

BUSINESS ADVISORY COMMITTEE MINUTES

Thursday, September 1, 2011

8:15 a.m.

City Council Conference Room

City Hall at 420 Litho Street

1. Call To Order

Chair – Adam Krivatsy (City Resident)
Mike Kelly (City Council Rep)*
Peter Van Meter (BAC Appointee)
Cheryl Popp (Chamber Rep)
Herb Weiner (City Council Rep) (arr 8:23; dep 8:28)

Amy Clawson (BAC Appointee) (arr 8:50)
Joe Lemon (Chamber Rep)
Eckart Noack (City Resident)
Jeff Scharosch (Chamber Rep)*

**Absent*

Called to order at 8:23.

2. Public Comment on Items Not on Agenda

Van Meter asked that Charlie Francis provide to BAC notes on proposed consolidation of fire service with Southern Marin.

Graves announced that Francis would not be replacing Graves as Staff Liaison to BAC. Graves announced that BAC would no longer have staff support, because Graves had been instructed by City management to concentrate on “higher priority” items – noting that his participation on the BAC takes approximately 10 hours/mo. Graves suggested that the BAC follow the model employed by the Sustainability Committee.

3. Approval of Minutes – Meetings of June & July 2011

Approved, with notation that Van Meter was absent from July meeting.

4. Role of BAC

There was a hearty discussion amongst the members regarding the role of the BAC.

Van Meter asked whether there was a “hierarchy” of City committees.

Graves explained that there are essentially 3 types of committees: ones with Legal authority (i.e., to issue permits, etc.) (e.g., Planning Commission, Trees & Views, Parks & Rec, etc.); ones with Advisory authority (e.g., Arts Commission, Sustainability Committee); and Task Forces. BAC is Advisory in nature.

Krivatsy suggested that the BAC openly discuss financial figures and the community benefits derived from business activity in a way that tracks how the lives of residents are improved (e.g., number of people gaining access to the waterfront, improvements in public safety, use of bicycle paths, etc.).

Community member, John Cox, observed that no “cost/benefit” analysis had been conducted.

Van Meter indicated that the purpose of the Marin Economic Forum (MEF) report was to assign cost/benefit analysis to many of the Imagine Sausalito proposals, including the Downtown & Harbor Action Committee.

Graves indicated that he was still conducting a review of the most recent draft of the MEF report, but was 3-4 weeks behind, due to other priorities.

Popp observed that other cities provide considerably more financial support for their chambers of commerce to enhance economic vitality, including Yountville, which provides \$200k annually to its chamber of commerce. She further noted that Francis had previously suggested to her that the Sausalito Chamber link its request for financing to financial benefits that are provided to the City.

Krivatsy indicated that the General Plan should include an economic component, which had been addressed in previous years and had regained new interest during the Imagine Sausalito process.

Cox suggested that it appears that volunteer time is wasted and that the BAC's time is wasted.

Van Meter reiterated the need to demonstrate the economic benefit.

Lemon revisited a prior suggestion to engage in a community outreach to inform the public of the role of the BAC and important economic matters in the town.

Krivatsy added that we could discuss (1) the How to Start a Business initiative and (2) the MEF report, further suggesting that we attempt to be in front of the public on a monthly basis.

Clawson expressed frustration that she felt that her company had to "justify its worthiness to even exist" in Sausalito.

Noack proposed that the BAC provide comment on the economic impacts of various "larger" projects that are proposed in the community, such as at the Planning Commission level.

Graves suggested that economic criteria could be inserted as requirements for findings made by the Planning Commission in evaluating projects.

Krivatsy reiterated the need to focus on financial figures in evaluating economic sustainability, rather than simply complaining about the influx of tourists, etc.

Popp suggested that the BAC provide periodic reports to the City Council.

Krivatsy reported that City Manager Politzer had advised him that the BAC is "not on the map of the City Council," and that the BAC should talk about improvements for people and residents without being "political."

There was a brief discussion about possibly changing the name of the BAC; however, no action was taken.

Lemon suggested that the BAC engage in a 3-stage process: I. Public Relations – informing the public of the BAC's existence and goals; II. Action Plan – identification of top priorities; III. Funding – making an analysis and appeal for how funding for the execution of the plan will occur.

Van Meter suggested that the BAC determine its Top 5 priorities.

There was a discussion of the status of the MEF report. Krivatsy suggested that it was important to get the report completed so that it may be put into use.

Community member MacGregor asked that the City issue an official memorandum indicating that the City was no longer providing staff support to the BAC.

Graves reiterated that Councilmember Kelly had suggested that the BAC follow the form of the Sustainability Committee, which also does not have staff support.

5. Responsibility for Preparation of Meeting Minutes

Lemon volunteered to prepare this meeting's minutes.

6. Communications

a. Staff

Graves offered a discussion and circulated materials regarding the City's proposed enforcement of a prohibition of A-frame, "sandwich" sidewalk signs.

b. BAC Members

7. Agenda Topics for Next Meeting

The following items were offered as potential future agenda topics:

- i. Discussion of how other cities handle their economic sustainability (e.g., Sonoma, Yountville, etc.)
- ii. Update of the MEF report
- iii. Discussion of the BAC Action Plan/Priorities
- iv. The development of an Economic Plan
- v. The circulation and discussion of the comments received on the survey conducted as part of the MEF report

8. Adjourn – at 9:55am

Next Meeting – September 15, 2011