

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

February 9, 2021, 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: Mayor Colbert, Vice Mayor Fineman, Town Manager Donery, Director of Building and Public Works Condry, Director of Community Services Mauk, Planning Director Semonian, Assistant Public Works Director Schneider, Dmitriy Laptev, Fran Farmer, Nancy Altman, Richard Berkson.

Call to Order: Chair Rising called the meeting to order at 8:45 a.m.

Welcome Alexis Fineman as Council Liaison to EDC

The EDC welcomed Vice Mayor Alexis Fineman as new Council Liaison to the EDC. She indicated anyone may contact her by email at afineman@townofsananselmo.org.

Approval of Meeting Minutes: M/s Bugas/Warner to approve the January 12, 2021, meeting minutes. The motion carried unanimously.

Open Time for Public Expression: No one wished to speak during public open time.

Elect Chair and Vice Chair

M/s Burns/Bugas to elect Jessica Rising as EDC Chair. The motion carried unanimously. The EDC unanimously elected Kelley Warner as Vice Chair.

Review 2020 Accomplishment – Onboarding Program

Rising went over the Onboarding & Mentoring New Business Program that began in 2020. The program includes the new Business section on the Town website, informational postcard with contact information, communicating with EDC members about new business openings, and Bugas and Ginsberg are providing mentoring and outreach to new businesses. Bugas and Ginsberg were thanked for their work.

Committee Member Updates on 2020-2022 Action Plan items

Onboarding Program

Bugas reported on the onboarding program. She is working with a new plant store and flower shop at 14 Ross Avenue, a coffee cart Center Depot at Lansdale Station commercial area and new owners of Pizzalina at Red Hill Shopping Center. She will get a report from the Town and reach out to any businesses that have opened over the last 6 months.

Ginsberg indicated the public would like to know about new businesses openings. The EDC discussed the marketing roles of the new business, EDC and Chamber of Commerce. Bugas confirmed she encourages the businesses to do their own marketing and to sign up to be members of the Chamber of Commerce. EDC members were reluctant for the EDC to take on any new business advertising or marketing. Colbert suggested someone begin a private sector based community newsletter. Cico reported that the Chamber of Commerce will be collecting ideas and feedback on their marketing program. Fran Farmer agreed the Town is not responsible to market for businesses, but she would like the town to announce new business openings as residents would like to support them. Nancy Altman indicated that the Chamber of Commerce markets new businesses and members of the public may sign up for the Chamber newsletter to hear of new business openings.

Update on Sign Program

Burns indicated the poster program continues and there is a new Valentine's Day sign. They are planning for a poster to highlight new businesses in the town. Rising thanked everyone involved with the sign program, which has been an effective, low budget, program.

Parklets

Condry described the history of the Town parklet program, the urgency ordinance and the encroachment permit process and information on the parklets approved downtown. They will have a community process for developing guidelines for permanent parklets. He suggested community meetings in March on the parklets to get input on guidelines and reach out to business owners in the area and the community. Public Works has a document for the temporary parklets but would like input on issues for long term parklets. Cico indicated that, although he is personally in favor of parklets, some Chamber members have concerns. He believes they should personally speak with business owners about them. Colbert noted that the residents of the town are very important stakeholders, and he wants to have a far-reaching conversation about the town streetscape. Cico indicated there is a bill in the Senate that may relax regulations for serving alcohol in parklets and open spaces. It was noted that businesses need certainty and permanence for investing in parklets. Bugas noted a bike/wagon share program in San Louis Obispo where they have closed streets and encourage nonmotorized travel. Cico stated many visitors to the Town are from other jurisdictions and may drive downtown. Colbert indicated TAM is exploring ways to expand the train/ebike pilot program in the Ross Valley. No one from the public wished to comment. Rising will forward information if Zoom listening sessions are scheduled for 8:30 a.m. and 7:30 p.m. on March 3.

Business Website Pages

Rising presented the Town web site business pages. She requested comments and suggestions on how to improve the pages.

COVID 19 Status Update

Colbert is on a committee of the Marin County Council of Mayors & Councilmembers (MCCMC) related to COVID 19 and Donery is the representative for the town managers. There is a long term County grant that is being studied and the County is launching a county-wide, 6 month, “Shop Local” campaign. He reported that lack of vaccine supply is the pivotal piece for economic recovery. They are also discussing parklets.

Update on San Anselmo Businesses

Rising indicated that Bank of America is closing their downtown branch on May 18, 2021. Semonian reported that the new restaurant Kientz Hall at 625 San Anselmo Avenue has applied for a use permit for serving alcohol and to stay open until midnight. Postal Services Plus is relocating to 706 San Anselmo Avenue.

The Chamber has done a profile of businesses in the Town as of January 31 that will be presented to the Town Council on February 23, 2021.

Requests for future agenda items Rising asked members to send her any future agenda items. In March they plan to discuss the Parklet Guidelines and results of the EDC Listening Sessions on March 3, 2020 and also receive a report on the Chamber business study.

Brian Stewart will not be applying to continue on the EDC and was thanked for his service. The Town will solicit for new members for the EDC and Rising is willing to speak to any potential candidates.

Adjourn

Rising adjourned the meeting at 10:17 a.m. The next meeting is scheduled for March 9, 2021 at 8:45 a.m.