

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

June 8, 2021, 8:45 a.m.

Committee Members Present: Chair Jessica Rising, Rebecca Bugas, Rich Burns, Benedetto Cico, Jaime Ginsberg, Kelley Warner, Frank Gomez, Javier Fernandez.

Committee Member Absent: None.

Others Present: Mayor Colbert, Vice Mayor Fineman, Town Manager Donery, Director of Community Services Mauk, Planning Director Semonian, Assistant Public Works Director Schneider, Public Works Project Manager Dmitriy Laptev.

Attendees present: Nancy Altman and Richard Berkson.

Call to Order: Chair Rising called the meeting to order at 8:48 a.m.

Introduction of New Members Rising recognized and thanked Jaime Ginsberg for his service on the EDC. She announced the members appointed by the Town Council to the EDC including returning members Kelley Warner and Rich Burns. She introduced new members Javier Fernandez and Frank Gomez.

Approval of Meeting Minutes: M/s Warner/Cico to approve the May 11, 2021, meeting minutes. The motion carried unanimously.

Open Time for Public Expression: No one spoke during public open time.

Business Spotlight Matteo Boussina, Taco Janes, talked about his restaurant business and working as an essential business during Covid 19 and answered questions. During the pandemic they converted a parking space to a patio dining area and installed a “taco tent” for atmosphere and all-weather dining. People can order differently, and he has seen an increase of customers, particularly youth that they did not see before. They provide quality and quantity at a great value. He spoke about staffing and increased costs. He can operate well as a fast casual restaurant because he needs less staff. He owns the property and building, and he plans to keep the business in San Anselmo. Gomez thanked him for being part of the community and a good neighbor and specifically for tamales during the holidays and activities during Dios de los Muertos.

Update on Potential Permanent Parklet Program

Laptev said they completed the second public workshop and received good feedback. The survey has received over 500 responses and 80% are in favor of parklets for the long term. They

are working with their consultant John Bella and will request input from the Town Council in July.

Discussion on Zoning Updates and Options for the Downtown Storefront Retail

Chair Rising indicated a second co-lead would be needed to replace Ginsberg. The subcommittee has determined stakeholders to contact before this moves forward. They will work with Warner to coordinate with landlord survey. Cico questioned if community members would be allowed to tell landlords what to do. Berkson would like to continue to participate on this item and share his communication with Doug Wong, a property owner. Rising indicated the issue will be on the agenda for the next meeting.

Branding Program

Burns discussed the progress with the branding program. Rising indicated there were hundreds of positive posts about the median and signage on social media. Cico thanked them for the posters and work and suggested signs to inform the bicyclists they are entering San Anselmo and welcome them to return.

Update on On the Avenue Program

Donery reported that staff recommended the On the Avenue program continue Saturday nights and the Town Council has also included Friday nights. They are working with the Chamber on reinvigorating the movie night program and organized music at Creekside Commons. Gomez indicated he had good business Saturday night when it started again. He suggested other merchants participate. Warner wondered if any activities for kids are planned. Mauk said 23 Elephants theater company will perform on Friday afternoons at Creekside Commons at the end of their camps. Warner suggested opening music acts directed towards kids. Fernandez clarified the Town's does no marketing for the events outside of the Town and suggested informing the press about how the downtown has been fortified through Covid and business has adapted and has come up with new things for the broader community. Donery said the EDC may talk about doing more. Colbert indicated the businesses leverage what the Town is providing and can stay open late and market themselves. He is interested in underwriting activities. Cico indicated that the Chamber does advertise to all media contacts. They are also dealing with marketing and outreach. Warner suggested posting about the event on Instagram and encourage stores to open. Gomez would like to see the business owners become stakeholders in the event and advertise on social media platforms and they would reach thousands of people. Donery indicated the Town Council has tentatively approved a new community engagement coordinator position to manage volunteer projects and communications.

Summer Meeting Dates

The EDC will have a quorum for the July 13 meeting and Rising will confirm Bugas can attend the August meeting.

Update from Chamber of Commerce

Cico indicated that the Chamber is working on a marketing program. They will have a new destination web site that will convince people to come to San Anselmo. Nancy Altman is the lead for the project. They will be able to present the new site in July. There will be drone videos, professional photos and content and they will promote it. They have a proposal for installing streetlights and would like to make that happen soon for On the Avenue. Movie nights will resume. He shared a new card program. Burns noted the roles of the EDC versus Chamber are becoming much clearer. Cico and Altman were thanked for their efforts.

Update on San Anselmo/San Rafael Economic Development Roundtable

Warner indicated there will be a second symposium in June to talk about brick-and-mortar business and online retail. They are looking for high-level speakers for the symposium.

Request for Future Agenda Items

None.

Adjourn

Rising adjourned the meeting at 10:06 a.m.