

**Business Advisory Committee Meeting**  
**Thursday November 17, 2016**  
**8:00 am**  
**City Council Conference Room**  
**City Hall at 420 Litho Street**  
**Draft 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)	Maya M. Thomas (Council Appointee)
Vacant Seat (Council Appointee)	

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

\*Member Absent

Staff Present – Melanie Purcell, Josh Montemayer, Danny Castro

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

None

**3. Approval of Minutes from September 15, 2016**

Bruce made a motion to approve. Aaron seconded. No discussion necessary. All in favor. Motion passed.

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

Tom reported on his marketing campaign – “Escape to Sausalito”. There was some feedback regarding the narrator and their accent. Suggested using a different voice over. He reviewed that 2 commercials will air at different times and on different frequencies. The one for the hotels will air in Santa Clara/Silicon Valley. The stores will air in Napa, Berkeley etc. Customers hearing the ad will have an opportunity to win a free gift if they mention “Escape to Sausalito”.

Bruce made a motion to recommend to City Council to contribute \$2,200.00 to support this campaign. It is very much an economic development piece. CJ seconded. All were in favor. Motion passed. Tom recalled when he did this the last time in 2001 the City matched the money Tom raised. However, this time the money will have to come through the BAC & Hospitality Committees. So far Tom has raised \$15K.

## **5. Council Update**

None

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

Melanie asked for suggestions from the committee as to what the City should be funding going into to the budget cycle. Marketing? Advertising? Christopher expressed frustration that the City does not re-invest the \$\$ that comes in through the TOT taxes like other Cities do. Bruce commented that is an excellent point to bring into the economic element of the general plan. It is a great opportunity to include things such as that.

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

Danny provided background to a recent HLB meeting that was held re: the shipways in Sausalito. This is a topic that resulted from the WAM Committee and the Marinship Committee. Basically there was an individual who was passionate that the marine rails were historic and needed to be preserved. The City hired a qualified historian who determined that was not the case. There is no state or federal historic significance. Danny has met with Joe Lemon the landowner and suggested maybe some interpretive panels to explain the significance of the rails. It was agreed issues like this in Marinship will play a big part in the general Plan update.

Danny mentioned that they have received RFQs from General Plan consulting firms and they are currently reviewing them. They hope to kick off this process in February. Danny very much would like BAC involvement all throughout the process.

Danny also gave an update on the recent Book Passage permit. The permit that was originally applied for was not appropriate for that area. There was concern since the owner has stores in Corte Madera and the Ferry Building that it would be formula retail. The applicant assured the City the store would not have the same look and feel as their other stores. It would be unique to Sausalito.

Tom reported on the outcome of the Planning Commission the previous night as it relates to the 7-Seas location. He said it will be re-furbished. There will be a sweet shop going in similar to a soda fountain booth and as well as a nautical apparel shop. Applicant originally applied for an occupational use permit. David Archer introduced himself and all the various members introduced themselves.

## **8. Future Agenda Items – none**

## **9. Adjournment – 9:15am**

Next meeting is December 15th.