

**TOWN OF SAN ANSELMO
STAFF REPORT
October 3, 2012**

For the Meeting of October 9, 2012

TO: Town Council
FROM: David Donery, Community Services Director
SUBJECT: Economic Development Committee

RECOMMENDATION

That the Council adopt resolution establishing an Economic Development Committee and direct staff to begin recruitment of applicants.

BACKGROUND

The Town currently has an Economic Development Subcommittee (EDSC) of the Town Council, with Vice-Mayor Coleman and Councilmember Kroot serving as the subcommittee. The subcommittee was appointed after the Flood of December 31, 2005 to work with the Town's business community on ensuring San Anselmo's commercial vitality. The subcommittee meets on a monthly basis, and includes representation from the Town's business areas, including the Chamber of Commerce, Red Hill Merchants Association, Greenfield Avenue merchants, downtown San Anselmo Avenue merchants and antique dealers. The focus of the subcommittee in recent years has been to provide a forum for discussion among the various business groups and to raise awareness of the San Anselmo community by supporting events, such as the Picnics on the Plaza.

DISCUSSION

At the September 11, 2012 Town Council meeting, Staff presented a recommendation that Council consider expanding the scope of the EDSC. Staff noted that the EDSC has been successful in bringing the town's various business groups together to discuss issues and collaborate on producing events that would attract people to the downtown. Staff also noted that during the Town's Strategic Planning process, residents clearly indicated that the town's economic health and vitality is a high priority for them.

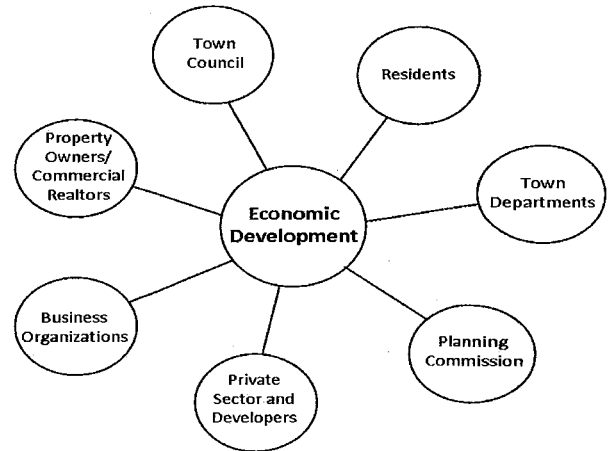
At that meeting, the Town Council directed staff to prepare for review a resolution outlining the parameters of an Economic Development Committee (EDC), including the committee's charge, purpose, organization, and membership guidelines. This transition would essentially transform the current Economic Development Subcommittee into an Economic Development Committee.

ANALYSIS

Successful economic development starts with the recognition of the interconnection between various elements that have the same goal. The EDC would provide an ongoing forum for these elements to begin substantive discussions and to set common objectives, working together towards achieving meaningful economic development in San Anselmo.

Related influences may include:

- Property Owners/Developers
- Commercial Realtors
- Business Organizations (Chamber)
- Town Council/Planning Commission
- Town Departments/Staff
- Business Owners/Prospective Owners
- Public Process/Resident Input



At the September 11th Town Council meeting, Council members advised staff that it is very important that the Council establish clear goals and direction for this committee and carefully consider what is being set in motion. It was with this in mind that staff developed the framework for the Committee as stated in the proposed resolution.

CONCLUSION

As directed, Staff has prepared the attached resolution for Council review and recommends that the Town Council adopt the resolution and direct staff to begin the recruitment process

Respectfully submitted,

Debra Stutsman
Town Manager

David Donery
Community Services Director

RESOLUTION NO.

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF SAN ANSELMO
DEFINING THE FRAMEWORK FOR THE
ECONOMIC DEVELOPMENT COMMITTEE**

WHEREAS, the Town of San Anselmo wishes to promote and encourage a vibrant and healthy business community; and

WHEREAS, Town residents indicated in the recent Strategic Planning Survey that the Town's economic development and vitality is of paramount importance; and

WHEREAS, the Town's Economic Development Subcommittee, a subcommittee of the Town Council, has been very successful in meeting with the Town's five business areas and working to promote the downtown; and

WHEREAS, the Town Council has decided that the next step in promoting the Town's economic development is to create a standing Economic Development Committee that will be responsible for encouraging and fostering a business environment that encourages new businesses to locate in San Anselmo and current businesses to remain; and

WHEREAS, San Anselmo has a wealth of talented and knowledgeable professionals who are willing to give their time to the Town to further the goal of a vibrant business community.

NOW, THEREFORE, BE IT HEREBY RESOLVED, that the Town Council establishes an Economic Development Committee, as follows:

1. Charge: The charge of the Economic Development Committee is to work with the Town's business community to identify actions that can be taken to ensure that the business community is vibrant, successful and meets the needs of the Town residents.
2. Goal and Purpose: To ensure that the Town's business community and the residential community have a forum for giving the Town input on steps needed to attract and retain a variety of small businesses.
3. Objectives: The objectives of the Committee are to:
 - a) Work with staff to streamline customer service in departments interfacing with current and potential San Anselmo businesses to ensure that the permitting process is straightforward and understandable.
 - b) Facilitate merchants in existing businesses to organize, develop and implement plans for improvement and business development.

- c) Devise and implement a plan for outreach and marketing of San Anselmo businesses.
4. Organization: Five (5) members, representing a wide variety of the business community, including commercial realty, Chamber of Commerce, merchants, small business/financial experts, design/construction professionals, residents, etc. The Committee will include two (2) Councilmembers, with two (2) designated Town staff liaisons (Planning Director and Community Services Director) in an advisory capacity only. The community seats on the committee will be advertised in the local media, Town website and Town newsletter, and candidates will be interviewed and appointed by the Town Council.
5. Terms: Members will serve three (3) year terms, provided that the first members appointed shall serve a differing number of term lengths to accomplish a staggering of the appointment schedule so that no more than one-half of the seats shall expire in any one year.
6. Brown Act: All meetings of the Commission shall be public and noticed on the public notice bulletin board.

I hereby certify that the foregoing Resolution was duly passed and adopted at a regular meeting of the San Anselmo Town Council on the 9th day of October, 2012, by the following vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tom McInerney, Mayor

ATTEST:

Barbara Chambers, Town Clerk