

# **BUSINESS ADVISORY COMMITTEE MEETING MINUTES – APPROVED**

**Thursday, November 17, 2011**

## Attendees

Chair – Adam Krivatsy

Peter Van Meter

Joe Lemon

Eckart Noack

Cheryl Popp

## Absent Committee Members

Herb Weiner

Mike Kelly

Amy Clawson

Jeff Scharosch

Staff: Jeremy Graves

Other Attendees: Charlie Francis & Chris Gallagher

- It was noted that the City Council BAC members have been absent from BAC meetings and that it was critical that they attend if the BAC was to serve as a true conduit for businesses to reach city leaders.
- The committee voted to have Chris Gallagher serve as an interim member of the BAC during Amy Clawson's leave of absence due to health issues.
- Minutes of the previous meeting were approved. It was agreed that BAC members will alternate taking turns to take the meeting minutes.
- Chris Gallagher reported on AC34 developments of note. (She has a separate report on this)

## Marin Economic Forum Community & Economic Development Study

J. Graves reported that only 3 comments have been received to date regarding the study that was posted for public comment. A. Krivatsy urged committee members to review the document one last time and submit their commentary reminding members that the deadline for their input was November 21, 2011.

There was some debate regarding whether the report should be submitted "as is" as Eckart suggested, or if as J. Lemon noted, we should submit the most "flawless" document possible. P. Van Meter noted that there were incomplete sentences, typos (basically sloppy editing) as well

as inconsistencies in content. He also recommended that the action plan/recommendations be removed. The general consensus was that the introductory “executive summary” needed to be much more read-able and user friendly than it currently was.

Other comments included:

- Accessibility of the waterfront and the lack of recreational moorings and guest docks should be addressed more than the history of shipbuilding
- Report should better quantify the impact of vacant square footage (employee meals, taxes, etc.) and better address “under-developed” land in Sausalito
- Employees aren’t really “tourists” contrary to what the report claims
- Public Works is not likely to run the program, nor is it appropriate for them to do so.

The committee agreed that the public commentary should be incorporated into the study prior to it being submitted to City Council, and that the overall document needed additional work. “Why memorialize something with known errors.” The committee agreed that while there is “a lot of good information” in the report, it is also missing information and needs to provide more analysis of the existing data.

It is important that the report reflect well on the BAC, the MEF and demonstrate to the many businesses that helped fund the study that it truly is a valuable tool/database for helping to direct public policy.

J.Graves will ask Dr. Eyler to consider this input from the committee and direct him to track the changes he makes to expedite final review of the document. J. Graves will get the updated draft to the BAC members by December 7<sup>th</sup> anticipating final approval of the document at the next BAC meeting, December 15<sup>th</sup>. The goal is to present the study to the City Council in January 2012.

Finance Director Charlie Francis joined the discussion and added the following commentary:

No metrics exist for measuring sales tax revenue vis a vis tourism; nor is there any current way to measure tourist traffic. He urged the Chamber of Commerce to work with merchants to collect this data as possible. A. Krivatsy offered to work with the City on methodology to track visitors/tourism, as the city doesn’t have the resources to do so. Charlie also offered his time and services to the BAC.

It was noted that most municipalities are still taxing based on 19<sup>th</sup> century models; taxing services and taxing bicycles were discussed as additional sources of revenue to help fund economic development activities.

Agenda Topics for Next Meeting: The Final MEF Study.

Minutes respectfully submitted by Cheryl Popp.