Business Advisory Committee Meeting Thursday September 15, 2011 NOTES*

The BAC's meeting on September 15th was attended only by four committee members: Ms. Amy Clawson, Messrs. Joseph Lemon, Jeff Scharosch and Adam Krivatsy and resident Ms. Bonnie MacGregor. Committee members Cheryl Popp and Peter Van Meter excused themselves in advance. Vice Chair Eckart Noack, Mayor Herb Weiner and Councilman Mike Kelly were absent. Mr. Jeremy Graves stopped by for a few minutes to advise the group re. his intent to complete his review of Dr. Eyler's 8/01/11 revised Draft Report by the end of September.

Due to the sparse attendance, the meeting took the form of an informal discussion. Those present benefited from receiving their personal copies of the Sausalito Business Startup Guide from Amy. Everyone expressed their appreciation of the handsome, comprehensive document. When Jeremy stopped by, Amy arranged for the City's pickup of the City's copies of the Guide.

Amy Clawson pointed out that now that hundreds of copies of the Startup Guide are available, it will be important to determine how to make best use of them.

Discussion centered on how the Committee should prepare for generating support and endorsement for its work in the broader Sausalito community?

Those present agreed that:

- a. The Sausalito Business Startup Guide should be formally presented to the City Council possibly at its next meeting scheduled for 9/27/11.
- b. Dr. Eyler's completed report should be circulated in October for information and public comments
- c. In order to familiarize the community with the BAC's mandate, aspirations and accomplishment, the BAC should arrange for presentations of its work to the Chamber and active civic groups: The Sausalito Women's Club, the Rotary Club, the Lions Club, the Sausalito Yacht Club, etc.
- d. Such presentations should be made after the BAC has benefited from Dr. Eyler's Economic Study, including his interpretation of the recent survey re. enhancing business opportunities in Sausalito. Jeff Scharosch will arrange for a presentation to the Chamber of Commerce. BAC should look to Cheryl Popp to approach the Sausalito Women's Club, to Peter van Meter for arranging a presentation to Rotarians, to Susan (?) for scheduling a presentation to Sausalito's Lyons Club. Adam Krivatsy will approach the SausalitoYacht Club to arrange for a presentation. The presentations should be made before or after the Holiday Season

^{*} Note: These notes are not to be regarded as official Minutes of the meeting.

- e. At the BAC's next (10/20/11) meeting, the Agenda should include:
 - Approval of the 9/01/11 Minutes
 - Dr Eyler's verbal report on his interpretation of the recent survey,
 - Discussion of the results of the survey
 - Formulation a short-term Action Plan and
 - Formation of "Task Groups" responsible for fleshing out and pursuing implementation of the action items.
 - The Task Groups should draw on the resources represented by invaluable resources represented by non-BAC member supporters of the Committee (John, Bonnie, Chris, Michael, etc.).

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