

BUSINESS ADVISORY COMMITTEE WORK SESSION
Thursday, February 21, 2013
8:15 a.m.
City Council Conference Room
City Hall at 420 Litho Street

DRAFT MINUTES

1. Call To Order 8:20am

Chair – Adam Krivatsy (City Resident) John Cox (BAC Appointee)* Joe Lemon (Chamber Rep) Eckart Noack (City Resident)* Cheryl Popp (Chamber Rep) Jeff Scharosch (Chamber Rep) Tom Theodores (City Council Rep) Peter Van Meter (BAC Appointee)* Ray Withy (City Council Rep) *Absent

Christanne Gallagher – Public participant

Jeremy Graves and Heidi Scoble – City Staff

Kimberly Huff – Chamber President

2. Public Comment on Items Not on Agenda

There was no public comment. Chair Krivatsy provided coffee for guest attendees.

3. Approval of Minutes – January 24, 2012

Draft Minutes Approved.

4. BAC Goals for 2013

Scharosch suggested that the BAC *complete the Eyler report* so that the Council can take appropriate action to support businesses.

Theodores recommended that the BAC *finish the Eyler report* and then *address the Marinship Specific Plan*, which is the subject of a presentation to City Council on March 5.

Gallagher directed the BAC's attention to *"low hanging fruit" opportunities* as offered in the Imagine Sausalito public process, including the *Waterfront & Marinship Steering Committee Report*. She observed that even "little victories are huge."

Withy suggested *building on Eyler's findings and recommendations*, and suggested that the BAC *focus on what problem the BAC is attempting to solve*. He also recommended ensuring that the *BAC's projects* are included *on the City's priority calendar*.

Chair Krivatsy encouraged the BAC to ensure that *findings and recommendations from the Imagine Sausalito process be acknowledged by the City staff* and be included in planning. Krivatsy recalled the example of the recent downtown improvements which did not consider recommendations of the Harbor and Downtown Action Committee. He also suggested that the BAC coordinate a public meeting to gain additional input from residents and business representatives on how to improve the local economy and the City for the residents, workers and visitors -- perhaps a public meeting on a Saturday morning.

Popp reiterated the *emphasis on updating the Marinship Specific Plan*. She also suggested that the City engage a *part-time consultant* to help identify the business sectors which are most appropriate for Sausalito, and to encourage formation of promising business clusters in Sausalito. Popp echoed Krivatsy's recommendation for a "familiarization tour" of Sausalito for outsiders.

Lemon reiterated the general consensus for advancing the *findings and recommendations offered by Dr. Eyler* and modifications to the *Marinship Specific Plan* to allow for the furtherance of meeting the needs of Sausalito's residents, culture and economy.

Withy indicated that *infrastructure improvements* could be funded by a variety of federal, state, and county resources. He reminded the BAC that Sausalito relies on the economic engine of local businesses to support and fund services provided to residents. He urged the *BAC to provide business data* to illustrate how important economic performance is to the management of the City.

Theodores suggested that the BAC continually seek to ensure that its *goals are in alignment with the needs of residents*.

It was agreed that the BAC would solicit additional members (Van Meter, Noack, and Cox) who were not able to attend this meeting in person.

5. Collaboration with the Chamber of Commerce

a. Kimberly Huff: The Chamber's Priorities for 2013

Chamber of Commerce President Huff addressed the BAC, suggesting that the Chamber seeks a vibrant business community with a stronger voice. She also suggested that the Chamber provide *quarterly reports to the City Council*. Huff indicated that she sought *more outreach in the business community* to learn how best the Chamber can serve those needs.

b. BAC Members: The BAC's Priorities for the year

See #4 above.

6. Progress Report – Marin Economic Forum Focused Work -- Eckart Noack

Noack and Van Meter, two members of the MEF Subcommittee met with Dr. Eyler and Heidi Scoble on the preceding Monday. Associate Planner Scoble shared with the group her observations re. opportunities for making creative use of regulations in spite of constraints imbedded in the MSP. The need for her collaboration with Dr. Eyler was discussed – and later presented by Scoble (see below). It was reported that Van Meter (who was absent from this meeting) had observed that due to “spot zoning,” *the MSP presented a barrier to sound planning for the Marinship Area*.

7. Progress Report – Preparations for America's Cup Jeff Scharosch, Chris Gallagher, and Others

Scharosch provided an update on the AC34. He observed that it appears that the event will not be as big as predicted (fewer boats, crews, and sponsorships). However, the development of *youth sailing* has been more robust than predicted. Gallagher echoed Scharosch, and added that there will be *student ambassadors* for the event; she also explained that the Bay Model has hosted -- and will continue to host -- a variety of groups involved with the America's Cup events.

8. FY 2013-14 Prioritized Project List Community -- Development Director Jeremy Graves

Associate Planner Scoble presented a color-coded Land Use Map of the Marinship area she prepared in support of Dr. Eyler's current work. Withy indicated that a map that showed ownership interests of the relevant properties would also be helpful.

CDD Graves reported progress on the City's effort to accelerate the *permit process*. Initiated in July 2012 in response to the BAC's request, the streamlined process now involves concurrent – rather than consecutive – review of proposed improvements by each department (e.g., planning, engineering, sewer, fire, CSG, etc.).

9. Approved Meeting Calendar for 2013

Meeting Calendar approved with the addition of a 12th scheduled meeting in August.

10. Agenda Topics for Next Meeting – March 21, 2013

- o Finalizing items for the priority calendar.
- o Completion of Dr. Eyster's strategic recommendations in coordination with the City.
- o Discussion of Lilly Schinsing's presentation to City Council regarding Marinship on March 5, 2013.

11. Adjourn – 10:00am

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