

MINUTES
TOWN OF SAN ANSELMO
ECONOMIC DEVELOPMENT COMMITTEE MEETING
Zoom Meeting
May 12, 2020, 8:30 a.m.

Committee Members Present: Chair Jamie Ginsberg, Rich Burns, Benedetto Cico, Kim Pipkin, Jessica Rising, Kelley Warner.

Committee Member Absent: Brian Stewart.

Others Present: Town Council Member Wright, Town Manager Donery, Building and Public Works Director Condry, Assistant Public Works Director Schneider, Recreation Director of Community Services Mauk, Planning Director Semonian, Associate Planner Sarah Price.

Call to Order: Chair Rising called the meeting to order at 8:30 a.m.

Open Time for Public Expression: Laurie Berliner, owner of Madge and Me hat store on San Anselmo Avenue, would like to start selling safely and would like the Town to tell the County Health Dept. they are ready to get on with new normal. They can control their commercial spaces like the businesses that are currently operating. Many retailers are female, minority and older citizens and the slow reopening is crushing an already challenging retail environment. She suggested providing micro-grants as small as \$500 for small businesses, which could help retailers with such things as PPE and additional cleaning supplies. She was eager to hear the results of the business needs survey. She felt that in-person sales were important in San Anselmo, and not just online business.

Approval of Meeting Minutes: M/s to Ginsberg/Warner to approve the April 14, 2020, meeting minutes, carried unanimously.

COVID 19 Shelter in Place update:

COVID 19 Business Support Initiative Rising summarized the work by the SA CV-19 Task Force including development of an email contact list for outreach, mailed postcard, online Business Resource Center that is continually updated, Needs Assessment Survey, weekly email communications with businesses, and social media posts. Donery described the Town's partnership with Marin Small Business Development Center. Donery reported that staff set up curbside loading zones for restaurants in March. Pat Townsley has put together Sananselmoeats.com with specials and restaurant information.

In response to questions, the task force indicated they would publish the results of the survey after more results are received from the postcard mailed last Monday. The needs assessment indicated most businesses have financial needs and the Task Force has been providing information on financial resources. EDC members confirmed businesses need money and not just resources such as webinars. Elise mentioned that Marin SBDC offers one-on-one service.

The EDC was directed to send planning@townofsananselmo.org any additional resources and information for the email list. EDC members should subscribe to the business emails.

The EDC (Stewart absent) agreed to send the County Health Officer a letter with the data from the EDC survey. The letter will not urge opening but would be neutral and just provide information and ask him to consider the economic impact to the town as he assesses other impacts. A copy would be provided to County Supervisors and Colbert will forward to two County marinrecovers.com staff.

Donery announced marinrecovers.com has posted their process to allow county businesses to open. The EDC Task Force will provide information on the survey in an email to the business list.

Window Signs Warner is working with Burns on a coordinated effort for downtown signage to show businesses that are open. Burns provided sample signage and customization options. The cost would be minimal as they would be printed on a color copier at town hall. The EDC discussed mailing a postcard to all residents to alert them to the program and when that should be mailed. Berliner suggested sweet signage supporting shoppers entering stores with masks on and directing them to shop in person and not online. Cico warned they should consider the legal ramifications of posting a sign if they are not authorized to open. The majority of the EDC voted in favor of moving forward with open signs (Ginsberg not voting).

Nancy Altman thanked Burns for the sign work. She suggested a new banner. The new hanging flowerpots will be installed on Thursday. Altman was thanked for her work on the flower project.

Update from Chamber of Commerce Cico indicated a group of Town restaurants are submitting written comments to the County regarding practices for reopening and a request that any new rules be temporary.

Discuss potential for a temporary outdoor dining program downtown Donery indicated town staff is looking into a program to close a portion of San Anselmo Avenue from Tunstead to Tamalpais on Fridays through Sundays for restaurants to set up tables outside for take-out dining during the summer that meets social distancing requirements. The Town will look at how this may affect retail businesses, how restaurants located outside of the closure area can participate, and alcoholic beverage regulations. Staff will return with more details. Condry suggested using Creek Park for food stands.

Branded Swag/potential fundraising The item was continued to the June meeting. Burns suggested determining how the money will be spent and the costs of the items versus the sales and effort necessary to generate the funds.

Brainstorming – additional support for businesses Colbert described several county organizations and agencies that are dealing with COVID-19 including local chambers, Marin Economic Forum, local government, town managers, schools, and nonprofits. A Great Plates initiative has started to link restaurants to provide meals for seniors. Ginsberg asked about older

residents and what percentage of our residents are older. Cico believed the Marin Convention Bureau should support San Anselmo as the County contributes funding to their bureau.

Requests for Future Agenda Items The EDC continued the following items to the June meeting:

- Branded Swag/potential fundraising (Ginsberg)
- Update on vacancies and uses and survey of property owners (Ginsberg/Warner)
- Update on branding program (Burns/Schneider)
- Update on wayfinding signage and Red Hill median landscape (Schneider)
- What's New in San Anselmo Business – Update on local business activities

Adjourn - Rising adjourned the meeting at 10:22 a.m. The next meeting is scheduled for June 9, 2020 at 8:30 a.m.