BUSINESS ADVISORY COMMITTEE MINUTES

Thursday, October 18, 2012 8:15 a.m. City Council Conference Room City Hall at 420 Litho Street

1. Call to Order – 8:25 a.m.

Chair – Adam Krivatsy (City Resident

John Clark (BAC Appointee)

Mike Kelly (City Council Rep)*

Joe Lemon (Chamber Rep)

Peter Van Meter (BAC Appointee)

Eckart Noack (City Resident)

Cheryl Popp (Chamber Rep.)

Jeff Scharosch (Chamber Rep)

Herb Weiner (City Council Rep)

John Cox (BAC Appointee)

*Absent

2. Public Comment on Items Not on Agenda

City Council candidates Ray Withy and Tom Theodores introduced themselves to the BAC

3. Approval of Minutes – August 24, 2012

Minutes approved.

4. Meeting with Supervisor Kate Sears

The BAC welcomed Supervisor Sears and her Aide Leslie Alden and thanked them for graciously taking the time to work with the Committee. The legacy of late Supervisor Charles McGlashan was mentioned with particular emphasis on his commitment to the BAC as a vehicle to improve residents' quality of life, the community's economic performance and its environmental sustainability.

The BAC members then individually addressed Supervisor Sears and Ms. Leslie Alden regarding their areas of interests and concerns.

LEMON referred to late Supervisor McGlashan and asked for continued co-operation. He talked about the shared need for professional support within the BAC and the MEF. He mentioned that there are several areas of mutual concerns and opportunities. He offered the Richardson's Bay Mooring Field as a specific example. The potential benefits to be offered through establishment of a managed Mooring Field that would allow residents and visitors to enjoy anchorage in a responsible way. Because this proposal was advocated by Supervisor McGlashan and because of the anticipated influx of boating visitors for the 2013 America's Cup, the need for a thoughtful strategy was discussed.

COUNCILMEMBER WEINER talked about the City's intent to remove uninhabited anchorouts. He also mentioned the potential merits of a shuttle system that would boost business in Sausalito and Southern Marin. He reported lack of progress in this regard with management of Cavallo Point. The obstacle: the cost of drivers. – Sausalito has the necessary vehicles. Would the County be willing to support the cost of drivers?

BAC Minutes – October 18, 2012 Page 2

COX pointed out that the Marinship area offers many opportunities for pursuing programs that will benefit the entire Southern Marin community; he recommended that proposals for improving Sausalito should be evaluated through cost-benefit analyses that identify potential expenses/liabilities compared against the financial and experiential values generated by such improvements.

SCHAROSCH remarked that there are break-ins and crime originating from Richardson's Bay. Sausalito's Police Chief needs more cooperation from the County Sheriff's office to prosecute suspects. There are costs associated with the management of Richardson's Bay anchorouts; these impact waterfront businesses disproportionately. He too mentioned the frustration voiced by Police Chief Tejada regarding her jurisdictional authority to provide public service oversight in Richardson's Bay.

Scharosch also pointed out the opportunities associated with collaborating with the Marin Economic Forum (MEF). He mentioned that Sausalito is prepared to initiate a Pilot Program for economic development; however that would need a qualified person to head the project.

KRIVATSY reminded those present that in his report Dr. Eyler referred to a certain part of Sausalito as the "Silicon Valley of Marin." Through effective strategies and actions the Sausalito job base could be expended to benefit entire Southern Marin. He discussed the importance of identifying and encouraging business "clusters" that reflect the community's core competencies, such as creative arts applied, particularly applied in a commercial context (e.g., design, marketing, product innovation, etc.)

Krivatsy also urged continued vigilance and education re. sea level rise due to climate change. He pointed out that the economic viability of Sausalito, and perhaps Southern Marin is at stake, therefore this issue warrants attention at a regional level.

On this point, SUPERVISOR SEARS directed the BAC's attention to the "Venture Greenhouse" organization of Dominican University. She lamented that a number of the program's graduates relocated to the East Bay, due to the lack of appropriate work space in Marin. She suggested that the BAC coordinate with Venture Greenhouse's founder and Executive Director, John Stayton, to discuss potential opportunities within Sausalito for that program's enterprises. (http://venturegreenhouse.org/about/people/the-team/john-stayton)

Supervisor Sears also informed the BAC that some of her work with BCDC included projections of rising tides and the importance of bolstering infrastructure to protect the waterfront business community and its assets.

NOACK advocated that MEF and BAC should collaborate on a joint economic development program and that the necessary professional support be shared by the City and County. He also pointed out that the Flood Control District has great resources and serious responsibilities, and therefore it should be engaged in preparing for the future.

BAC Minutes – October 18, 2012 Page 3

POPP reiterated the importance of providing a managed Mooring Field in Richardson's Bay, as advocated earlier by late Supervisor McGlashan. She pointed out that Sausalito is looking for help from Marin County in preparing for the America's Cup events. Some programs are spearheaded by the Sausalito Yacht Club, but they can not do it alone. She also echoed Councilmember Weiner's call for County support to help introduce beneficial shuttle services.

VAN METER explained that the Economic Study produced by Dr. Eyler of MEF provides the data required for informed decisions about improving economic vitality. He pointed out that the County would benefit from continued funding such thoughtful studies which provide valuable information for all Southern Marin communities.

Van Meter also alerted the group to the admonitions of the City's Finance Director, Charlie Francis, who has projected a budget deficit for FY 2013 – the first such shortfall in many years. He suggested that the prospect of such shortfall necessitates attention to improving economic opportunities that generate additional tax revenues for the City.

Public Guest THEODORES called on policy makers to learn more about the needs of the Sausalito business community by seeking their input on how to best improve their businesses while maintaining the highest quality of life for residents.

Public Guest WITHY referred to the need for taking a fresh look at the Marinship area and for finding the means of improving infrastructure in that business hub. He also emphasized the need for leadership at the City Council level to help guide staff in implementing sound policy.

WEINER suggested that the blight in the Marinship area must be eliminated. The Traffic Initiative chokes the area.

SUPERVISOR SEARS remarked that community conversations about the future represent an ongoing need.

VAN METER said that community dialogues should be initiated only when we got the necessary factual information. (Dr. Eyler's next, focused work is intended to provide such information.)

LEMON pointed out that former Councilmember Paul Albritton initiated the most broadly-based community conversation through the "Imagine Sausalito" program. The WAM report is a sobering example of the fact that without responsible leadership even the most thoughtful and widest community input is wasted. We need leadership.

SUPERVISOR SEARS thanked members of the BAC for their invitation; "we'll have to do this more often."

In behalf of the BAC Chair Krivatsy thanked Supervisor Sears and her Aide Alden for their participation.

BAC's Conclusion

The most urgent and promising areas of beneficial City-County collaboration are:

- Shared, competent professional leadership of economic development
- Professional support for the BAC and MEF
- A practical *plan for the mooring fields* of Richardson's Bay
- *Incubator space* to serve start-up businesses
- Cooperation between the Sheriff and the Police Chief's offices
- Recognition of the fact that se-level rise might have disastrous effects on the economy of some Southern Marin communities

Chair Krivatsy will communicate these conclusions to Supervisor Sears.

5. Review of Marin Economic Forum's Proposed Scope of Work

The Scope of Work for Dr. Eyler's next assignment was reviewed briefly.

6. Assistance to Marinship Businesses

Not discussed.

7. America's Cup

Cheryl Popp reported that as a Board Member of the Sausalito Yacht Club (SYC) she participates in the club's work spearheading Sausalito's preparations for the big event. She pointed out that it has become clear that without County cooperation and support the SYC is not capable to address the need for mooring visiting yachts.

8. Agenda Topics for Next Meeting

It was agreed that the City's newly elected Council Members be invited to the BAC's next meeting after the November 6 election.

It was also agreed that the BAC would reach out to Supervisor Sears with a focus on (a) a proposed mooring field for Richardson's Bay, (b) transportation concerns and opportunities and (c) opportunities for incubation of fledgling businesses such as those fostered by Dominican's Venture Greenhouse.

9. **Adjourn** – 9:50 a.m.

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