

BUSINESS ADVISORY COMMITTEE MINUTES

Friday, August 24, 2012

8:15 a.m.

City Council Conference Room

City Hall at 420 Litho Street

1. Call To Order (8:25)

Chair – Adam Krivatsy

Mike Kelly – Absent

Peter Van Meter

Cheryl Popp – Absent

Herb Weiner

Amy Clawson– Absent

Joe Lemon

Eckart Noack

Jeff Scharosch – Absent

Also in attendance: Chris Gallagher (Bay Model); John Cox (Resident)

1. Call To Order – 8:35 AM

2. Public Comment on Items Not on Agenda

None.

3. Approval of Minutes – July 2012 meeting

Approved as submitted.

4. Chair’s Status Report on Collaboration of Marin Economic Forum

There was a discussion of the composition of the MEF Board, including Jeff Scharosch, Oonagh Kavanagh, Michael Kadel (Bank of Marin), and Supervisors Arnold and Sears. The issues presently before the MEF include:

- a. How to raise funding for the MEF’s activities and salary for Director Rob Eyler
- b. How to expand the MEF Board
- c. Desire to place Krivatsy on MEF Board

There was a discussion to include Kate Sears on BAC agenda for October. Supervisor Sears plans to hold a “Future Forum” on September 19 from 7-9pm at the San Rafael Community Center:

There was a discussion to include Kate Sears on BAC agenda for October. Supervisor Sears plans to hold a “Future Forum” on September 19 from 7-9pm at the San Rafael Community Center.

It was agreed that the BAC members would make an effort to attend the forum to represent the BAC’s interests and agenda at the forum.

Chair Krivatsy reported on a discussion with Michael Rex regarding plans for a hotel at the former Valhalla. Rex requested to be placed on BAC agenda for September meeting.

5. Discussion of Next Steps to Be Taken on Specific Projects

POPP: The BAC needs additional *funding from the City* to continue its work, including a *professional consultant* to help advance initiatives developed by the BAC.

VAN METER: Associate Planner Heidi Burns' report was excellent. It is advisable to *select a single, simple, achievable project* to help advance for economic vitality. Analyses of potential projects should include a consideration of *multiplication effects and business hubs* with low negative impacts. An *association of Marinship Businesses* should be formed.

NOACK: Increasing occupancy of existing vacant commercial space indicates *strong demand for improvements in Marinship* and the value derived from them.

KRIVATSY: There should be an *Economic Conference* (as also proposed by Charlie Francis). AK will support the recommendation of the BAC majority.

SCHAROSCH: There should be an evaluation of the *cost of our empty storefronts* – e.g., did the closure of Horizons cost the City as much as \$100k? *Parking* continues to be *problematic* – as often described by Yoshi Tome.

LEMON: Any proposals should focus on *benefits provided to residents*. Analysis of any project should include an evaluation of the Return on Investment for the community – i.e., the public benefits and revenues generated by the project. The *City should leverage the talents and insights of exceptional staff members* such as Charlie Francis and Heidi Burns. If we are to capitalize on the America's Cup opportunity, we must begin preparations for its arrival as soon as possible.

WEINER: It would be difficult to put a daily cap on the arrival of bicycles in Sausalito. BCDC wants a commitment from the RBRA-municipalities that they will resolve the problem of *anchor-outs* in Richardson's Bay. *Affordable housing* requirements may be met through the rezoning of the corridor of Tommy's Wok to Scott's.

CONSENSUS: It was agreed that the BAC would approach Dr. Eyler to build upon his Economic Study by *identifying and evaluating specific potential businesses for Sausalito*, including such businesses' benefits and negative impacts. Formation of a Marinship business association should be pursued after the elections.

6. Agenda Topics for Next Meeting – Sept 20, 2012

Chair Krivatsy and Lemon agreed to meet with Dr. Eyler to broach the prospect of a brief analysis of specific business groupings based upon his Economic Study.

Michael Rex requested to be on September agenda.

Discussion of including Supervisor Sears on upcoming agenda.

7. Adjourn – 9:45AM