

Business Advisory Committee Meeting
Thursday July 16, 2015
8:00 am
City Council Conference Room
City Hall at 420 Litho Street
Approved Minutes

1. Call to Order

Chair – Bruce Huff (BAC Appointee)	Tom Gangitano (Chamber Rep)
Martha Carvalho (Council Appointee)	Cheryl Popp (Chamber Rep)*
Christene Scarpino (Council Appointee)	Chris Gallagher (BAC Appointee)
Aaron Singer (Chamber Appointee)	Vacant Seat (BAC Appointee)
Vacant Seat (Council Appointee)	

Jill Hoffman (City Council Liaison)*
Ray Withy (City Council Liaison)

*Member Absent

2. Public Comment on Items Not on Agenda

None

3. Approval of Minutes

Chris moved to approve minutes from 6/18/15. Aaron seconded and all were in favor.

4. Request for Donation to Marin Economic Forum – Adam Krivatsy

Tabled since Adam was unable to join us today

5. Discussion of BAC Budget

Bruce clarified for everyone that there is \$10K set aside in the City's budget for the BAC committee, but Council does need to approve all purchases before they are made/committed.

6. Nominating

There are still some vacancies on the committee. Both Aaron and Bruce mentioned they would follow up on some leads.

7. Infrastructure Improvement District/Next Steps – Bruce Huff

Bruce will be making a presentation to the Council on July 21st. He will be asking the Council for some staff time to help research some of the issues around engineering and legal.

8. Downtown Retail/Hospitality Strategy- Tom Gangitano

Tom introduced Mike Lax from Comcast. Tom has been in discussion with him in regards to producing a promotional ad for the City. Based on the research Tom did it was determined that the majority of the visitors to Sausalito are from the Bay Area. Mike explained how Comcast can target those audiences. The goal is to build travel & tourism in the off season. "Stay vacation". It would take a commitment of money to produce the spots and then to air them. Ray suggested getting on the Council agenda in September.

9. Council Liaison Updates

- * Bicycle Management Plan – the jury is still out on how the valet service is working. The overall plan will be evaluated at the end of the season
- * Budget Updates – the council approved certificates of participation (COP) on MLK property as well as approving funding for 3 parks.
- * Formula retail – nothing to report on yet. It is in the budget to study.

10. BAC Member Reports on Business Activity around Town

Chris reported the according to Supervisor Kate Sears the ferry landing workshop held at the end of June at the Bay Model was very successful. They are having a follow-up meeting in August/September. Also Chris mentioned that she will be participating as a volunteer for the Super Bowl which will be held in Santa Clara in February 2016. Lots of activity will be leading up to the 50th Anniversary in San Francisco. Suggested businesses might think of ways to lure people to Sausalito. Sausalito might want to do things to commemorate the event as well.

11. Future Agenda Items

None

12. Adjournment – 9:15am.

Approved on: September 17, 2015