

BUSINESS ADVISORY COMMITTEE MEETING MINUTES – DRAFT

Thursday, April 19, 2012

Attendees

Chair – Adam Krivatsy

Amy Clawson

Joe Lemon

Eckart Noack

Cheryl Popp

Absent Committee Members

Herb Weiner

Mike Kelly

Peter Van Meter

Jeff Scharosch

Staff: None

Other Attendees: None

Public Outreach – MEF/BAC Community & Economic Development Report

- C.Popp presented to the Chamber Business Exchange Forum on March 13 and to Rotary on March 29; Joe Lemon presented to the Chamber Business Exchange Forum March 22. C.Popp is scheduled to present at the Sausalito Woman’s Club on May 3, having been scuttled at the previous meeting.
- In addition to presentations to community groups, C.Popp will write an article for the Marin Scope (“Meet your Business Advisory Committee”) which will include our mission, accomplishments, mini-bios on members and a photograph of the group which is scheduled to be taken at the Chamber Mixer @ Ondine on April 26th @ 5:30 PM. Popp will line up Gary Ferber to do the photo.

Prioritized Project List

- First presented to City Council on April 17 – the BAC was well represented with almost all BAC members present and in attendance until midnight; all spoke in favor of the BAC priorities as outlined by Chairman Krivatsy.
- Adam K. will ask City Manager Adam Politzer to provide specific instruction to city staff to read, reference and use the report and to make use of the findings on a daily basis; the findings in the report must be used.

- It was suggested that the BAC present at an “all hands” city staff meeting so that staff were all aware of the report and understood its significance as a resource
- The group agreed to modify our requests going forward to use specific language from the Community and Economic Development Study, prepared by the Marin Economic Forum.
- BAC members were urged to attend upcoming City Council meetings to ensure that the group’s priorities were in fact priorities. The next Council meeting is May 1st.

Sausalito Waterfront & Marinship Report

- Chris Gallagher scheduled a joint meeting of the WAM committee and the BAC to work together on this. Short term issues: goodwill; long term issues: the economic vitality of Sausalito.
- E. Noack suggested creating an alliance with county and state agencies to fund a pilot project to advance this cause.
- Factual data reported: the three sets Marinship railways/stays generated \$7M in revenue in 2011; Marinship involves over 100 acres; the Lemons have owned their property for 17 years; the largest tenant-sectors in Marinship are artists and architects.
- J. Lemon reported that many of the lease issues he faces are “red herrings”; he has had 30-day leases for years; “no one threatens to leave; very few who work there actually live in Sausalito”.
- Lemon also noted that mixed-use is essential for the area to help fund the smaller businesses (i.e. a West Marine would help offset the lower rents for wooden boat builders)
- West Marine status: the business needs 25K square feet; since Sausalito was their 3rd store (they now have 300) it is part of their heritage and they would like to stay, but they need/want to build a bigger store; repurposing their old existing structure would be more expensive than building a new one. Marinship is the only place in Sausalito that works for such. J. Lemon surmised that West Marine will keep a small presence in Sausalito where they are and build a flagship store in Novato --- a loss to Sausalito.
- BAC suggested that West Marine could be a catalyst for starting to upgrade and re-engineer the Marinship. A. Krivatsy is going to speak with Mayor Mike Kelly about the ways and means of making this happen without changing the Marinship Specific Plan which is currently preventing West Marine from this move.

Environmental Issues

- BAC reviewed a map contributed by SWA. The map delineates areas which are already subject to periodic flooding at times of extreme high tides (over 20% of the year!) and areas subject to flooding due to sea level rise as a result of global warming.
- Authoritative sources expect that by 2050 there will be a 16-inch rise above present sea level, impacting 57% of the current structures.

- By 2100 sea levels will have risen by 55 inches , affecting 93% of the current buildings in the area, representing a \$200-300M loss in property valuations.
- E. Noack suggested that these are regional issues needing practical solutions and an overall strategy and as such would benefit from an alliance of communities/local, state & federal agencies versus individual attempts. He also noted that Holland has done an excellent job in mitigating the issue; Venice has not.
- BAC was referred to an excellent report “Shifting Shorelines: Sea Level Rise on the Sausalito Waterfront” that was prepared by SWA interns in 2011.
- A. Krivatsy has conferred with Mayor Mike Kelly on this and will do so again.

Director of Economic Development

- A. Krivatsy would like to invite a potential candidate for this position (Howard Sword) to the next BAC meeting. The hope is that there will be MEF and/or city funding for this position. The Sword Company (based in Patterson, CA) specializes in land use policy, entitlement procurement and related real estate development services.

Other Business

- A. Krivatsy discussed the need to improve the \$ expenditure of tourists by promoting overnight stay, versus attracting more day-visitors (quality versus quantity) and to that end suggested that the BAC invite the chairs of the Hospitality Committee to our next meeting. It would appear that there are synergies between the two groups and many ways we could work together.
- A. Krivatsy will contact Herb Weiner and Mike Kelly to determine how we can get them to a meeting – what works for THEM!

Agenda Topics for Next Meeting

Sword Company, Hospitality Committee, Priority List

Draft Minutes respectfully submitted by Cheryl Popp.