

**MINUTES
TOWN OF SAN ANSELMO
ECONOMIC DEVELOPMENT COMMITTEE MEETING
Zoom Meeting**

December 8, 2020, 8:45 a.m.

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

Committee Member Absent: Brian Stewart.

Others Present: Town Council Members Colbert and Wright, Town Manager Donery, Director of Community Services Mauk, Planning Director Semonian, Assistant Public Works Director Schneider, Town Clerk Kacmar, and Associate Planner Sarah Price and residents Fran Farmer, Nancy Altman and Richard Berkson.

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 November 10, 2020, meeting minutes. No one objected to the motion.

Open Time for Public Expression: None.

Small Business Saturday

Rising recapped the efforts made for Small Business Saturday including special posters, town email notifications, *Marin IJ* advertisement, social media posts, and a toolkit for businesses to use with suggested SBS posting language. She outreached to Marin Scope/Ross Valley Reporter and held two debriefing sessions on December 1 on Zoom where business owners could give feedback for how SBS went and to plan for a holiday marketing and communication plan. No one wished to comment on the item.

Holiday Planning 2020

Rising reported that new posters and jpgs are being prepared. Staysea Colteaux from Dogville will be seeking to advertise on the Tam Theater marquee. Special shopping dates with extended hours will be advertised: Red Hill Center 12/17 and downtown and other districts will be 12/19. Bugas created a flyer for Red Hill merchants to distribute and has organized a raffle with over \$1,000 in prizes. Garland was installed on some light posts downtown by a mini fundraiser by Laurie Berliner and with assistance of Nancy Altman. Town business owners would like to have another Zoom meeting this week to plan and make the most efficient use of what they are doing.

Rising seeks \$500 funding for additional print advertising and Cico indicated the Chamber would assist with funding. Cico reported on the Chamber's efforts for co-op advertising and the

timeline for the Chamber Covid 19 marketing plan. Donery reported that no money is available from the Town's Community Fund for print ads. Colbert encouraged people to attend the Chamber meeting to talk to the full Chamber board. Rising will work with Benedetto on the payment and the ads.

Colbert warned they should be mindful before stepping into the role of private advertising. Colbert and Wright felt there is confusion about EDC, Town and the Chamber roles and we should discuss the boundaries and a structure. It was felt that marketing was appropriate during these extraordinary circumstances during COVID 19 to help the business community, since the Chamber had no plans for marketing. Wright offered to look at different structures for the relationship and roles between the organizations.

Cico discussed the shut down and the concerns the Chamber has about the recent order and promoting the Town when the County is telling people to stay home. Cico indicated the Chamber, through the Community Fund, disbursed \$46,000 in grants to businesses over the last three months of the \$82,000 raised. The balance is in the bank and they will start working on a sustainable marketing plan, leveraging the funds as possible.

Communication and PR Update Rising provided an update on the project.

Town Branding Burns reported that he will be meeting with staff later this week. Rising will add this to the next agenda.

Acknowledge John Wright The EDC thanked John Wright for his service to the Town and the Economic Development Committee meeting and presented him with a custom Town poster.

Requests for future agenda items The EDC will discuss the 2020-2022 Economic Development Plan Goals at the next meeting. Rising indicated EDC can email any future agenda items to her or staff.

Adjourn

Rising adjourned the meeting at 9:50 a.m. The next meeting is scheduled for January 12, 2021 at 8:45 a.m.