

**DRAFT
MINUTES
TOWN OF SAN ANSELMO
ECONOMIC DEVELOPMENT COMMITTEE MEETING
Zoom Meeting
April 12, 2022, 8:45 a.m.**

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

Committee Member Absent: None

Staff Present: Town Manager Donery, Director of Building and Public Works Condry, Director of Community Services Mauk, Assistant Public Works Director Schneider, Recreation Supervisor Mattie O’Grady.

Not Present: Town Council Liaison Brian Colbert

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

Approval of Meeting Minutes: Approval of March 8, 2022 meeting minutes will be moved to the May 10, 2022 EDC meeting.

Open Time for Public Expression: The EDC welcomed students Ella, Ben and Ella from the Archie Williams High School SEA-DISC program, gave an excellent presentation about their current project and efforts to get San Anselmo Businesses to enroll in the MCE Deep Green energy program. EDC will include information about this project in an upcoming business newsletter and thanked the students for their excellent presentation and efforts.

Action Items:

Ongoing Meeting Format - Committee Discussion and Decision:

Since the start of COVID, EDC meetings have been held virtually. Now that COVID restrictions are starting to lessen for in person meetings, the San Anselmo Town Council provided the EDC with guidelines for three meeting options, with the directive that the EDC choose a preferred meeting option at this time.

Meeting options include: **1)** Committee continues to meet virtually and the public also attends virtually, **2)** The entire Committee meets in person in Council Chambers, with the public attending virtually, and **3)** Committee members have the option to attend in person or virtually, with the public attending virtually.

A discussion took place among EDC members and with a vote of 6 out of 7 members supporting option 1, it was decided that the EDC would continue to hold meetings virtually for committee members and the public. There were no comments from the public on this item.

Consider recommendations of the 2022 Summer Avenue Closures Program

Final recommendations for the 2022 Summer Avenue Closures Program were to be presented to Town Council at tonight's meeting for approval. The EDC was presented with the final recommendations for event logistics, entertainment, and branding and marketing. In addition, the Chamber of Commerce had their own proposal to extend the dates of the closures to start in June and that they would manage these, instead of starting in July. EDC was not to make any decisions at today's meeting, only to provide input and ask questions on the final recommendations.

Public Works Director Sean Condry and Asst. Public Works Director Scott Schneider presented information on event logistics, Community Services Director Dannielle Mauk and Recreation Supervisor Maddie O'Grady shared their proposed plan for entertainment that could include over 64 bands, and EDC Vice Chair Kelley Warner and EDC Member Rich Burns presented their comprehensive branding and marketing plan for the program. EDC Member and Chamber President Benedetto Cico, and Chamber Board Member Laurie Berliner then presented the Chamber's proposal to create and manage closures and events in June, that would be in addition to the Town's program that will run from July through October 2022.

EDC members were able to provide input, comments, recommendations, and ask questions. Questions and comments were focused on the Town's request to start soft closure at 4:30 p.m. vs. Chamber's at 5:30 p.m., and hard closure at 5:30 vs. 6:00 p.m., the importance of safety during closure, and positive feedback on the map and availability of 9 designated short term parking spots for businesses. There were also comments and recommendations on the need for police support with closures, concerns about the affect of events on Town Staff bandwidth, number of potential concerts, having information tables for merchants who don't have downtown storefronts, and trying to get businesses to stay open later during the events. Positive feedback to last year's events, including acknowledgement of staff and others involved, and excitement for making the program even better in 2022.

Discussion Items:

Downtown Parking Enforcement

The EDC welcomed Lieutenant Michael Legan and Corporal Scott Niklewicz of the Central Marin Police Authority regarding downtown parking enforcement. Lieutenant Legan and Corporal Niklewicz provided a report on status with parking enforcement by CMPA, including current issues they were experiencing with staffing and coverage.

EDC members shared their concerns about lack of enforcement having a negative effect on availability of prime parking spots on San Anselmo Ave., as well as safety concerns with fast drivers, illegal U turns, and a recent video posted on Next Door by a citizen who witnessed unsafe female driver on the Ave. Gomez stated his shop is on the Ave. and is a constant eyewitness to the situation, and finds the ongoing lack of parking enforcement very frustrating.

There was also discussion about merchants continuing to park in the street in prime Avenue 2 hour spots, and Asst. Public Works Director Scott Schneider shared that Merchant parking sticker sales were down this year.

Rising asked members what days were busiest and top priority for parking enforcement coverage. Responses from members indicated priority was Tuesdays through Saturdays, with Friday and Saturdays between 11:00 a.m. - 4:00 p.m. of highest priority. CMPA agreed to increase parking enforcement on the Ave. and department representatives will return to the EDC July 2022 meeting for status update with situation. Officers Legan and Niklewicz were thanked for taking time out of their busy schedules to attend the meeting.

Update: Parklet program

Donery indicated staff is working on guidelines and an ordinance to allow parklets. There will be a presentation to Council in May with a menu of options for the Town Council to consider.

Update: San Anselmo Flood Risk Reduction Program

This agenda item was carried over to the May 2022 EDC meeting. No update was provided.

Election of Chair and Vice Chair

The terms for Chair and Vice Chair are for one year. Current Chair is Jessica Rising and Vice Chair is Kelley Warner. Committee members were asked to nominate another member or even themselves for these positions. Jessica Rising was nominated and approved by EDC members to serve another term as Chair. Kelley Warner was also nominated and approved by EDC members to serve another term as Vice Chair.

Future Agenda Items

- a. Explore possible restructure of EDC.
- b. Pop-Up Retail in vacant spaces
- c. Vacant storefront sign program
- d. Update on parklet program

New Business

Public Works Director Sean Condry provided an update on status with the major repair of Center Blvd. that affects traffic in the downtown business district. Sean and everyone involved with getting the repairs done were thanked for their efforts.

Adjourn

Rising announced the next regular meeting date is to be held on May 10, 2022. She adjourned the meeting in honor of longtime Ludwig's business owner Mohammad Nazari who recently passed away.