1	BUSINESS ADVISORY COMMITTEE		
2	Thursday March 21, 3013		
3	8:15 am		
4	City Council Conference Room		
5	City Hall at 420 Litho Street		
6	,		
7	DRAFT MI	INUTES	
8			
9	1. Call to Order (8:20 am)		
10 11	Attendees:		
		Folgot Nogals (Davidant)	
12	Chair – Adam Krivatsy (Resident)	Eckart Noack (Resident)	
13	Tom Theodores (Council Rep)	Jeff Scharosch (Chamber Rep) (8:45)	
14	Rat Withy (Chamber Rep)	Peter Van Meter (BAC Appointee)	
15	John Cox (BAC Appointee)		
16	Absent:		
17	Joe Lemon (Chamber Rep)	Cheryl Popp (Chamber Rep)	
18	Deltie Destinion des Christenne Cellecter		
19	Public Participants: Christanne Gallagher City Staff: Charlie Francis, Administrative Services Director		
20			
21	Lilly Schinsing, Admini	strative Analyst	
22	2 D-1-1	Mana	
23	2. Public comment on Items Not on Agenda	- None	
24	2 4 1 634 4 51 24 2012	N A 1 1 20 1	
25	3. Approval of Minutes – February 21, 2013 – Approved as submitted		
26		(Van Meter abstain, absent)	
27 28	4. Chair's Report		
29	Commanded Lilly Schinging for her M.	grinshin 101 presentation to the City	
30	• Commended Lilly Schinsing for her <i>Marinship 101</i> presentation to the City Council on March 5. Noted that Lilly is now the liaison to the BAC, having		
31	· · · · · · · · · · · · · · · · · · ·		
	 moved from Community Development to Administration (Finance). Reviewed meetings with the Mayor, Director Goldman and the Chamber. 		
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33	Discussion followed regarding strategie		
34		endations and actions by the BAC must be	
35	sensitive to, and supported by, the com-	munity.	
36	F 157 2012 14 D 1 12 1 D 1 4 T 1		
37 38	5. FY 2013-14 Prioritized Project List		
39	Lilly Schinsing reintroduced the topic. Chair Krivatsy reviewed the list of priority		
40	suggestions from the BAC meeting of February 21. It was recognized that several of		
41	these topics were best suited as BAC goals, and not City Council priorities as defined by		
42	the criteria for that list.		
43			

1	ACTION: After considerable discussion, the recommendation was to seek the highest
2	priority possible for two items "above the line" on the City Council's Prioritized Project
3	List for 2013-2014:
4	

1. Marinship Specific Plan – Review and update

 2. Implement the Recommendations of the Community and Economic Development Study

These two action items of priority represent prior items 31 and 33/34 (combined). As a byproduct of this discussion on priorities, the BAC determined that an additional follow-up on to the *Sausalito Strategic Asset Planning* report (second Eyler report) is desirable. This study will take the results of the latter report, recommending support for those "business clusters" with the greatest multiplier effect, and determine the overall economic benefits to be derived therefrom.

ACTION: A subcommittee comprised of Withy, Krivatsy and Francis as staff will develop a Scope of Work for this project for review by the BAC on April 18 and presentation to the City Council on April 23. A funding allocation of up to \$15,000 will be requested.

Further discussion lead to the best approach to funding an "economic development function". It was decided that this is not a project for the priority list, but rather a budget request item to be addressed at a later date.

ACTION: The BAC will develop a rationale for this function to be submitted to the City Council on or before the May 21 meeting.

6. Progress Report – Marin Economic Forum (MEF) Work

Eckhart reported on the status of the *Sausalito Strategic Asset Planning* report (second Eyler report). As of March 20, Dr. Eyler anticipates completing the draft in approximately two weeks. It will be submitted to the BAC's MEF Subcommittee for review and then to the BAC at its April 18 meeting.

Charlie Francis shared with the BAC a series of charts that have been provided to Dr. Eyler showing the sales tax generated by Marinship businesses.

7. Agenda Topics of Next Meeting - April 18, 2013

- Scope of work for preparation of an "economic impact" model (Withy and Krivatsy)
- Review and approval of the draft of the *Sausalito Strategic Asset Planning* report (second Eyler report) (BAC's MEF Subcommittee)

- Report on accomplishments of the City Council's "Next Steps" Committee (Withy and Theodores)
- Review of the overlay map of the Marinship showing both land use and ownership (Schinsing)