estate agents. Colbert suggested speaking with businesses that did not chose to locate in Town.

Call to Order: Chair Ginsberg called the meeting to order at 9:12 a.m.

Approval of Meeting Minutes: M/s Burns/Ginsberg to approve the July 9, 2019, minutes, carried unanimously.

Discussion/Action Items (Continued):

Collateral materials

Ginsberg reported that the committee has reviewed some products (cups, hats, t-shirts) with logo with Michael Schwab. They will develop options for usage guideline so that others may sell the products.

Update on Creek Park Design Contest

Colbert reported that RHAA was selected as the consultant for Creek Park and is working with the County of Marin on the design. They are looking for a funding stream to pay soft costs and construction outside of the County project.

Business Recruitment

An insurance broker asked about Farmers insurance in Town and had difficulty securing a space. He is looking for 900 square feet. Singer suggested promoting the Town as a location to locate a business and leverage the San Anselmo brand. Colbert suggested recruiting from food incubators.

Small Business Development Center Workshops

Staff will partner with Small Business Development Center on one or two workshops.

Economic Development Plan Action Items for 2019

Reviewed the EDC plan. Richard Berkson suggested updating the plan every two years and identifying a couple of high priority items to peg with a specific product and date to move things forward. Regarding outreach he said local successful businesses are run by local residents and we have tremendous resources within the town.

Report on August 2, 2019 San Anselmo Avenue Closure

San Anselmo Fitness Day was a success, but some merchants were concerned with the street closure. Some were concerned that the no parking signs were up two days in advance, but staff indicated they are required to post them two days in advance. It was suggested that the Town promote the closure on adjacent streets. Staff hopes to do this regularly on one Sunday a month. Steve Lamb indicated there was a rumor the crosswalk treatment will happen at other intersections. The Arts Commission was pleased it worked with their event at the Cedars.

What's new in San Anselmo Business

Owners of The Hub at Red Hill are associated with Pluto's and will be offering an app with a discount \$8 lunch for Drake High School Students. Singer will investigate making an aerial video of downtown. Yolo has positive energy for the rebranded frozen yogurt business.

Request for Future Agenda Items

Condry suggested the committee consider parklets in parking spaces and agreed to distribute information to the committee before it is considered. He also suggested making San Anselmo Avenue one way in the northbound direction to improve downtown and the bikeway, even

temporarily. The EDC asked for information on the timeline and process for making that change, including considering the traffic flow.

Adjourn

Ginsberg adjourned the meeting at 10:30 a.m.