

City of Sausalito Resident Roundtable

June 23, 2005

Elizabeth Storz, Assistant to the City Manager, welcomed the participants to the Resident Roundtable. The meeting will be facilitated by Kare Anderson. Barbara Gaylen will be taking notes on the ideas and input.

This Resident Roundtable is the first of two that will occur. The second will be held on July 11th at the same place. The Resident Roundtable is one phase in a much larger project called the Business Visioning Process. The Business Visioning Process is itself a process that is monitored and overseen by a committee of the City of Sausalito called the Business Advisory Committee (BAC). The goal of the Business Visioning Process, which started at least two years ago, is to gather as much and as wide input as possible concerning the future of business in Sausalito and the overall economic viability of the town in the longer term. The BAC is trying its best to outreach to all parts of the community to get input and ideas on what should happen in Sausalito in the far future, and the nearer future, having to do with business. Already two business summits have met, where the Business Advisory Committee invited business persons in Sausalito to meet and discuss ideas in a facilitated session having to do with the same topic.

After the meeting of the group this evening, we will put together various other kinds of public forums in which even more people will be asked to give input. The Resident Roundtables are a really key part of the process because from these Roundtables, as we did with the business summits, we will draft a report taken from the transcript to derive themes that come out of the discussion. The themes will be refined into various scenarios so that they are accurate and on point and target what everyone has to say. As more input is gathered in different kinds of forums, a report will be drafted for the City Council's consideration to take specific action steps in planning the future of business in Sausalito. So this is an integral part of a process that will result in recommended action steps presented by the business advisory committee to the City Council having to do with business in Sausalito.

Elizabeth advised the group that they will be making a transcript of the discussions, and by law the transcript is a public record, but they are going to redact the names of the speakers, besides the facilitator or staff. They are not as interested in who speaks as they are what they say. Everyone at the hearing will be able to see the transcript. Eventually the report that comes out of the BAC and goes to City Council will be subject to broad distribution. But for the purpose of the process, the value of the transcript is to analyze the discussion to identify the themes raised. If anyone has any questions, please give her a call at City Hall.

She introduced Kare Anderson who is going to facilitate the meeting.

Ms. Anderson asked the speakers to identify themselves. For purposes of this report, all resident names are omitted.

Ms. Anderson said the first question is, "What are some of the things you like best about living in Sausalito?" This is going toward the kind of community you want.

- ◆ I like that it is not Anytown, USA. I like that there are a lot of unusual businesses in the town in terms of retail businesses. I like that we still seem to be hanging somewhat onto the artistic aspect of the town, although I'd like to see that...
- ◆ I like that its maritime. I like to look at the water. I like to look at the boats and I see it every morning.
- ◆ I would buy that and add the scale and the privacy that goes with this.
- ◆ I would agree with the water view. I think if it didn't have the water view, I wouldn't be here. It's prime here. And I think it's our greatest natural resource. People come from all over the world and love it, love it, love it. Also, living up in the hills there's a real sense of small town community and that sense of community is very upscale. It's an educated population; it's a sophisticated, worldly, traveled population. You can have a conversation – and it's a liberal population overall, and I appreciate that.
- ◆ I like it that when I go out on my balcony at Cote d'Azur I can believe that I'm . . . (inaudible)?
- ◆ One of the things that stands out for me is the safety and protection I feel and oftentimes I will even take walks. I'll walk home and feel totally safe going from City Hall to Sausalito Boulevard and never think about an aspect of danger in Sausalito. Although I know it's been a little controversial how many policemen we have, and I like that aspect.
- ◆ I like the location. We're five minutes away from hiking to the beach, or five minutes away from San Francisco, and the traffic starts "that way," and that's the best part to me.
- ◆ I'm very much hooked into the maritime heritage of this town, particularly with the wooden boat building, which has happened here ever since this was here, and the Marinship in particular has a wonderful collection of people who run maritime businesses there, build wooden boats, service the boats that stay here. And it's very colorful and a contrast to the hill people in Sausalito, as it has always been, and that's one of the things that makes us rich –that contrast -- working waterfront and the people on the hill.

Anderson: "What are the things you would like less or would like to see changed? What are some different scenarios that you think would improve your living here?"

- ◆ Traffic has really been impacted in the 22 years – there's more traffic.

Anderson: More traffic? Especially certain times and places?

- ◆ Yes, how we work on that still needs some work.

Anderson: Are there certain times and places where it bothers you more?

- ◆ Yes. Commute hours. I live in the north end of town. I go up the hill. At night when I'm tired, it kind of relaxes me to come down through town because it might be a little bit – I don't know.
- ◆ I really want to find out about bicycles coming down Alexander where I live. They are very aggressive. I've seen them kick cars. I've seen them spit on tourists. And it's very dangerous and I believe in sharing the road both ways. The other thing that I think would improve this town for me specifically is smoke-free doorways. It's making my life miserable. I want smoke-free doorways. They have this in other towns, specifically in Berkeley, where there's no smoking within 20 feet of a doorway.
- ◆ I was going to say an expanded tax base because Sausalito has about 6,500 or 7,000 dwelling units. It is not a big community like Novato or most of the rest of Marin, which has room to expand. And so we can't always count on the tourists as we go from the depression or recession from the last five years, and so the opportunity to further develop the boat-based or water-based businesses within the style of Sausalito would be a boon to the city and help do some of the things in regards to the police and the streets and things that are...
- ◆ I think the bicycles have gotten so out of control that they are driving me away. For the Fourth of July weekend I do not want to be here. I cannot get out of the driveway at the Cote d'Azur, and I have been cursed at and spat upon. It is just a nightmare. They must do something about it.
- ◆ I'd like to see Sausalito come together around the public safety buildings. There's been division, and I'd like to see it go forward.
- ◆ I echo that.
- ◆ Oh yeah.
- ◆ I'd like to see the city help raise awareness about the marine possibilities in this town and be supportive in any way that's possible to build up the maritime part of it – like boats.
- ◆ Taxis – just to see what things are like –

- ◆ Or marine electronics - anything.
- ◆ Make it user friendly so that if people come to visit us from other parts of the world there's a restroom for them - things like that.
- ◆ Dog-free public parks. Our waterfronts are beautiful and it's totally unfair that people get to use them for their dogs' bathrooms and then we have visitors sit - from all over the world - and it's very dangerous to their health. And I think that we have enough money and minds in this community to create parks for dogs to s_ _ _ in.
- ◆ As far as boats coming in from different places, we don't really have a place for them to dock overnight and that is... a bathroom, as well, and I definitely would like to see that. So if we could welcome more boat, they wouldn't bring more cars and they could be revenue.

Ms. Anderson noted that that was raised in the business forum.

- ◆ One of the things that comes to mind, too, is loosening up the restrictions in the Marinship Plan so it is not so difficult to have some vitality which will create...

Anderson: What kind of vitality?

- ◆ A local real estate broker was someone who wanted to move their business to the waterfront, but because of some of the restrictions she went to the Planning Commission. Some of you came and supported her and, you know, it's difficult because of the way the Marinship Plan is written. I think we should take a look at it. We have a most precious jewel right here in front of us, and with careful design and good intellect, which we have here, we could be doing something a little bit more.
- ◆ I've been in Cass' Marina since 1968, and I certainly am aware of the history that's gone on on the waterfront, and I have been pleading to be able to get some sort of monies or grant in order to dredge. I would be willing to extend the dock for transient docking and a pump-out station, but permits and the expensive cost of dredging has not permitted us to do that. My lease would give me more room to expand that dock, and I would welcome transient docking facilities for people. In fact, I've done it already, but I'd like to do it in a much bigger way.
- ◆ I would like to give support to the suggestion that more specific docking be provided. It would be a significant asset to the town. In addition, I would like to see the town give more emphasis to the history of Sausalito. We know it's there if we look for it, but it's not as obvious to the visitor.

Anderson: So three or four speakers have come up with the idea that Sausalito could provide docking for people when they are coming to visit. Anybody who hasn't spoken yet on this part?

- ◆ There's a sheep and cow war going on between the merchants in town, and I would like to see the events like the Spring Faire include the entire merchant community like they have in Mill Valley. I think it's patently unfair they take up our parking and they sell exactly the same goods we do even though it's a private nursery school that it supports. We are always competing with a huge amount of events...

Anderson: Who is the "we" that are competing?

- ◆ The merchants. We are constantly...

Anderson: You are speaking as a merchant rather than a resident?

- ◆ Well, yes, maybe.

Anderson: Is she saying that when the Spring Faire comes up it competes directly with the other merchants?

- ◆ Absolutely. None - many - of the Caledonia Street Faire and the Art Festivals... and when the city itself puts on the Art Festival in City Hall, they are always in competition with the galleries, and the galleries are struggling.

Anderson: So you want the other events that happen to be more inclusive of the merchants that are already here?

- ◆ Like in Mill Valley - it's very community oriented. When they have their sidewalk festival, the entire town - they also have art in the park, but the entire town has the sidewalk business.

Anderson: So many of these, like the Art Festival, are community-wide, but it's not involving the merchants as much as you'd want? The Spring Faire, for example, you see as being geographically specific, but it hasn't involved the merchants the way you'd like?

- ◆ Well, it takes up all of our parking spaces...

Anderson: So this one is about residents. We're looking at it from a resident's perspective, but I also wanted to finish that point so it's clear. That's fine. What else is there about what you would like different?

- ◆ I support totally the suggestion that the dogs must be controlled in this town. There is no enforcement of leash laws. There's dog excrement everywhere. It's really - it's so much worse. I want to say from my point of view that we don't open up the Marinship and that area to more commercial businesses. We've got to keep it marine oriented or we are going to lose it.
- ◆ I agree with that.

Anderson: So, there are two of you who would like marine business only for all of Marinship?

- ◆ Well, yes, that's the way it's supposed to be. That was the way it was set up 20 years ago. It's been violated.
- ◆ And I'd like it not to happen anymore.

(Participant entered late)

Ms. Anderson asked the late arrival what some of the things are she likes about life in Sausalito.

- ◆ I actually like the diversity of Sausalito with respect to Marin and that there are distinct communities, from the home community where I now live -- Wolfback Ridge -- where I used to live, and let's say the other end of town where I've also lived for the past 15 years. And I think that there's - if there were more ways to invite those diverse communities together - that would go in the second category - but that's what I love about it, and that's what we have to share as a community that most other cities in Marin do not have.
- ◆ I was thinking about what I don't like and a lot of it, as people have said - the dogs, the bicycles - I've had a lot of experience with that too, but it's also the businesses that are being run out - like Water Street Hardware - because of the high rentals. I don't know what the solution is because I'm not really the sort that says I think we should cap landlord's rents, but on the other hand I think it's really scary when businesses that cater to the local community get run out by high rents.
- ◆ Did they...
- ◆ They're up for sale, but they are looking for...
- ◆ I've heard they are moving across the street.
- ◆ I'm a little confused. Can I talk about businesses, or do you just want me to talk about the residents? One of the things that I like about this town is the fact that we have a lot of... and I know that people get to take their visitors around and show off their art galleries, and I think Carmel is wonderful because they have clever, creative, charming signage, and the signage forces in the City Hall are awful because they want us to have tiny, dull, little signs. I'd like signs more like Carmel - charming, you know, like little teapots and colorful little buildings. But it is very restrictive in this town, and it's very anal, and it's very dry.

Anderson: Specifically on the signage, what would the speaker like to have allowed that isn't allowed now?

- ◆ Colorful, charming, artistic, clever signage. Right now we can't get anything past the Planning Commission, and there is an architect in town right now that calls City Hall if anybody makes a sign that is colorful or big, and there's somebody on the Planning Commission right now that is complaining about the signs and they take pictures and they have these big - they're going to

take you to court and they are going to sue you and all you want is a cute sign.

- ◆ Well, I would take the opposite position. I was in Scottsdale, Arizona, in the 1960s when it was overwhelmed with billboards and different size signs and all sorts of things which at that moment were legal, and a sign ordinance that gradually took effect over many years changed it into a town that has the kind of signs that you described, which are colorful and historical and fit in, but they aren't obnoxious, so I would suggest that the city is trying to move in that direction, and I would encourage the city to continue to enforce the ordinance.

Anderson: "The devil's in the details in signage."

- ◆ We need to change the Planning Commission.
- ◆ Can I go back to the waterfront and the businesses we have in the waterfront? I would... I think mixed-use would be a good solution if you have some of the maritime businesses, but also bring some of the local businesses that are commercial because the rents are high down there. If I remember right, I heard something along the lines of there were about 200 applicants for the space that a local realtor is moving into over the course of a year and the rent was too high, so how is a manufacturing business going to really have a successful business that's profitable when you have a commercial business that can afford the rent and can pay those dollars? Of course, it has to go through that process of approval, but I think a mixed use is a good solution.
- ◆ I'd like to see businesses give value to the residents, not just tourists. I've often thought maybe the first Friday in the month could be discount shopping night for Sausalito citizens. I used to spend a lot of money in downtown Sausalito, and in the past five or ten years I don't, and it's not just the discount thing, it's just - I don't know the shops that much anymore.

Anderson: Here's a segue. What kinds of businesses would you like that you feel like frequenting. What kinds of businesses? Service?

- ◆ Trader Joe's.
- ◆ Hear, hear.
- ◆ I think ways to support a bookstore that has a little café. We have so many wonderful little inlets where we could have our version of the plaza where the Book Depot is in Mill Valley.
- ◆ There used to be a bookstore right downtown, and I used to shop there all the time. And where the street went up, all those shops. I used to shop at all those shops.

Anderson: What kinds of business specifically?

- ◆ Gift stores.

Anderson: What kinds of gift stores?

- ◆ Not just pottery. We used to have a kitchen store downtown.
- ◆ I miss Water Street Grille because it was a beautiful view, and he had to close because of the lack of an elevator.

Anderson: So, you'd like to have more places to eat with views?

- ◆ Yes. It was very upscale. It had nice views. I was just nice.

Anderson: What else would you buy if it were here, and what would you like to see less of?

- ◆ Less Spinnaker.
- ◆ I'd just like to be able to – what's been said about signage – because I think whoever it is that's policing signage... We have Seven Seas restaurant with horrendous things in the window, like the catch of the market, that is just a blight on that street. I have complained to him personally. Now, why isn't that controlled when people put...

Anderson: We've covered signage. What would you want to buy here? What kind of businesses would you want, whether it's for the economic base or whether it's within the range of how you see the Sausalito that you love, or what things do you think there are too much of, too less of?

- ◆ One way to think about it, which is what I'm doing right now, is when I have to leave Sausalito when I can't find something, like a stationery store that was more complete than Kinko's.
- ◆ Office supplies.
- ◆ Shoes.
- ◆ Another way to think about it is if the strip center in Marin City fails with Best Buy leaving and other things happening, then there will be a need for a Radio Shack, or there are some chains in the high range, sort of a retail that might be brought into Sausalito if the right space is available.
- ◆ I can say what attracts my wife, and that is outlet stores.
- ◆ I know that my sister lives in Mill Valley and my niece was here recently and she wanted to get a pair of shoes, and since I never buy shoes I said, "Well, you can get a nice pair at Nordstrom," and she said, "I want different, interesting shoes. I want something that you can't get at Nordstrom." I would much rather see Sausalito with unusual, interesting, fun, different things than outlet stores – and Radio Shack, in Sausalito?
- ◆ How about Longs drugstore, or there used to be a pharmacy...

- ◆ A pharmacy, yes.
- ◆ And I do like all the art galleries downtown, but if there was more diversity it would bring more of us down there because how many times can we go to the same art gallery. And also when I'm walking downtown during the week, everything's closed when I want to go there. At 6 or 7, everything seems to be shut down. On the weekends, of course, I don't go down there.

Anderson: What are some later hours that you would like?

- ◆ To 8 - especially during the summer when people are out, and at Christmas time.
- ◆ One or two night a week - residents' night.
- ◆ You know, when you asked about stores I was thinking about downtown Mill Valley. I love walking into that store - gift store. The two stores next to the theater, one's kind of a dime store and the other is a little higher end. Just unusual and nice things, and I used to always put a card in that I was from Sausalito when I first moved here, and it made me feel really good.

Anderson: As you probably know, the economic downturn has affected the city coffers as well as the businesses, and there's been a change in the way they do the parking meters and so on. Are there any accommodations that the city and the businesses might do together that you think might be good for the residents of Sausalito? Is there anything that you think a group of businesses might do together to make it better for the residents of Sausalito?

- ◆ On the quarter issue, recently, I think when we have shortsighted vision about dollars it costs us in community involvement when you get people so angry about a quarter or two, for the downtown merchants. And I listened very carefully to a lot of people talking about this, and when we went through the police and fire station - for several years. To divide the community on big issues is one thing, and this got a lot of people riled up about this parking issue. It shouldn't have ever come up, and we should have been more creative in how to save those dollars. We are a very smart group of people here. We can raise money in a flash if that's what is needed. It really made the downtown merchants very angry, this parking thing.

Anderson: What do you recommend as a resident in response to the parking thing?

- ◆ Well, I don't think it ever should have come up, or should have happened - that they raised the parking.

Anderson: I want to make sure I understand you. You prefer having less parking meter money?

- ◆ Yes.

- ◆ I live at Second and Main where there are a number of merchants that are grandfathered in without providing parking – a little cleaners and some others – and it relates to the bicycles and the traffic and everything else because there are a lot of near misses. So the suggestion is that more merchants be encouraged to take advantage of the shared parking provision that is already in the City ordinances which would, say, permit the Valhalla parking lot to be shared by the cleaners and the building company and the clinic and everybody else around. And that’s just one intersection. There are others around.

(Agreement)

- ◆ I don’t think a lot of residents know that we have these resident cards where we can use those lots. A lot of people – my neighbors – they can use those parking lots for two hours or whatever.

Anderson: So, to make it better known that residents can use these cards for reduced and free parking in certain lots.

- ◆ I’ve had my house for nine years now and people come and go on either side, and the other day I was talking to somebody who didn’t know. And, in fact, at one of the meetings a merchant didn’t know, and she has lived in town for years, and I said, “How can you not know that you get this card?” There should be a welcome wagon packet or something.
- ◆ They are thinking of cutting that out, that resident card.
- ◆ I wonder if there might be a couple more of the – in front of merchants’ spots. I think they get filled up pretty fast, so if you really do need to go downtown and get something and get out of there, you can’t find a place anywhere.
- ◆ More communication between the Chamber and the City about these cards that residents have.

Anderson: Communications – the Chamber knows about it, and the City also knows, so the people that aren’t those that might need to know. How about over here?

- ◆ I love the idea of resident shopping nights and the idea of piggy-back parking onto that, and those same merchants could be advertising.
- ◆ Even one night a month or two nights a month.
- ◆ Art Walk was a thing that got off to a bad start. The City Manager sent people out to make sure that we weren’t serving wine. It was very complicated. But we had our walk going and had it going downtown, but the merchants got really angry at the city. So, if we could get Art Walk re-ignited again – and, by the way, most of the merchants do give a 5 or 10 percent discount, but there could be a way in the city magazine to say, “Ask your merchant if they give a 5 or 10 percent discount.” We’ve been doing it for

five years. Like if the Chamber could make a list of all the people who give local discounts. One of the things that as a business owner I know is that one night we had – all the galleries had by coincidence the same opening night on a Saturday night, and I had 400 people in a small space and every gallery had 400 people in it, and that’s because there were thousands of invitations sent and they would go from gallery to gallery on a beautiful night. So, if we could synchronize that again, and not necessarily on a Tuesday night, but with synchronization and the city encouraging us to have an art walk instead of fighting with us over an art walk.

Anderson: Fighting with you over the wine part? So, you are saying band together for certain specific nights based on interest and your interest is the Art Walk, and as well to have the list of the businesses that do provide discounts to locals – and then you were saying earlier to have it on certain nights, that they might do it so it would make it of interest to residents? Anything different in what we’ve covered so far in that area?

- ◆ This is going to answer the first one. Jazz on the Green is no longer the best-kept secret in Sausalito, but it is one of the best events of the year. Jazz on the Bay. It’s just a phenomenal community picnic for those of us who have young kids and others who just want to have a great time. The music is always fabulous – free. And it drives business to the Farmers Market there. They could even expand that Farmers Market there.
- ◆ Speaking of the Farmers Market...
- ◆ You could sell shoes at it...
- ◆ I would love to have the market on Saturday mornings. I can’t get there on Friday nights, and besides that my father is in a wheelchair and there is absolutely not one handicapped spot left when the Friday night jazz is happening. What residents really buy their groceries on Friday night?

Anderson: There was an area for a wheelchair access that no longer exists?

- ◆ All the wheelchair parking spaces are used by the merchants of the market. And there are quite a few people who need handicapped parking.

Anderson: One of the things that we hope to do is have an online poll so regardless of whether you come to something or not...

- ◆ One of the things in terms of the welcome wagon and informing people – the thing about an email where people can sign up to get notices from the city, I know that’s been proposed. I don’t know where it stands now.

Anderson: In the Loop. You can just email the city and you’ll be on that list.

- ◆ I lived in a small town and they had historical plaques on all the houses, and it’s very well known and the Historical Society has fabulous information, and if you go on the Sausalito website you can find out all this fabulous

information, but tourists don't go on the website, so I would like to see bronzed plaques like they have down at Richardson's Bay for the Historical Society, who can give the scripts, but each business pays for their plaque telling who lived there. For example, you can tour house-by-house and read about it, and we've got such fabulous history. People would come here by the droves and go away with the history.

Anderson: To have a downloadable e-book...

- ◆ It's already there. All it has to do is be on the building.
- ◆ Very similar thing about the maritime presence in the town. I would like to see more of the wooden boat building culture represented in the downtown somehow, whether it is books or whether it's an actual boat on display or some activity going on in Gabrielson Park on a regular basis where people can participate with some kind of a maritime theme or event to help people understand there is more to Sausalito than just the downtown.

Anderson: The Chamber of Commerce and different business factors have come together with the city to do this visioning process, so part of what they are thinking about is what kind of business future serves the residents of Sausalito. So the next part of this is to ask you what's an appropriate role for the city in fostering business development here. And that's a big question, but I want you to think about it because it will draw heat in a lot of different ways. Should the city, for example, be asked for input on a screening process so that the kinds of businesses that we'd most like to attract for revenue, for livability, for the services we most miss, do we streamline that? Are there certain things we should absolutely not do? Are there wider ways we can have input? So, what should be the city's role in fostering economic development?

- ◆ I'd like someone to review what the existing program is for maritime use. Does anybody know what it is? I know that it is restrictive, and that's why a local realtor had a difficult time. I like what you said about mixed use. I know people have strong feelings.
- ◆ It's supposed to be just maritime use in the Marinship, but it's been violated. And it's never really had time. It's never really developed into what it really could be in terms of a maritime presence there, with the historical Marinship there, with the boat building center. We've got all this great stuff going on - the wooden boat school, the working waves on the bay.
- ◆ It's controversial. So she's presenting one part of it.
- ◆ We've got a lot of historic buildings down there that have never been put together as a package, like a Mystic Seaport or Port Townsend.
- ◆ Where does it end and where does it begin?
- ◆ It begins at Napa Street and goes to the end of Gate 5.

- ◆ Under the heading of change in Marinship, I think the city should do a reexamination of what constitutes Marinship. An example is the local realtor going into that building near Napa Street. Water Street Hardware is moving into the downstairs portion of that same building. That building remained vacant for a long time. It was under the zoning of marine use. Nobody wanted it under the heading of maritime use. That's an example of where a reexamination of what constitutes the Marinship should take place.
- ◆ Just to speak to what he's saying is that that building is not in the Marinship. It is for maritime use, but there's really no maritime industry down there, whereas maritime industry does exist today in the Marinship, and it needs to be nurtured, and if you bring in - if you start raising those rents down there and building those big buildings, all that stuff's going to go away.

◆

Anderson: Any other ideas about what appropriate role the city would have. We've talked about the city might want to reexamine that plan, see what constitutes appropriate use.

- ◆ I think the city shouldn't have chain stores of any sort. I don't even like Starbucks. I think that's taken away from the character. And there was something written by Arthur Ridovsky (*phonetic*) called "Streets for People" about how European streets were built to human scale, and I think what happens is you build a big building like the Casa Madrona - basically they just destroyed - hundreds of visitors come in and say, "What was the place called?" and I go, "Village Fair," and they say, "I loved that place," and I say, "I know, but it's gone."
- ◆ What would you like to see?
- ◆ I'd like to see the city say if you have a chain you don't belong here. Like in Carmel. When you go to Europe, there's no chain stores.

Anderson: Other than not having chain stores, what else do you want the city to do? It sounds like you want stricter ordinances for expansion.

- ◆ I don't want any more t-shirt shops. I don't want sweatshirt shops. I don't want a motorcycle shop anymore. We have a motorcycle shop, which attracted, and I don't want what we used to call the State Troopers hanging out at Starbucks. I think it's too intimidating.

Anderson: What about other things, besides not having chains?

- ◆ I have one thing. Recently, where the policemen are patrolling Bridgeway and tagging people. I think it is not a very welcoming thing to come through Sausalito and immediately get a ticket. I think there are other ways to raise revenue. That's just my personal feeling. And I think it's discouraging people from coming through town, and I think there is a segment of people

that are okay with that. I happen to feel that we should be a little more welcoming, and I'd like to see the city get up a sign on the pier that is representative of the culture – the pier which is broken and dilapidated and the sign which is cloth and which falls down most of the time. That's going to be my 2006 project. It says, "Welcome to Sausalito."

- ◆ I think the city could do things like that which are highly visible and people want to see results for sort of hanging on and believing in how the city is run. We're all there. We'll help and do this. But we want to see results.
- ◆ Again, the city ordinances are bad for Marinship, but downtown I think there could be something so that once one t-shirt or one little shop where you can buy something with your name on it for the back of your bike goes out, another one can't come in, so we'd get a more varied downtown.
- ◆ People are getting tickets downtown for what?
- ◆ Everything.
- ◆ For seatbelts.

Anderson: That was a national campaign by the way.

- ◆ I would disagree about the issue of Village Fair, which was not ... and I think Poggio and what has been done there has been a tremendous improvement. I am just thrilled. I also feel that Starbucks was good (wasn't good?) instead of some of the other type cafes because there are economic issues here. You may say you want a bookstore, but you can't make money at a bookstore. People have to make money in the end.

Anderson: She was talking about tying it to a café.

- ◆ Well, tying it to a café – the fact is if you want to buy a magazine, you have to go to the supermarket.
- ◆ The Depot is a perfect example – the Depot in Mill Valley.
- ◆ That's a long way to go for a magazine.
- ◆ As a model.

Anderson: So, just to continue a bit further on.

- ◆ I have a problem with the city – and talking about the hotels – I think it's unfair that every time the city needs to balance their budget they hit the merchants kind of hard by raising the tax on the hotels. They raised the tax two percent and I know they put it to a city vote – and I brought this up to the City Manager, but the city infrastructure, the police and everything, is for the residents also, but every time there is any shortfall, they do something to the merchants, at least it feels that way. They expect the merchants to make up

the difference somehow, and the three hotels in town – that money they are collecting isn't going to promote the town or bring more business in.

- ◆ Now there's a new trick. Elizabeth, didn't they hire someone to go over code violations?

Elizabeth: I can't speak with authority about that. I don't believe that the person was hired to go after code enforcement, but I know that code enforcement has been a concern.

Anderson: We know what we don't like. We know the city is facing a desperate shortfall. What are the roles that the city could have that you would like in fostering business?

- ◆ Before that is the roads. Up in the hills. A lot of people are really frustrated by that. And if I can just say one other thing, somehow, the way things work here there are always a lot of lawsuits that seem to happen and the city is always worried about lawsuits and they also get sued, so there is just never money for doing infrastructure because there are so many lawsuits and they worry. Somehow things just aren't running very well right now.

Anderson: So, going back to the question about business and the city. If the city does something that you want to do, that's supporting business. The sectors that they've identified that have been supported in the past are the maritime, the tourism and the arts, and there has been an influx of people, as you know, in creative services – technology and so on. What role positively can the city plan to take to support businesses that are here or to support new businesses coming in?

- ◆ I worked for the Convention and Tourism Bureau in the city for five years, and we promoted tourism and I understand how it works, and I suggested a tourism board many, many times. Just like you have a Planning Commission, you need a Tourism Commission. People give their time and they'll give a lot of energy. We need somebody writing press release stories about the history of the town and sending it out to the newspapers. They pick it up, they write about it, people tear it out of their papers. They take out "Casa Madrona" and they take out this cute little shop that sells this and that, and they come here from all over the world. Newspapers are looking for our material, our content, and they put their own byline on it and it shows up in 10,000 newspapers with 10,000 bylines. Sausalito needs an active Tourism Commission. They don't need to hire anybody, they just need somebody who knows what they're doing.

Anderson: So it would be all volunteer?

- ◆ Why not? But they've all been. Then they look for somebody to hire and then they spend all this money and then they don't do it – like the Arts Commission. I've been to the City Council 10 times and told them about it.

- ◆ Why don't you start one?
- ◆ You can't start one.
- ◆ She wants it affiliated with the city.
- ◆ The city needs a Tourism Board. They need merchants on there. They need retailers, and they need people here that are articulate, and they need writers. This town is full of writers. We need to talk about how the Seawolf was built – Sally Stanford was here and Captain Richardson.

Anderson: I want to move on to other ideas.

- ◆ You asked specifically about Marinship, and I think there is an opportunity and some movement for the city to reopen the question of the zoning requirements for Marinship, and I think that's great and I think this is the kind of input that starts that, but I believe that the last time the city opened that it ended up allowing dot.com creatives and what we ended up with at the bust of the dot.coms was a lot of empty buildings, so it needs to be a longer time view.
- ◆ Stick with the narrative. Stick with our history and our heritage.
- ◆ Tell people what Marinship is because I don't even know and I've lived here for 18 years. I don't know what you guys are talking about.

Anderson: We have a map over – we'll have a chance to look at it later.

Other ideas?

- ◆ The emphasis on history can help bring in revenue. We have a vehicle called "Sally" which I think is underused, but a vehicle like Sally could be used to have paid guided history tours for Sausalito.

Anderson: Would it be free? Would they pay?

- ◆ Oh, certainly they would pay a significant fee to go on this tour and set tours should be amply advertised over in San Francisco where Grayline tours are and so forth, so if they come over here they know they can take a history tour on a vehicle like Sally.
- ◆ Unless it is run by the city...
- ◆ I don't know who would be sponsoring it.
- ◆ The problem with the Sally shuttle is they have to go into San Rafael to get fueled.
- ◆ This is kind of related to that – skipping back to businesses we like – and I know it's kind of controversial, but I sort of miss the old Flea Market. When I was young -- I don't know, if there could be like a big Quonset hut or something, but you know, it brings in a lot of people.

- ◆ Just that San Francisco is very much in trouble, too, so they are encouraging the concierges to keep people in the city by recommending restaurants in the city. They are saying, "Don't even leave the city." They also recommend the wine country. So, Sausalito – the imaginary tourism commission – has to go on a campaign to woo back these concierges who will be recommending us and saying, "Yes, Sausalito is back again. We took the parking prices down. We are welcoming you with open arms. We're not going to make you eat at the Spinnaker just because your driver took you there and he gets a free lunch. We're going to tell you where the good restaurants are, and we're not going to play these games with you any more. We like you, tourists."
- ◆ Along those lines, I didn't understand why Sausalito opted out of the Marin tourism – about a year ago all the towns in Marin got together except Sausalito.
- ◆ There was some kind of falling out there.
- ◆ And I thought "Why?" We are trying to get tourism, but we don't join this.

Anderson: We've focused a lot on tourism and we've talked about the Marinship. There is clearly a spectrum of views about that, with the notion to review the rules, to make sure we preserve things, other people wanting wider use. Is there anything other than tourism and Marinship that comes to mind?

- ◆ Tourism is – I guess I just – as an economic builder, I guess it is one, but I don't think we need to advertise ourselves so much. I think we need to... our little town...

Anderson: What would you like to see?

- ◆ If we could produce something that people could only get here, like wooden boats made in Sausalito.
- ◆ Just as a residential thing. I like going to movies and our one movie theater here is pretty much like watching it in your living room, so we go to other places that have nicer movie theaters. So, if we had a movie theater that was a little more technologically advanced, it would get more people into the Caledonia area also.

Anderson: As opposed to our picturesque one?

- ◆ Well, it could still be picturesque, but be better inside.
- ◆ The Japanese have this tradition, and I do it too when I travel, and that is you want to buy something that's made there. So if we had a little bronze worker down here making the little seals or something that symbolizes Sausalito, we could sell it and it's "Made in Sausalito." We don't have anything that's really – in the galleries. We have local artists, but they are not actually Sausalito, so if you had artisans making something, like a loom shop or

something, I would encourage that because if it's made in Sausalito you've cornered the entire tourism market.

Anderson: A lot of things are made here that are not widely known that, if there was more of a branding support effort, it might be worthwhile. We're on tourism - is there anything else other than tourism we can bring up?

- ◆ As a resident, I really like getting to know the other residents, and I think it would be fun if there were Town Hall dance parties or block parties or somewhere you get out and you meet your neighbors. We also have a little house out in Tomales and they have Town Hall parties all the time. It's just fun.

Anderson: At one of the earlier meetings, they talked about how we're friendly and we're tolerant, and yet people don't talk to each other and so there was a desire to have more ways to do that.

- ◆ That's why the Sausalito Lions Club started the pancake breakfast.
- ◆ I still think if we had a really strong maritime center with a tall-masted ship and put it all together with what we've got here, we could have a real presence in California, the West Coast, and in the world. It would do a lot for this town.

Anderson: It's an interesting thing, when we all talk about our ideas -- the synergy and imagination that makes things coalesce so they happen -- and I know many of you know that because you've started stuff, and so when we have these fragments of ideas in our mind, we think, "Well, where can the center of energy be? Who can start it?" And you clearly know a lot about that part of Marinship and the wooden boat building and are willing to do your part. And as you think about what roles different organizations can play, that might make something happen to move it forward. I'd love your insights because you love the town.

- ◆ Along those lines, I think the Bay Model is a wasted space. I think it's okay, but it could be so much more for this town. So few people go to the Bay Model.

Anderson: To have the space inside used differently?

- ◆ No, even use it as it is, but then there's all these other rooms where sometimes the Chamber has meetings and it has the great little park where they now are going to do music, but they are not getting the word out too well because it's owned by the Army Corps of Engineers.

Anderson: So, again it's a matter of getting the word out, so people know about them, so it perpetuates.

- ◆ Or maybe the town gets a... and they bring their boats there and it becomes like a little marina.

- ◆ ...pier there and he wants to hook up with them. The Maritime Association is trying to work out a deal with the Army Corps to put up a Maritime Museum there. It's little by little. All these little pieces and parts we want to do are trying to pull together to get something cohesive and consistent in that Marinship. If we go put in other uses, it's going to load...

Anderson: Marinship is a large space and a highly controversial one where people have long held strong opinions, so when you look at that space you think of all the different people coming together. It will be interesting if on the one hand some people are asking the City to spearhead an effort to review it, with a kind of plan that gets wide enough public input so that people feel heard and come together instead of having something fall apart. That's why I'm asking you right now to just pause for a moment – we have 20 more minutes. I want you to think positively and constructively. What are the things that you think the City could do that would make it better for the residents and maybe economically more viable for the City or the businesses?

- ◆ One of the things we may want to think about is other places you've visited, such as Cape Cod, or places that are similar to Sausalito. What did you like about that place? What do you like about going there? When you travel, what are the places you like to go to?
- ◆ One of the things they've done in Tiburon lately is they started Friday nights on Main. It is a community, local event where residents come down, you can drink wine in the restaurant and in the street, and it is a picnic. We have Jazz and Blues by the Bay, but when you look at community events and getting to know your neighbor, that's one of the beauties about living in a neighborhood, where you can walk out – but when you come downtown you want to see friendly faces and people that you know, so we might want to think about something like that.
- ◆ I live at the Cote d'Azur, which is a village in itself. It is 60(?) units with a very mixed group of people, and I think what Sausalito has to understand is what the population mix is here. I understand that it is primarily single people, and the desires of a population of single people are different than the desires of families or young families or older families. That would very much drive what the town needs. I don't know the answer to that, but I would love to know, what is the demographic.

Anderson: That's a great idea. The demographics. It skews older and it skews single and it has been changing towards young families coming in. So that's a good idea, to make it more widely known – in summary, so people can go about understanding what serves me and what serves the group as a whole.

- ◆ That's true, the population is aging and there is a whole industry around the aging population and there are products and services being offered that never

existed before. Perhaps that's something we want to consider in bringing more to Sausalito -- the senior presence.

- ◆ I should be one to comment about what my neighbor just said about Tiburon. I was there just two weeks ago on a Friday night and was greatly impressed by the very thing you described. It was a great event. Admittedly, it's a little difficult for Sausalito to do it because Tiburon has the Main Street that is way off the mainstream, completely different from Sausalito.
- ◆ What were the organizations involved in doing that?
- ◆ All the merchants of Tiburon Boulevard - restaurants, merchants, hotels. They gave discounts to local people.

Anderson: Thank you for giving feedback when something resonates because then we know it's...

- ◆ ...I like it when they keep the lights on on the trees all year along. It makes it look very magical. I didn't understand why they took them down and put them back up - because it costs a lot of money - but I grew up in a small town on a big river and we had a Moon River night and it was a huge festival event, and what I found in this town is we always have everything in the summer when it's freezing, and then when it gets to be October, September and November, there are no events.

So, more events in the fall?

- ◆ Because that's when we have our weather. The other thing is that if you've ever been to Spain or La Paz or Mexico or been in Argentina, they have a lot of little restaurants all around these big boat docks and people come in and it creates a whole secondary community of - we're talking about sophisticated, upscale people. I'm not asking to have more tourists in this town. I don't want more tourists, I want more quality tourists. I would just as soon as the Walkman(?) fall in the water and that the Birdman(?) fly away because I don't want that kind of level of tourists. And to add to your point about the Bay Model, they just had an art show with one of my artists, and her husband and I were able to get hundreds of people over there because I knew my artist was over there, but it's very hard for people to find the Bay Model.

Anderson: So, going back to business development, here's the last part to end on and it's probably among the hottest. When you are thinking about it, what kind of development or growth businesses do you want to hear more about, and what do you want in the Marinship area or in the level of town that goes from this part (pointing to map) on out on the street or up north? Think about areas of town and the changes you'd like that you think would make the town more livable for you and help business.

- ◆ I'd like to see more working people, people where you can go to your job here in Sausalito - it could be law, it could be light technology, it could be

architecture. I'd like to see more of that kind of business and not just art, and clothes and copy (coffee?) shops. So a little bit more of a mix - quasi-business/professional.

- ◆ But we had other guests years ago, and that was a little bit of an oversight, I'd say, that we lost them, and I think sometimes when businesses do come to town, they don't necessarily stay because the bureaucratic process they go through, they go to San Rafael because it's just going to be easier.

Anderson: What do you want the city to do that it's not doing?

- ◆ Make the process easier to come to town. Look at that carefully, at what the business is. I'm all for the city taking a close look at who gets to open the gate here, but at the same time I think we need to be a little more welcoming and a little more flexible with the way it works.

Anderson: What kind of businesses would you like to see come here?

- ◆ ... is a perfect example of one we lost that I don't think we should have.

Anderson: Any other kinds? Are we talking about software? Does anybody have any strong feelings about the kinds of businesses?

- ◆ There was a catering business - and we lost that. I'm sure there's a variety of examples.
- ◆ Not all businesses fit here. There's a particular mix. People come here because they like that particular mix.

Anderson: Any other changes that you'd like the city to do or the businesses as a whole that you think would be good for the city?

- ◆ I was just thinking about the positive PR. I own a business in the city. I go to the city every day, and I don't really know what's happening downtown here, but it just doesn't sound very positive to me, between the city and the business owners, but maybe that's why we are here tonight, to make things better, to get more people involved and have better PR. Get us on the map - Sausalito on the map. Publicity, some for tourism, maybe some for more local events. People love living here. I love it when I travel, people say, "Where do you live?" I don't say "San Francisco," I say "Sausalito."
- ◆ You can get bored here too, if there's not enough going on.

Anderson: It seems like there's a desire for a lot of things where you can band together - community events. It seems like there are a lot of things you don't like, but there are some things that you might want the city to do better.

- ◆ Give us free parking downtown for two hours.
- ◆ Like they have in Carmel and Beverly Hills.

- ◆ It's 75 minutes for a quarter – instead of 10 minutes for a quarter. Ten minutes, I can barely get...
- ◆ It's 20 minutes.

Anderson: Let's not go over the old stuff. Let's get to the new stuff. And I want you to pause for a minute. Remember the different parts of town – you have all been talking about different perspectives, and that was helpful. As you picture different parts of town, and as someone was saying earlier – by the way, she does this all over the world, what I'm doing tonight, and that's probably why she's thinking more globally. Picture, if you would, other areas – what they've done you've liked in terms of the business, in terms of residential life, in terms of the signage – anything that comes up that you think can be constructive and positive changes that you would like to see done.

- ◆ Lighting. This town is poorly lit. The lampposts don't work. Half of them have been covered up on one side because the residents object to the light, and lighting can change anything. With the proper streetlights the town would immediately have a glow.
- ◆ The other thing that comes to mind – I commute by ferryboat, and when you get off the ferryboat the sign that says we are a nuclear free zone somehow just doesn't resonate -- I think at one point that was probably okay. At one point San Francisco had a project in which I was very involved. I thought we should get a heart in Sausalito. I couldn't quite get it off the ground. To me, that sign should go.
- ◆ You know, the Marinship is an industrial complex down there, but there is so much that a few trees and plants could do that would really soften it and make it a more friendly place. And I'd like to see more of that happening in the Marinship. A garden would be a lovely thing, especially for people on houseboats who don't have any land to grow things on.

Anderson: And you have some pictures of community gardens. I wanted to ask about public access to the waterfront, if you have any thoughts about the kind that would be appropriate...

- ◆ I don't know anything about this, so I'm just going to blast into it. But you know the – Mollie Stone's – there is the huge parking lot. This grim parking lot on this spectacular piece of land – why can't they use some of it to make a park with trees and benches and make it really pretty. I don't even know what it is – it's maybe a private property, with all the boats there. It's a huge parking lot. It's a beautiful piece of land.
- ◆ To address your previous question about something from another town that might fit, if you think about San Antonio and its River Walk, which started

out as sort of a backwater dumping ground years ago, it was by groups like this that managed to prod the city into developing that, so if we took our boardwalk which comes from the ferry and then ends at Café Trieste, and as this land out here gets redeveloped and other things happen in Marinship, perhaps that could be a continuous boardwalk all the way to the other end of town.

Anderson: How do the rest of you feel about that?

- ◆ Absolutely.
- ◆ Won't work.
- ◆ This is our best feature right here. What we have and this is what makes us unique. This is exactly where this all started tonight, and why not show everyone what we have here – bring them through the town...

Anderson: What specifically about that?

- ◆ Petaluma did it too, along the river there, and they really improved the coffee houses and the restaurants and the Petaluma River. It was pretty funky before, and I think we could do an upgrade here and that wouldn't be too difficult to do.
- ◆ The answer is yes; we'd like to think of ourselves as a maritime community. I said that in the very beginning. It is a maritime community. Anybody in the world likes to look at the water. A waterfront path would provide everyone with access to all of the above.
- ◆ But you've got to realize that a working shipyard is a working shipyard, and there's stuff going on down there and you can't just decide to build a boardwalk over the waves. Right now people walk right through the middle of the yard down Road 3 and through the hole in the fence, and that's fine, because it's not all done, because it is rough – that actually adds to the charm of it.

Anderson: So, it's possible to do a path along the water that would avoid that, or wouldn't be?

- ◆ You couldn't be right on the water because it would be... but that's where you showcase your maritime heritage. That's where you see the Marinship.

Anderson: Any other comments about that idea?

- ◆ In Pittsburgh, it used to be a mill town and now they have all these beautiful shops around the river and it's spectacular. I used to work in the Ferry Building in San Francisco in 1971 and remember when the Embarcadero was horrible, and now the Ferry Building is super glamorous. It can be done, if you have the vision.

Anderson: So, there might be an anchor somewhere that's a landmark.

- ◆ Yes, a couple of groups have done - tried to put them out - anchors.
- ◆ I think that the person that I know who is one of the major landowners down there at Marinship could, instead of ignoring everything and leaving it to look pretty terrible - I was down there today - it's pretty shabby looking, and maybe he could help cleaning that up. He wants to develop it. He wants to really push the boundaries on this plan, so maybe he could help by getting that place cleaned up. Who knows? - maybe it would be better just by doing that.
- ◆ The waterfront has an additional advantage. I've had people stop me and ask where they can see houseboats. A waterfront path would give them access to at least see houseboats.
- ◆ There really is a path.
- ◆ There's no sign that says...
- ◆ There's no sign that says, but you're going to have hell to pay if you start bringing people down into the houseboat communities.
- ◆ I'm not talking about taking them into the houseboat communities. I'm talking about letting them walk by the houseboats.
- ◆ I would just add from a merchant's point of view, in Scottsdale, which is doing the same thing now with an irrigation canal, that for the merchants and the landowners, you are creating a second front to their property, so in fact for some it in effect doubles the rentable available space, but that then ties into what's appropriate use, so does a restaurant and bar go in there? Do boat showrooms go in there? That's all open.

Anderson: Any last comments?

- ◆ I think this is just a wonderful idea, and I feel sorry for the tourists as they get off the ferryboat and they don't know which way to go, and they go over to the corner by the Sausalito... And they turn, and then they say, "Where is this Sausalito I've heard about?" It's hard to find.

Anderson: You've brought up some good things. You've talked about signage, more collective promotion, both for people who live here and people visiting. You've talked about more unified plans. The one thing we didn't touch on that much, because we went different directions, is about the different parts of town and the things you wanted and the different sectors. Is there anything more you want to say about different parts of town?

- ◆ Fewer dry cleaners.
- ◆ Yes.

- ◆ We need a Laundromat, café.
- ◆ I've wanted for years to put on the garbage cans, "Welcome to Sausalito. Please throw your garbage in here." The streets are covered with cigarette butts and cokes and ice cream cones, and it's embarrassing.

Anderson: Any other last comments?

- ◆ In terms of the population here, you were talking about demographics. It's close to 7,000 - 6,500, somewhere in there - and just coincidentally that's also the population of San Quentin, and I think about that. I think about different communities - and I crossed that out.
- ◆ Sister City status?
- ◆ One more thing. If anyone is interested in bringing tourists to Sausalito and spreading the word about our maritime history and supporting the wooden boat culture, I suggest - the Sausalito Wooden Boat Tour.

Anderson: You will get a summary by email of what this is about. I appreciate your fervency and input. I hope as well that you will tell other people that there will be an opinion poll that they will have a chance to respond to, and if they don't get "in the loop" it's helpful to give it as feedback.

It's nice to be in a town where we all love it so much.

- ◆ I'd like to say one other thing. The only other thing I'm thinking about is: Don't leave this here. Carry these conversations outside. Talk to your neighbors. Talk to your friends. Talk to other people in the community so you really get an active conversation going with the entire community.
- ◆ What would be good is to have a list of the questions you asked us. That would be helpful in talking to other people.

Elizabeth: These questions will be available to you or others, but I want to encourage you to spread the word that this July 11 Resident Roundtable is going to happen. This group, as you know, was by invitation. We're thinking that the next Resident Roundtable will be come one - come all.

END