

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

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

Committee Member Absent: Rebecca Bugas, Javier Fernandez.

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

Attendees present: Nancy Altman, Richard Berkson, Belinda Wickwire, Jennifer Grenier Selvig

Call to Order: Chair Rising called the meeting to order at 8:49 a.m.

Approval of Meeting Minutes: M/s Warner/Gomez to approve the February 8, 2022, meeting minutes. The motion carried unanimously.

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

EDC Action Plan:

Summer Avenue Closures Program – Update and San Anselmo LIVE! Program – Branding and Promotion Planning

Mauk reported that the Town is planning to have concerts downtown from July 1 to October 15th and close streets on Fridays and Saturdays. Public Works and Recreation will have staff covering trash removal and enforcing parking regulations. O’Grady reported that they are scheduling bands and her goal is to do music as well as family entertainment with sponsors and the library. Recreation staff will be meeting today with Rich and Kelley to rebrand to combine “On the Avenue” and “San Anselmo live.”

Gomez indicated his support for the program and that some merchants were upset about the Town closing at 5:30 p.m. the past weekend. He suggested outreach to the merchants to talk to them about the street closures now and inform them that the town must open the street to pedestrian and bikes early, or it will not be safe because vehicles will remain on the street.

Cico supported the program. He reported the Chamber of Commerce will announce it to their email list and post it on their website and calendar. Cico provides the information on the program to his business visitors. The Chamber is open to suggestions on how to participate. Cico indicated the Chamber speaks with the merchants all the time. The Chamber of Commerce

conducted a survey last year and the restaurants, some merchants and residents love the program, but some merchants do not like the street closure. He did not think a conversation would help the issue.

Gomez has tried to speak to the 4-5 merchants that have concerns with the street closure and they are for the street closures as long as it doesn't affect their business and starts at 6 p.m. after their stores are closed. They oppose the earlier start time.

Rising suggested this be discussed with a subcommittee made up of Chamber, EDC, merchants, and Town staff.

Donery indicated it is challenging to shut down the street. He is looking for places to compromise, like reserving the first 6 spots at the town hall parking lot for 15-minute parking so customers can visit the merchants. He hoped the conversation could take place before the council considers the street closure on March 22.

Berliner wanted everyone on the avenue to be notified of any street closures even if they are a distance from the closure. She expressed concern that the recent weekend closure was for two businesses and not for all of the businesses. There was drinking in the street and trash left over. She suggested they include everyone and close the whole street.

Maulk indicated they are now requiring applicants for street closure events to notify the whole street of the requested street closure.

The EDC unanimously supported the idea of a subcommittee to work with staff and merchants. Warner and Burns will co-lead the project. They will meet with Recreation staff today. Rising will include this on the April EDC meeting agenda.

Committee Reports:

Vacancy Signage Program update – Rich updated the committee on the progress of the vacant business signage project.

Poster Program update – The committee discussed if the branded poster program should continue. Many supported the program. Warner noted that it entails work by Burns, Warner and Semonian to produce, print and distribute the posters, which may not be sustainable.

Laurie Berliner was in support of the posters and volunteered to help hand them out and help distribute them. She believed it helped promote retail community.

Downtown – Zoning Options – Rising reported that the subcommittee met with Berkson and Semonian and the meeting was open to the public and noticed. Semonian indicated they are mapping the uses downtown, so they have a visual representation of the existing uses. Staff will contact other jurisdictions for feedback on their existing ordinance. Rising indicated they

developed an outline of tasks including comparing best practices, a community survey and quantitative analysis. No one wished to comment from the public.

Updates: Parklet program,

Donery indicated staff is working on guidelines and an ordinance to allow parklets. They held a meeting last week with the merchants concerned about the loss of parking and are looking for solutions. There will be a presentation to Council on April 26 with a menu of options for the Town Council to consider. Staff agreed to provide an update at the April EDC meeting.

Hub Study

Schneider reported that they had a second meeting on the hub study last month and considered various options for potential long- and short-term projects. They will a report to the Town Council in May. Colbert wanted to acknowledge the participation of town staff in the project and that there is a multijurisdictional effort underway for a north to south bicycle highway to downtown San Rafael.

Reimagine Creek Park

Donery reported that the County Flood Control District continues to work towards a project to install baffles that would be removed when they can mitigate the rise in the creek levels downstream. Flood Zone 9 will meet on March 31st to discuss the issue and the Town Council will hear from them on April 12. The Town is continuing work on the design of the park.

Requests for future agenda items

- a. Central Marin Police Authority - Parking Enforcement
- b. Pop-Up Retail in vacant spaces – Javier
- c. Summer Avenue Closures Program/Branding and Promotion Planning
- d. Update on parklet program
- e. Election of Chair and Vice Chair

What's new in San Anselmo business

Colbert announced that the Marin Economic Forum is having their annual state of the union address this month. Dr. Robert Eyler will speak and there will be an update on the County Strategic Economic Recovery Plan.

Colbert reported that he reached out to the general manager of Red Hill Shopping Center. She was open to possibilities and they will continue the conversation.

Adjourn

Rising announced the next regular meeting date will be April 12, 2022.

She adjourned the meeting in honor of Carter Coleman, husband of long time Town volunteer and council member Kay Coleman at 9:53 a.m.