

1 BUSINESS ADVISORY COMMITTEE

2 Thursday March 21, 2013

3 8:15 am

4 City Council Conference Room

5 City Hall at 420 Litho Street

6
7 DRAFT MINUTES

8
9 **1. Call to Order (8:20 am)**

10
11 Attendees:

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
19 Public Participants: Christanne Gallagher

20 City Staff: Charlie Francis, Administrative Services Director

21 Lilly Schinsing, Administrative Analyst

22
23 **2. Public comment on Items Not on Agenda – None**

24
25 **3. Approval of Minutes – February 21, 2013 – Approved as submitted**

26 (Van Meter abstain, absent)

27 **4. Chair’s Report**

- 28
- 29 • Commended Lilly Schinsing for her *Marinship 101* presentation to the City
 - 30 Council on March 5. Noted that Lilly is now the liaison to the BAC, having
 - 31 moved from Community Development to Administration (Finance).
 - 32 • Reviewed meetings with the Mayor, Director Goldman and the Chamber.
 - 33 Discussion followed regarding strategies for dealing with Marinship issues.
 - 34 There was consensus that any recommendations and actions by the BAC must be
 - 35 sensitive to, and supported by, the community.
- 36

37 **5. FY 2013-14 Prioritized Project List**

38
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
- 5
- 6 1. Marinship Specific Plan – Review and update
- 7 2. Implement the Recommendations of the Community and Economic Development
- 8 Study
- 9

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

16
17 **ACTION:** A subcommittee comprised of Withy, Krivatsy and Francis as staff will
18 develop a Scope of Work for this project for review by the BAC on April 18 and
19 presentation to the City Council on April 23. A funding allocation of up to \$15,000 will
20 be requested.

21
22 Further discussion lead to the best approach to funding an “*economic development*
23 *function*”. It was decided that this is not a project for the priority list, but rather a budget
24 request item to be addressed at a later date.

25
26 **ACTION:** The BAC will develop a rationale for this function to be submitted to the City
27 Council on or before the May 21 meeting.

28 29 **6. Progress Report – Marin Economic Forum (MEF) Work**

30
31 Eckhart reported on the status of the *Sausalito Strategic Asset Planning* report (second
32 Eyler report). As of March 20, Dr. Eyler anticipates completing the draft in
33 approximately two weeks. It will be submitted to the BAC’s MEF Subcommittee for
34 review and then to the BAC at its April 18 meeting.

35
36 Charlie Francis shared with the BAC a series of charts that have been provided to Dr.
37 Eyler showing the sales tax generated by Marinship businesses.

38 39 **7. Agenda Topics of Next Meeting - April 18, 2013**

- 40
- 41 • Scope of work for preparation of an “economic impact” model (Withy and
- 42 Krivatsy)
- 43 • Review and approval of the draft of the *Sausalito Strategic Asset Planning* report
- 44 (second Eyler report) (BAC’s MEF Subcommittee)

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