

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

**January 11, 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.

**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.

**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 December 14, 2021, meeting minutes. The motion carried unanimously.

**Open Time for Public Expression:** No one wished to speak.

**Year-end review of Economic Development Action Plan 2020-2021. Receive updates, review accomplishments, and assess action items to close out or remove**

Chair Rising reviewed the mission of the EDC and the Goal of the Action Plan. Updates were received on the items below (see final 2020-2021 Action Plan for details) and the EDC agreed to make the following changes to the 2020-2021 Action Items:

***Action Item 1***

**Downtown Circulation, Parking, Streetscape and Bike/Pedestrian Improvements**

- 1.1 Expand Parking Availability – EDC work completed, remove and receive informational update in 2022 on progress
- 1.2 Parking Enforcement – remove as in staff hands and receive informational report in 2022
- 1.3 Landowner Parking Partnerships – continue for 2022 in association with property owner survey. Condry is in contact with US Bank regarding installation of a pay station in their parking lot and sharing funds.
- 1.4 Downtown Parklets/Outdoor Seating – on hold but continue for 2022.
- 1.5 Downtown Maintenance Improvements – managed by Town staff, remove.
- 1.6 Reduce visual/economic detriment created by vacant storefronts – Burns presented PowerPoint on proposed signage. Continue for 2022.
- 1.7 Activate vacant storefronts – staff to discuss with Fernandez and make recommendation regarding program in February.

**Action Item 2**

**Signage & Wayfinding**

- 2.1 Wayfinding Plan Phase 3 Subordinate Signs – remove as work completed in 2021 and Public works staff has assumed program.
- 2.2 Implement Parking Study Wayfinding to Parking Lots – remove as completed in 2021.
- 2.3 Poster Program – incorporate into a different program. Businesses may order posters through the town website.

**Action Item 3**

**Retain, Attract and Enhance Local Businesses**

- 3.1 Create “One Stop Shop” Business Resource Center on Town Website – remove as staff has assumed program implementation.
- 3.2 Business Welcome & Onboarding Program – receive informational updates in 2022.
- 3.3 Identify Ways to Target and Attract Desired Businesses – carry to 2022 and refine specific actions EDC can take. Work with Racial Equity ad hoc Committee on attracting BIPOC businesses.
- Retain, Attract and Enhance Local Businesses
- 3.4 Zoning Changes in Downtown – continue to 2022
- 3.5 Property Owner Survey – continue to 2022
- 3.6 Business Inventory – continue to 2022
- 3.7 New Online Business License Program – remove as completed in 2021.
- 3.8 Advocacy for Businesses - remove
- 3.9 Outreach to Help Achieve Desired Business Mix – fold into Item 3.3

**Action Item 4**

**Commercial District Amenities & Beautification**

- 4.1 Median Master Plan – remove and reconsider in future years
- 4.2 Creek Park Commons – remove and receive updates in 2022
- 4.3 Public Art – remove and receive updates in 2022

**Action Item 5**

**Marketing, Branding and Communications**

- 5.1 Branding Guidelines for Town Logo – remove as staff has assumed program implementation.
- 5.2 Enhance and Promote Online Materials– remove as staff has assumed program implementation.
- 5.3 Assessment & Input - remove
- 5.4 EDC PR & Communication Plan – revise and carry to 2022.
- 5.5 Branded Promotional Materials - remove

**Action Item 6**

**Financing**

6.1 Research Business Improvement Districts (BID) revise – continue Action Item 6 Financing but modify 6.1 to be broader such as “investigate sources of funding for improvements that support business, such as one-time American Rescue Plan Act funds.”

In February, the EDC will develop and add new Action Items Programs, assign co-leads and develop processes for completing items.

**Adjourn**

Chair Rising adjourned the meeting at 10:18 a.m.