BUSINESS ADVISORY COMMITTEE

Thursday May 16, 2013 8:15 am City Council Conference Room City Hall at 420 Litho Street

DRAFT MINUTES

1. Call to Order (8:25 a.m.) – No Quorum

Attendees:

Ray Withy (Council Rep)
Tom Theodores (Council Rep)
Joseph Lemon (Chamber Rep)*

**Note: Arrived at 9:15 a.m.

Adam Krivatsy (Resident)

Cheryl Popp (Chamber Rep)**

*Note: Connected by Speaker Phone

Absent:

Peter Van Meter (BAC Appointee)
Jeff Scharosch (Chamber Rep)

John Cox (BAC Appointee) Vacant (Resident)

Public Participant:

Chris Gallagher

City Staff:

Charlie Francis, Administrative Services Director Lilly Schinsing, Administrative Analyst

Chair Krivatsy confirmed the sad news about Vice Chair Eckart Noack's resignation from the BAC. All those present responded by expressing their appreciation for Eckart's important contributions and their regrets about the loss of a valuable member of the BAC.

2. No Public Comment

3. **Approval of Draft Minutes** of March 21 and April 18, 2013 postponed 'til June 20, 2013

4. Observations re: 5/07/13 City Council Meeting

Chair Krivatsy thanked those BAC members who responded to the Council's invitation to support their work by attending City Council meetings. He briefly reported on Business Item 6.A, 6.B and 6.C and asked for comments. Those present expressed their appreciation for the City Council's support for the next steps toward taking a fresh look at the Marinship Specific Plan. Councilman Whity remarked that while the focus seems to be on the Marinship area, the related thought process must include the entire

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community and that updating the 30 year old plan must address all issues, not just focus on the economic aspects of planning.

5. Draft Sausalito Asset Planning Report

Pursuit of this agenda item was somewhat handicapped because it was to be introduced by commentary of the BAC's MEF Subcommittee composed of Vice Chair Noack, Peter Van Meter and John Cox. None of the gentlemen being present, Chair Krivatsy introduced the subject by emphasizing that this focused effort is not to be submitted by Dr. Eyler to the City as a "consultants report" but is to inform the BAC for providing learned input toward the ensuing planning process.

He then shared written comments on Dr. Eyler's Second Draft of 5/13/13 submitted by committee members Peter Van Meter and Joseph Lemon. In the ensuing discussion it became evident that the Second Draft still needed work; comments and suggestions for refinements of the report included:

- o This is a great improvement
- o Interesting that reversing the process changed the recommendations
- o Add an opening statement referring to the 2010-2013 study and how the raw data lead us to this point
- Do not start with reference to the Marinship area; this might turn off some readers at the outset
- o Replace this Executive Summary (ES) which explains the *approach* and *methodology* with an ES that sums up *findings* and *recommendations*
- o In addition to the Marinship area, also mention opportunities for improving the "Caledonia/Central Waterfront" district
- o Feature scoring that leads to the recommendations
- o The 5/13/13 Draft report is excellent, however it could be made even more useful by considering the following comments:
- o Consider adding a step of "meeting resident needs"
- o Verify that residents support for the maritime industry is essential where ordinary market forces may not accomplish the goal
- Consider that the MSP results in disproportionate criminal activities in the Marinship area
- o Traffic implications of proposed actions should be also considered
- o Primary clusters listed on Page 2 of the 5/13/13 Draft overlook existing creative design firms
- o Cluster diagrams featured on Page 4 should be re-conceived in a way that residents are in the center
- Hospitality should be recognized as an important component of Sausalito's business community
- o Maritime should be consistently featured as an important line item.

- o Benefits of the "more favored" sectors of the business community (wooden boat building) should be quantified.
- The impacts of Maritime industries, Hospitality, Creative/Design services and Health Care services should be included in Tables 7-10
- o Non-profit and Environmental clusters should be also featured as "primary" clusters in Sausalito and the Marinship area
- o P2-2d -- What is the symbiotic relationship between sailing schools and corporate retreat facilities?
- P3 -- Make reference to the earlier study when discussing "business leakage"
- o P4 bottom Sausalito's is a three-component economy, however the Marinship area has minimal residential component (floating homes?)
- o Figure 1 Why are "art studios" featured in the same category as "Mfg/Wholesale?"
- o Figure 2 Should not restaurants and bars be featured in a separate category here?
- o Tables 3 & 4 It might be helpful to readers if specific businesses would be listed as examples to illustrate "industry sectors" and "clusters."
- O The report is much too long because it leads the reader through the entire thought process. The BAC and elected officials expect to read merely Dr. Eyler's conclusions and recommendations.

Agenda Item 5. Concluded with the decisions that:

- The 5/13/13 Draft Report should be completed by Dr. Eyler for the BAC's reference
- Considering the fact that he actively participated in the process from its very beginning, Peter Van Meter should work with Dr. Eyler to bring his assignment to a satisfactory completion
- Council Member Whity will support Peter Van Meter in this endeavor
- Before Dr. Eyler does any more work, the next step toward completing his assignment should be a face-to-face meeting of the three gentlemen.

6. News About America's Cup Events

With Committee Member Jeff Scharosch absent, Chris Gallagher reported that the youth ambassador training program initiated on April first, 2013 centered on the America's Cup events is progressing very successfully toward its first of July conclusion. 30 kids are involved. They meet weekly for training and are supported by a reading list, library, speakers, coaches and boats at the US Corps of Engineers' Bay Model. In conclusion of their program they will meet a representative of the Oracle Sailing Team.

7. Comments by Staff

Director Charlie Francis advised that at his request Lilly Schinsing reviewed the history of the BAC, including its mandate and the successive changes to its charter. Lilly will summarize her findings in a Memo for the BAC's benefit. This might impact the

composition of the BAC because the Charter specifies rotation of membership and term limits of the Chair as well.

8. Agenda Topics for Next Meeting – June 20, 2013

- Peter Van Meter and Ray Withy's progress report re. the status of the third redraft of the *Sausalito Strategic Asset Planning Report*
- Review and discussion of Lilly Schinsing's Staff Report re. the BAC's Charter, its successive changes and the rules effecting BAC membership and Chair
- Filling of Eckart Noack's vacated (Council-appointed) post on the BAC
- Designation of officers (Chair and Vice Chair)
- **9. Adjourned** at 9:55 a.m.

ΑK