

BUSINESS ADVISORY COMMITTEE – MINUTES

Thursday, January 19, 2012

8:15 a.m.

City Council Conference Room
City Hall at 420 Litho Street

1. Call To Order

Herb Weiner (City Council Rep)
Mike Kelly** (City Council Rep)
Cheryl Popp* (Chamber Rep)
Joe Lemon (Chamber Rep)
Jeff Scharosch (Chamber Rep)
Peter Van Meter (BAC Appointee)

Adam Krivatsy (City Resident)
Eckart Noack (City Resident)
Amy Clawson (BAC Appointee)*
Chris Gallagher – *replacement for
Amy Clawson*
** Absent, ** Departed at 8:45 a.m.*

2. Public Comment on Items Not on Agenda- Mayor Kelly engaged in a brief discussion in support of the proposed Fire Department Annexation and the conclusion of the Housing Element as proposed. BAC members were invited to attend the forthcoming meetings regarding the Housing Element. BAC members volunteered to support the Fire Department Annexation through public outreach.

3. Approval of Minutes –December 15, 2011 meeting

Approved as drafted, with a notation that the BAC had offered a special note of thanks at the prior meeting to the City Council members who serve on the BAC.

4. Marin Economic Forum Economic Development Study

Chair Krivatsy discussed the progress of the presentation to be offered to the City Council at its January 24 meeting.

Noack reiterated his support for the recommendations put forth in the Waterfront & Marinship (WAM) Committee report.

Van Meter suggested that an amendment to the Marinship Specific Plan should be placed as a priority item for the City Council/Staff to accomplish.

Mayor Kelly recommended that the BAC's presentation to City Council should be brief and succinct, and include 3-5 discrete action items for the Council's consideration.

BAC members were encouraged to attend the presentation and offer support for the completed MEF Study.

5. Review of Top 25 Sales Tax Generators

Administrative Services Director Charlie Francis and MuniServices Manager Brett Harmon provided a variety of insights and recommendations regarding the Sausalito economy and long-term financial planning and viability.

Krivatsy recommended that the data and analysis provided in the MEF study be incorporated into planning by City Staff.

Francis emphasized the critical need to stabilize the economy to ensure that the City's level of service is not diminished due to budget constraints. He observed that about 10% of the City's \$14M budget is derived from sales taxes. Harmon stated that most cities derive approximately 30% of their revenue from sales taxes. In the absence of improved economics in Sausalito, Francis discussed the likely need for an additional property parcel tax.

Francis emphasized the need to make improvements in the Marinship to enhance business-to-business economic activity.

Francis discussed the case study of Serena & Lilly, which had grown a large volume of sales, as an example of the types of businesses to be fostered in Sausalito.

Scharosch observed that delays in planning related to repairs to the Spinnaker/Sausalito Yacht Harbor bulk head had led to a doubling of the costs of such work.

Krivatsy observed that the City should make efforts to improve the availability of jobs in Sausalito, which provide economic dividends for the City's finances. In addition, he discussed maximizing and increasing hotel capacity in Sausalito.

6. Community Outreach on BAC Issues

The members discussed conducting presentations with various community groups such as the Woman's Club, Rotary, Lions Club, etc., to emphasize the need for economic vitality and the BAC's efforts in that mission and how the City Council and Staff need to make such matters a high priority -- for the benefit of all residents.

7. Assistance to Marinship Businesses

Tabled to future meeting due to time constraints.

8. America's Cup -- Status Report

Scharosch, one of the chairs of the AC34's task force, updated the BAC on AC34, including a discussion of a similar event in San Diego, meetings with other governmental agencies (such as County Supervisor, Kate Sears), and environmental concerns which the AC34 had to overcome in the San Francisco planning process.

Lemon discussed meetings with the Maritime sub-committee of the task force, which have been focused principally on the establishment of a mooring field in Richardson's Bay. Weiner suggested that the mooring field be considered a "pilot" program, to help allay concerns by residents over the possible impacts of a mooring field.

Krivatsy discussed how public improvements might be able to be financed as part of the preparations for AC34.

9. Communications -- None

10. Agenda Topics for Next Meeting

11. Adjourn – Next Meeting – February 16, 2012