

**Business Advisory Committee Meeting**  
**Thursday September 15, 2016**  
**8:00 am**  
**City Council Conference Room**  
**City Hall at 420 Litho Street**  
**Minutes**

**1. Call to Order**

Chair – Aaron Singer (Chamber Appointee) Tom Gangitano (Chamber Rep)  
Martha Carvalho (Council Appointee) Christopher Holbrook (Chamber Rep)  
Chris Gallagher (BAC Appointee) CJ Spady (BAC Appointee)  
Bruce Huff (BAC Appointee) Vacant Seat (Council Appointee)  
Vacant Seat (Council Appointee)

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

\*Member Absent

Staff Present – Melanie Purcell, Heather Laporte, Danny Castro

**2. Public Comment on Items Not on Agenda**

None

**3. Approval of Minutes from July 20, 2016**

It was noted that there was to be a small meeting of folks to discuss the types of future businesses we wanted to see in the downtown area and those suggestions were to go to Melanie. With that correction Bruce Huff made a motion, Martha Carvalho seconded. All were in favor. Motion passed.

**4. Downtown Retail/Hospitality Marketing Strategy/Progress Report – Tom Gangitano**

Tom reported that he and Cheryl are working on a story board. He still would like to recruit a few more businesses to participate. It is hoped to be launched at the beginning of November and run through February.

**5. Council Update**

Mayor Hoffman reported that Sausalito Plus and the Police Dept. will be presenting in October on lessons learned for this past year and improvements for next year. There has been lots of good feedback on the Ambassador program.

General plan will be having a task force meeting at the end of September to prepare for the RFQ. CJ suggested making sure the new CEO of the Chamber David Archer is involved in the economic element of the plan.

Ferry Update – the 45-day demand letter was received from the District. The City asked for a 2 week extension to review the documents and environmental review. The Bridge District withdrew the request and stopped the environmental review. The City has filed a lawsuit that was discussed in closed session. All the documents concerning this topic are on the City website.

RBRA – the City is working with the new Executive Director Rod Gould and accountability issues. Next meeting is November 10<sup>th</sup>. All are welcome to attend.

#### **6. BAC Members Reports on Business Activity around Town**

Aaron reported that the Chamber has a new CEO David Archer that he would like to invite to the next meeting.

Bruce submitted an application for the theater. He has done presentations to the City Council and the Chamber. He will be going before the Planning Commission on October 5<sup>th</sup>. He is making himself available to anyone who is interested in talking about the project. He sees the following issues as potential hurdles: 1) the exterior change, 2) use issues as there will be formula retail and not disclosing of the tenants at this time, 3) parking.

Bruce also announced that Rotary will be hosting the City Council candidates on October 4 and the School Board on Oct. 20<sup>th</sup>.

CJ announced the Gingerbread House tour and all that's new with that this year. There will be a Facebook & webpage.

#### **7. Formula Retail and General Plan Update – Danny Castro/Melanie**

Melanie reported that she received 1 set of suggestions re: the type of businesses folks would want to see downtown and some potential questions for the survey. She would like to see some more suggestions and then get feedback on those suggestions and how those businesses support the community.

#### **8. Future Agenda Items**

1. David Archer – New CEO from the Chamber
2. Turney Street Update
3. Ferry Landing Update

#### **9. Adjournment – 9:30am**

Next meeting is October 20<sup>th</sup>.

*Approved 11.17.16*

Business Advisory Committee Minutes

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