

MINUTES
TOWN OF SAN ANSELMO
ECONOMIC DEVELOPMENT COMMITTEE MEETING
Zoom Meeting
November 10, 2020, 8:45 a.m.

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

Committee Member Absent: Kim Pipkin.

Others Present: Town Council Members Colbert and Wright, Town Manager Donery, Director of Planning and Building Condry, 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 8:45 a.m.

Approval of Meeting Minutes: M/s Bugas/Cico to approve the October 13, 2020, meeting minutes. No one objected to the motion.

Open Time for Public Expression: None.

Economic Development Action Plan Update

The EDC discussed the EDC Plan and if the goals reflect the current EDC and community desires. The purpose of the document is to organize information about the town and its economics, population, and economic development goals into a common framework. The action plan is derived from the document and has short and long term actions of what to do to promote the town and bring in the businesses it wants to see. The EDC agreed more brainstorming, prioritization and discussion is needed to ensure the plan is ambitious, serves the community, and moves projects forward.

The EDC agreed to move forward with the EDC Action Plan with the understanding it will be changed, as necessary. The EDC will have a strategic planning and brainstorming session at the December 8, 2020 meeting to talk about the Town goals for economic development. There was no public comment on the items.

Finalize 2020-2022 Economic Development Plan and 2020-2021 Action Plan and Committee member updates:

Update on parklets guidelines. Condry reported that temporary parklets were installed under the Town's urgency ordinance and temporary outdoor activities permit. Longway, Cucina and Baan Thai are trying to move forward with more permanent parklets. They are considering drainage and the floodplain and will bring an item to the Town Council. Condry confirmed that

the businesses know there is a permit and staff is very hands-on with the applicants. The EDC discussed the aesthetics and cost and setting a floor on design that allows an affordable parklet. Traffic, safety and parking was discussed. The EDC would like the Town to discuss what the streetscape of the downtown will look like in the short and long term and involve all the stakeholders.

Business welcome and onboarding program Bugas reported on the program and newly opened businesses that have been connected with resources. The Town website now has a Business tab on the home page to direct businesses to resources. Rising will report new businesses in the EDC newsletter. Bugas was thanked for her work. No one from the public wished to comment on the item.

Branding guidelines Burns reported that he will meet with town staff before sharing with the committee. The item will be added to the agenda for the next agenda. No one from the public wished to comment.

EDC PR and Communications Rising presented the EDC's accomplishments and the draft action plan at the Town Council meeting. They are working on a business license insert to ask for more information on businesses and contact information based on location to facilitate two way communication. The resource center on the website will be analyzed. She asked EDC to provide a photograph and 250 words to let the public know who the EDC is and what they are doing. There is an email for the EDC edc@townofsananselmo.org, and social accounts are starting to be created. Donery reported that the goal is to have the business license renewals automated. Rising was thanked for her work.

Update from Chamber of Commerce on Small Business Grants and Marketing Program

Cico reported on the Chamber's recovery fund grants. \$81,017 was raised and they have disbursed \$44,000 in grants to town merchants and businesses. There is \$37,000 available for a marketing plan. They will ask for input on the program and are considering all ideas. There is no timeline since volunteers are working on the plan. They may seek matching funds from other agencies to make the funds go further.

Requests for future agenda items

Rising indicated EDC can email any future agenda items to her or staff. Colbert will share the economic development plans he received.

Adjourn

Rising adjourned the meeting. The next meeting is scheduled for December 8, 2020 at 8:45 a.m.