

**MINUTES  
TOWN OF SAN ANSELMO  
ECONOMIC DEVELOPMENT COMMITTEE MEETING  
Zoom Meeting  
October 13, 2020, 8:45 a.m.**

**Committee Members Present:** Chair Jessica Rising, Rebecca Bugas, Rich Burns, Benedetto Cico, Jaime Ginsberg, Kim Pipkin, Brian Stewart, Kelley Warner.

**Committee Member Absent:** None.

**Others Present:** Town Council Members Colbert and Wright, Town Manager Donery, Director of Community Services Mauk, Planning Director Semonian, Assistant Public Works Director Schneider and Associate Planner Sarah Price.

**Call to Order:** Chair Rising called the meeting to order at 8:50 a.m.

**Approval of Meeting Minutes:** M/s Warner/Cico to approve the September 8, 2020, meeting minutes, carried unanimously.

**Open Time for Public Expression:** None.

**Discuss Town Council Presentation – EDC Update – October 27, 2020**

Rising indicated she will attend the Town Council meeting on October 27, 2020 to provide an update to the Town Council on the EDC accomplishments for the last year and to review the draft Action Plan and receive input from the Town Council. No one had any questions.

**Economic Development Action Plan Update**

***Update on parklets and outdoor seating.*** Cico reported that businesses are concerned about winter and need a clear definition of “enclosed” for outdoor structures. Donery indicated currently parklets are allowed under an emergency order that ends at the end of the shelter in place order. The EDC discussed if there should be design standards or design review for parklets that will be around for the long term, and who would conduct that review. They discussed the cost of developing guidelines, bureaucracy of having design standards, cost associated with business compliance, business need for certainty for investments, impact on businesses that will lose street parking, and safety of parklets. No one from the public wished to comment on this item.

The EDC agreed that staff will determine the regulations for parklets during COVID 19 and beyond, addressing safety issues, and the EDC will review the standards and provide input.

The EDC was unanimously in favor of Colbert sending an email to the County regarding the

definition of “enclosed” outdoor structures. Colbert will share the information he receives with Rising.

**Storefront Poster Program and Branding Program** Burns reported that the poster program was successful in demonstrating businesses were back open and to demonstrate activity in the Town, but he does not see many posted now. They discussed how to fold it in to a broadside communication program. Rising thanked Rich Burns and Kelley Warner for a wonderful job and looks forward to the innovative program continuing. She noted that it illustrates that people that live in our community volunteer their time. The program could have been very costly but with volunteer time and in-house printing it is a cost effective community project. Burns will create some new opening posters for D&G Café. Burns He will fold the poster use into the formal branding guidelines to indicate how people can use them. No one from the public wished to comment on this item.

Burns will distribute a draft of the branding use program before the next meeting.

**New Business Onboarding Program and Welcome Plan** – Rising reported that new businesses Curate, Bella and D&G Deli are opening. Ginsberg, Bugas and Rising drafted a plan that was reviewed with staff and distributed to the EDC. Their goal is to make it easy for people to know how to open a business in San Anselmo and the steps that are involved. She would like clear expectation coming from the Town and approximate timelines and resources that will help new business open successfully.

The program includes a new Business Resource Center on the Town web site. The Town has already added a link on the top of the Town home page. They will create various sections that will be simplified with flow charts, steps and links to information such as calendars (sporting events), EDC information and other support, contacts and resources. She would like it to be a one stop shop and to involve stakeholders in the design. Rising will present more information at the next meeting.

Rising indicated the Town should offer a postcard handout at Town hall for those interested in opening a business in San Anslemo and it would tell them about new business resource center, key contacts for planning and building, and an EDC mentor.

They are working with staff to be notified when a business is opening and applies for permits so they can start outreach.

Bugas and Ginsberg reported on the proposed mentoring program and needs assessment survey for new businesses, starting with the businesses that most recently opened. They will ask how the experience was, both positive and negative. They will focus on marketing the business opening, including opening posters, newsletter, social media, and website links. Ginsberg clarified that the intent of the program is to offer assistance in opening but not to generate new customers for the business or long term marketing.

Rising will speak to the Chamber of Commerce about their marketing plan. Bugas indicated they will encourage the businesses to join the Chamber of Commerce. They do not want to duplicate efforts of the Chamber.

Wright thanked the members and Colbert noted that the efforts by the EDC volunteers is extraordinary. There were no public comments on the item.

The EDC unanimously supported Rising, Bugas and Ginsberg moving forward with the new business plan as discussed.

**Business License Program** – Due to the timeframe and expected cost, with COVID 19 related budget, new business license software will not be pursued. Rising reported that business license renewals will be going out before Thanksgiving and the EDC will have an insert that will go in with the license renewal. They will ask for contact information such as an email address and define the type of business, like the categories used on the needs assessment for COVID 19. There were no comments or concerns with the proposal. Rising thanked town staff for their time to get this started.

**Utility Box Art Project** - Mauk reported on the utility box painting project, which will be completed by end of October. The Arts Commission is doing an amazing job overall and they are not stopping with the boxes and have other projects coming, such as discussing murals. Colbert requested Kerrie McHugh to present her vision for the Arts Commission at a future meeting of the EDC since there is an interplay between economic vitality and public art. Ginsberg suggested people share the Go Fund Me for the utility box project since it is a collective effort to get the project funded. No one wished to public from the public.

**PR Marketing** - Rising reported on the redesigned website discussed earlier and increasing communication about what the EDC is doing with an EDC business newsletter, social media, and other things. Rising would like the web site to have a photo and short biography for each EDC member. The EDC supported the idea.

**Other updates** – Semonian reported on vacancies (Sugar, Solvita Spanish School, Pilates Pro Works, PS Paper) and new businesses (Curate, SASS, D&G Deli, Bella). The Town vacancy rate is 5%. Staff will put information on available spaces on the Town website with links to the leasing agents.

Pipkin volunteered to be part of an effort to outreach and bring in new businesses. Colbert reported that the County is requesting funds for a similar project, but nothing is currently going on at the County level. Rising indicated she can lead this project and present her vision to the EDC.

Richard Berkson noted that a very important action in the EDC Action Plan is to attract a mix of business that are good for the town. This action should continue to move ahead. He asked about the Town Council presentation and status of the Action Plan update. Rising will report to

the Town Council on key projects, highlight what has been implemented over the past year and go over the latest draft action plan and receive comments. Richard, Rising and Elise will prepare draft EDC Plan for EDC to review at the November meeting.

Colbert indicated that the Marin Economic Forum indicates that 1/3 of the business in Marin have closed temporarily or permanently. He believed the EDC work should be a template of what Marin County should be doing, as we have businesses opening despite COVID 19.

**Adjourn** Rising adjourned the meeting at 10:15 a.m. The next meeting is scheduled for November 10, 2020 at 8:45 a.m.