

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

December 14, 2021, 8:45 a.m.

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

Committee Member Absent: Javier Fernandez.

Others Present: Mayor Colbert, Town Manager Donery, Finance and Administrative Services Director Jeff Zuba, Director of Community Services Mauk, Planning Director Semonian, Assistant Public Works Director Schneider.

Attendees present: 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/Warner to approve the November 9, 2021, meeting minutes. The motion carried unanimously (Fernandez absent).

Open Time for Public Expression: Rising congratulated Heidi and Mark Krahling on the 25-year anniversary of Insalata's Restaurant. They will be honored at the December 14, 2021, 7:00 p.m., Town Council meeting.

Update on Reimagine Creek Park Project – Warner [presented](#) slides on the public outreach they conducted for the Creek Park project, the project schedule, and answered questions.

Update on Town Sales Tax Measure – Donery and Zuba [presented](#) information on the road condition and potential renewal of the Town's ½ cent sales tax that was put in place by Measure D in 2013 to pay for road and infrastructure maintenance. The tax lasts for 10 years and sunsets in March of 2024. In January 2022, the Town Council will consider the options for renewal of the tax by ballot: renew tax at same level, not renew tax, or increase the tax 0.5%. Warner and Bugas suggested the Town have signage to inform people that the road improvement projects are being funded by Measure D. Rising noted the improved road conditions and suggested the town inform the public and promote that the tax results in these road improvements.

American Rescue Plan Act of 2021 "ARPA" – Donery and Zuba [presented](#) information on the 2.9 million ARPA funds that the Town may receive, and what uses are eligible for funding. 2.4 of the 2.9 million could be considered revenue the town lost during the pandemic and may be spent on "government services." The first report on the spending would be due April 30, 2022, for spending to March 30, 2022. The process would be to establish guiding principles for the spending, coordinate with other municipalities, provide public input opportunities, determine

priority uses, and initiate regular community reporting. Zuba reviewed guidelines recommended for the projects and went through options for spending the funds. He provided an example of a Balancing Act page that could be used to collect public input on the options, which could be considered by the Town Council when they determine how the funds will be spent.

Rising attended the Financial Advisory Committee meeting and viewed the presentation. The funds can be spent on Economic Development. There are a number of economic development plan projects that need funding. She proposed they look at what projects are most important and put together a grant request that they can take to the Town Council. She asked if the EDC would like to be involved and put together recommendations for the Town Council. Cico questioned if this was on the agenda.

Mayor Colbert asked for thoughts on the program Zuba presented. Burns indicated the EDC should pursue the funds to advance Economic Development. Bugas asked about the timeline for requesting public input. Donery indicated that they have until the end of 2024 to get into contract to spend the funds and they must be spent by 2026. Donery could take ideas for what would help the business community. Zuba agreed to provide the slide deck to the EDC to review. Gomez supported going after funds for economic development projects. Colbert reiterated that there will be other stakeholders in the community that will have requests to fund projects.

Rising asked if the EDC would like to begin identifying economic development projects and request funds. Warner, Bugas, Gomez, Burns and Rising all answered in the affirmative. Colbert and Donery will keep the group updated about the County economic strategic plan that may be imbedded here.

Marin Economic Recovery Symposium Video

Bugas reported that Warner has shared the [video](#) of the second Marin Economic Recovery Symposium held on November 1, 2021, on ecommerce and cannibalization of brick-and-mortar retail. Staff will post on the EDC web page and can include a link to the video in the Town business newsletter. Bugas will let them know when the next symposium will happen in the spring.

Sign Program for Vacant Spaces Burns reported on sign program for vacancies. They have met with Nancy Altman and the Chamber is supportive of the program. He is putting together a presentation to provide to owners and brokers on the program and cost.

EDC Action Plan Item 3.3 and 3.4 related to Zoning Changes in Downtown – The subcommittee working on this item held two public workshops and made a presentation at the November EDC meeting. Staff mailed invitations to all property owners in the downtown area that could be subject to a potential new regulation to require a conditional use permit for new, non-active, uses in ground floor storefront spaces. Approximately 7-8 members of the public/property owners attended a morning workshop on November 8. Approximately 4-5

members of the public/property owners attended an evening workshop on November 8. Staff received two emails. One member of the public attended the November EDC meeting presentation to comment. Rising was happy to begin the one-on-one conversations with the property owners and open the door to discussions and input. Warner supported having continued dialog with the property owners. The subcommittee will reconvene to make a recommendation to the EDC in 2022.

Holiday events highlights

Bugas reported on the music events and Santa event at the Red Hill Shopping Center. Mauk reported on the holiday tree lighting and Santa visit downtown. Cico thanked the town staff that helped with the tree lighting event. He reported hundreds of people were there and the street closure helped make the event a success.

Request for Future Agenda Items

Gomez asked if there will be further discussion regarding parklets. Rising indicated the EDC had asked to review parklet guidelines, but the item is now before the Town Council for decision.

Adjourn

Chair Rising adjourned the meeting.