

# **BUSINESS ADVISORY COMMITTEE MINUTES -DRAFT**

**Thursday, May 17, 2012**

**8:15 a.m.**

**City Council Conference Room  
City Hall at 420 Litho Street**

## **1. Call To Order (8:25)**

Chair – Adam Krivatsy (City Resident)

Mike Kelly (City Council Rep)\*

Peter Van Meter (BAC Appointee)

Cheryl Popp (Chamber Rep)

Herb Weiner (City Council Rep)\*

Amy Clawson (BAC Appointee)\*

Joe Lemon (Chamber Rep)

Eckart Noack (City Resident)

Jeff Scharosch (Chamber Rep)\*

\* = Absent

Also in attendance: Chris Gallagher

## **2. Public Comment on Items Not on Agenda**

None.

## **3. Approval of Minutes – April 19, 2012 Approved.**

### **3.5 Professional Support**

#### a) Introduction of Howard Sword

- a. Mr. Sword introduced himself and described his prior experience in economic development in a wide range of communities in California

#### b) Q&A

- a. Mr. Sword fielded questions from the committee

Discussion following Mr. Sword suggesting to compose Action Plan first (discussed below), along with a corresponding RFP for services to help implement it

## **4. Status of Prioritized Project List**

### a) Review of the City Council's 5/15/12 conclusions

Brief review of BAC items that were ultimately considered "above the line" by City Council

### b) BAC follow-up

Chair Krivatsy and Van Meter agreed to hold meeting with City Council representatives in the week of June 11 to discuss Prioritized Project List; to be scheduled by Chair Krivatsy

## **5. Public Outreach / Presentations of Dr. Eyler's Findings**

Presentation to Sausalito Woman's Club postponed at the request of Club; to be revisited in September

b) Review of accomplishments and options for further outreach, including presentations to Top 25 Business Meeting, Chamber BizX, Rotary Club; also, multiple articles in Marin Scope by Popp

c) Joint workshop with City Council and Planning Commission

Discussion of need for Action Plan based on Eyler's Economic Report to be placed on a July City Council Meeting agenda; to be finalized at June BAC meeting (request to place this item early on the agenda)

#### **6. Collaboration with the Chamber's Hospitality Committee**

- a) Shared objectives
- b) Sausalito an overnight destination

Chair Krivatsy observed that the Hospitality Committee seemed focused principally on minor improvements to public environment, including trees, lighting, irrigation, etc. He suggested that the Hospitality Committee should also consider the impacts of tourists on residents, to help maximize tourist revenue, while minimizing friction between tourists and residents.

Discussion of Chamber's efforts (1) to stage event during slow tourist periods, (2) to introduce/remind SF Hotel concierges of Sausalito as a destination, (3) to market Sausalito to destination companies.

Discussion of need for more meeting space.

#### **7. Assistance to Businesses**

- a) Status of West Marine
- b) Leases of rails

No update or discussion.

#### **8. BAC Budget for Fiscal Year of 2012-13**

No update or discussion.

#### **9. Professional Support**

- a) Introduction of Howard Sword
  - b) Q&A
- Moved earlier in agenda (item 3.5).

#### **10. Communications**

a. Noack – Provided discussion of negative and capricious decision to relocate “affordable housing” sites to existing commercial locations without adequate incentive or prior discussion/consideration.

b. Popp – Provided discussion of nearly completed survey of municipal support for neighboring chambers of commerce. For example, in Calistoga, the City pays its Chamber ~\$300k annually to facilitate economic vitality for the community.

#### **11. Agenda Topics for Next Meeting – June 21, 2012**

#### **12. Adjourn (9:55)**