

BUSINESS ADVISORY COMMITTEE MINUTES

Thursday, December 16, 2010

8:30 a.m.

City Council Conference Room
City Hall at 420 Litho Street

1. Call To Order

Jonathan Leone (City Council Rep)*

Herb Weiner (City Council Rep)

Arrived 8:40

Cheryl Popp (Chamber Rep)

Joe Lemon (Chamber Rep)*

Jeff Scharosch (Chamber Rep)

Arrived 8:45

Adam Krivatsy (City Resident)

Eckart Noack (City Resident)

Amy Clawson (BAC Appointee)*

Peter Van Meter (BAC Appointee)

**=Absent*

2. Public Comment on Items Not on Agenda – None

3. Approval of Minutes – Meeting of November 18, 2010 – *Approved with amendments*

4. Quarterly Review of Capital Improvement Projects Recommended by Imagine Sausalito Action Committees

Director of Public Works Jonathon Goldman provided an overview of the completed capital improvement projects, including street and storm drainage projects. Adam Krivatsy asked if the Imagine Sausalito projects have been analyzed or prioritized. Director Goldman indicated that the City Council established the project priorities. Peter Van Meter suggested that direction be given to prioritize the Greenway and Ferry-Bridgeway projects.

5. Progress Report on Marin Economic Forum Economic Development Study

Marin Economic Forum consultant Rob Eyler provided a progress report and noted that work has been progressing on Topic 1 (Optimal and Targeted Business Mix) and Topic 2 (Specific Economic Impacts in Sausalito). Work on Topic 4 (Local Interviews) will begin in January. Contacts with residents and businesses will commence in the next two months. Mr. Van Meter asked how much time is being devoted to examining other communities. Dr. Eyler responded that finding a comparable community is challenging. They are not spending much time on this issue. Mr. Krivatsy suggested that an emphasis should be placed on examining changing trends. It would be helpful to identify future profiles so Sausalito businesses can plan accordingly. Dr. Eyler indicated they can look at the five year trends. Mr. Van Meter stated that the profile of a buyer would be desirable. Dr. Eyler responded that a retail leakage analysis is not part of the present study. Cheryl Popp volunteered to schedule a meeting with Dr. Eyler and local businesses.

6. Discussion of Short Term Business Needs Study

Community Development Director Jeremy Graves reviewed the staff report and concluded that the BAC should consider assigning a portion of the Short Term Business Needs Study to the ongoing work being conducted by Rob Eyler. Dr. Eyler indicated that Phase II of the scope of work (Marketing of Available Properties) is unlikely to be a good fit. However, Phase I (Creation of Data Base of Available Commercial Properties) would be possible and an extension of the on-going work. Jeff Scharosch indicated that he would be willing to serve on a subcommittee to work on Phase I. Mr. Van Meter volunteered and Eckart Noack said he would be willing to head up the subcommittee. Following discussion, a subcommittee of Messrs Scharosch, Van Meter, and Noack (lead member) will prepare a methodology and start work on preparing a Data Base of Commercial Properties. They will give a status report at the January meeting. In the future, Dr. Eyler and the BAC will look at the results and determine if Dr. Eyler should be engaged to take additional steps to incorporate the results into his study.

7. Status Report on “How To Start a Business” Brochure

Cheryl Popp provided an overview of recent progress and distributed her revisions. Ms. Popp indicated the next step is to give the materials to Amy Clawson for preparation of a draft brochure. She indicated that this may result in deletion of some of the tables. Mr. Scharosch moved and Ms. Popp seconded a motion to approve the changes with the provision that the statistics may be modified as needed. The motion passed unanimously.

8. Meeting Calendar for 2011 – Correction

Director Graves explained the correction to the 2011 meeting calendar. The corrected meeting was approved by consensus.

9. Communications

- a. Staff – Status report on the Marinship Land Use and Business Inventory – *Director Graves explained that work on the Marinship Land Use and Business Inventory is proceeding and a presentation to the City Council is expected in early 2011.*
- b. BAC Members – *Mayor Weiner indicated he would be proposing a City Council resolution to allow all boards to select their own chairs and vice-chairs.*

10. Agenda Topics for Next Meeting

11. Adjourn – 9:58 a.m.