

# **BUSINESS ADVISORY COMMITTEE MINUTES – DRAFT**

**Thursday, January 24, 2013**

**8:15 a.m.**

**City Council Conference Room**

**City Hall at 420 Litho Street**

## **1. Call To Order (8:20 a.m.)**

Chair – Adam Krivatsy (City Resident)

Vice Chair -- Eckart Noack\* (City Resident)

Ray Withy (City Council Rep)

Tom Theodores (City Council Rep)

John Cox (BAC Appointee)

Cheryl Popp (Chamber Rep)

Joe Lemon (Chamber Rep)

Jeff Scharosch (Chamber Rep)

Peter Van Meter\* (BAC Appointee)

\*Absent

Also in attendance: Chris Gallagher and Administrative Services Director Charlie Francis

NB: In all matters requiring a vote by the BAC members, Theodores and Withy volunteered to abstain from voting.

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

None.

## **3. Approval of Minutes – December 20, 2012**

Draft Minutes approved with a change of the title from “Agenda” to “Minutes”.

## **4. Chair’s Progress Report**

- The BAC’s invitation to join the committee for this meeting was well received by Chamber President *Kim Huff*, however -- due to a conflicting commitment -- she had to postpone her visit with the BAC to the 21<sup>st</sup> of February.
- As a follow-up to Director Stayton’s visit, BAC Members should give thought to how the committee or individual Members could contribute to Venture Greenhouse’s program.
- Shortly after the BAC’s December 20, 2012 work session, Rob Eyer submitted a revised Scope of Work for his next assignment. A spokesperson of the Sub-committee will report on what progress has been made toward authorizing Eyer to commence work.
- Today Noack is prepared to present the first of his quarterly reports on the status of commercial vacancies in Sausalito.
- Krivatsy invited City Manager Adam Politzer to this meeting in order to explore how we can establish a more productive working relationship with City Staff. Since Politzer had other commitments for Thursday morning, he offered to meet with Noack and Krivatsy this past Tuesday morning. The gentlemen took advantage of this opportunity and have met with him to discuss this matter. The City Manager said that he will be able to commit staff time to the BAC’s needs if the Council authorizes the pursuit of a worthwhile project. For example, the focused MEF effort recently funded by the City Council represents such a project.

While with Politzer, Noack referred to the value that the three Imagine Sausalito Action Plans represent and asked him to make use of the Downtown, Transportation and WAM committees’ work in pursuing the City’s funded ongoing public improvements projects. Politzer suggested that the BAC secure the City Council’s formal support of specific recommendations contained in those documents.

## MISCELLANEOUS

- Two weeks ago – Jennifer Adler contacted Krivatsy to learn about her Harmonia business called that is a cultural educational facility offering holistic integrated classes toward self-improvement through wellness, movement and sustainability. Located in part of the former recording studios at 2200 Bridgeway, the program offered to members and walk-in customers blends healing arts, promoting a movement-wellness lifestyle, while stimulating all five senses. Harmonia intends to support a number of social and environmental causes.

The business expects to attract over 150 members in its first year of operation plus a large number of walk-ins, workshop participants and individuals. The ratio of repeat-clients is expected to increase from 40% to 70% as Harmonia becomes known in Southern Marin. First year gross receipts are expected to be about \$900K.

Harmonia's application for Conditional Use Permit was supported by favorable staff reports and a letter written by Chris Gallagher but was turned down twice by the Planning Commission on grounds of incompatibility with prevailing regulations of the Marinship Specific Plan. Adler appealed to the City Council for reversal of the Planning Commission's denial of the Conditional Use Permit. Alder was present at this meeting to answer any questions from the BAC.

- Since the BAC promotes financial sustainability of Sausalito, in December, Krivatsy mentioned his interest in learning more about what the Sustainability Commission does. He contacted Chair Ray Gergus in advance and on the 10<sup>th</sup> of this month he attended one of the commission's meetings that are scheduled between 6:00 and 8:00 p.m. on the second Thursdays of each month. Chair Krivatsy told them about the BAC's commitment to make Sausalito financially sustainable and learned about what the Sustainability Commission does. In parting, he invited Chair Gergus for a similar visit with the BAC. – Krivatsy left the meeting impressed by what they have accomplished and how each member of the group contributes toward their common goal by completing different, complementary tasks.
- Chair Krivatsy attended a public meeting organized by Public Works Director Jonathon Goldman regarding the preliminary findings of a traffic study associated with Lycee Francais. The hour-long meeting was very well organized and left participants well informed. Krivatsy was especially impressed by the traffic consultants' creative solution to anticipated peak traffic conditions.
- On Monday morning Chair Krivatsy met with Councilmember Linda Pfeiffer with the objective to inquire what she wishes to accomplish and in order to discuss with her how she might achieve her objectives through action rather than preserving the status quo. In addition to her ambition to invest in continued improvements to Sausalito's aging public infrastructure, Krivatsy thought that it would be a great service to the entire community if the BAC would help Councilmember Pfeiffer achieve her main objective and the way she wishes to go about achieving it:
  - Expand Sausalito's eco-marine services with
    - emphasis on private investment
    - low density impact
    - transparency in pursuing all actions

## **5. Discussion with Rob Eyer, Executive Director of the Marin Economic Forum regarding Economic Development Services**

Dr. Eyer observed that there seems to be a disconnect between the staff and the planning/permitting process, and he shared the concern that the recommendations will not be implemented.

Krivatsy remarked that Dr. Eyer's earlier report needs to be fleshed out – and that city staff does not have the resources to complete that process.

Francis advised that the City Council will want for Dr. Eyer's proposed "economic clusters" include only currently permitted uses.

## **6. Staff Support**

Chair Krivatsy volunteered to request staff support by Associate Planner Heidi Burns.

## **7. Collaboration with the Chamber**

Chair Krivatsy urged participants to prepare for Chamber President Kim Huff's visit on 2/21/13 by giving thought to how the BAC and the Chamber might collaborate more effectively.

## **8. Improved Signage – Report by Chamber CEO Oonagh Kavanagh**

Chamber of Commerce Executive Director Kavanagh provided an informational presentation on proposed signage similar to that in Healdsburg. She observed that in Sausalito a number of merchants and tourists complain about the lack of directional signage – and the random assortment of existing signage (A-frames, sandwich signs, etc.). She showed a photo of the proposed signs and indicated that the program would commence with six permanently installed signs partly funded by the City and partly by the relevant merchants whose respective businesses appear on the signs. Participants liked the design of the signs as shown by Ms. Kavanagh.

## **9. Commercial Vacancies – Report by Vice Chair Noack**

Vice Chair Noack presented a summary of Sausalito Commercial Vacancy for January 2013. He reported that overall vacancy rates had continued to decline. With about a 7.2% vacancy rate the Class A office space had the highest vacancies while Class B and Creative/Loft space had very little. Ground floor retail also had little vacancy. When one counts properties that are occupied or under contract, the vacancy rate is close to 3%. Noack reiterated that the few 'special circumstances' properties: Bridgeway Marine, Valhalla and the Machine Shop building were not in the inventory. In summary, Sausalito is doing better than the rest of Marin County.

## **10. Meeting Calendar for 2013**

The draft meeting calendar was approved as proposed (3<sup>rd</sup> Thursday of each month), with addition of a meeting on the 15<sup>th</sup> of August.

## **11. BAC Goals for 2013**

- a. Review of Sausalito business clusters and respective benefits
- b. Roundtable discussions with City Council, Planning Commission, property owners and business leaders
- c. Review of Imagine Sausalito Recommended Actions Summary

Lemon observed that the City has already engaged in many roundtable discussions, surveys, and the entire Imagine Sausalito process. He suggested that it is time to incorporate that valuable input into the City's planning process.

## **12. Agenda Topics for Next Meeting – February 21, 2013**

BAC Goals for 2013

Discussion with Chamber President Kim Huff

## **13. Adjourn**

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