

BUSINESS ADVISORY COMMITTEE MINUTES

Thursday, September 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)

Cheryl Popp (Chamber Rep)*

Joe Lemon (Chamber Rep)

Jeff Scharosch (Chamber Rep)

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 September 2, 2010 – Approved, as amended

4. Review of Sales Tax Revenues

Administrative Services Director Charlie Francis reviewed the sales tax revenues and indicated that the revenues for the First Quarter of 2010 decreased 2%, compared to same quarter in 2009 and that the revenues for the Second Quarter of 2010 increased 45%, compared to same quarter in 2009.

5. Set Date for Kick Off Meeting on Marin Economic Forum Economic Development Study

Community Development Director Jeremy Graves indicated that economic consultant Rob Eyler was not available for a kick-off meeting today and requested the BAC to identify a preferred date to meet with Dr. Eyler. The BAC requested staff to arrange for a Wednesday morning meeting with Dr. Eyler as soon as he is available.

6. Review of Scope of Work for Preparation of Short Term Business Needs Study

CD Director Graves noted that the staff is concerned that Phase III of the scope of work will require the consultant to make recommendations on issues (e.g., market strengths and weaknesses, retail gaps) which are issues to be researched by the Eyler study, but not otherwise researched by the consultant for the Short Term Business Needs Study. Mayor Leone noted that the scope of work does not include any market research on the ground in community. Peter Van Meter noted that most of the value in the project would be in Phase I, in which the consultant would be creating the data base. He also noted that the consultant could arrange for commercial brokers to hold mass open houses of many commercial tenant spaces. Eckart Noack volunteered to serve as a contact person for the consultant during the Phase I data collection phase. By consensus, the BAC requested staff to invite Rajiv Parikh to the kick off meeting with Dr. Eyler for a discussion regarding the scope of Phase III.

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

CD Director Graves distributed draft wording for the brochure. He reported that the brochure committee’s review of the brochure is in progress.

8. Communications

a. Staff – *CD Director Graves distributed the draft letter prepared by Cheryl Popp for the Imagine Sausalito Recommended Action Summary. The BAC accepted the draft letter with minor modifications.*

b. BAC Members – None

9. Agenda Topics for Next Meeting

Review of the economic impacts of the America’s Cup event

10. Adjourn – 10:04 a.m.