BUSINESS ADVISORY COMMITTEE MINUTES

Special Meeting Wednesday, October 6, 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)

Adam Krivatsy (City Resident)*

Eckart Noack (City Resident)*

Cheryl Popp (Chamber Rep) Amy Clawson (BAC Appointee) Arrived at 8:42

Joe Lemon (Chamber Rep) Peter Van Meter (BAC Appointee)

Jeff Scharosch (Chamber Rep) *= Absent

2. Public Comment on Items Not on Agenda – None

3. Approval of Minutes – Meeting of September 16, 2010 – *Approved, as submitted*

4. Kick Off Discussion Regarding Marin Economic Forum Economic Development Study

Robert Eyler, Marin Economic Forum, provided an overview of the scope of work for the Economic Development Study. He noted that the Optimal Business Mix phase of the study will identify what industries are missing from the community and what could be gained by adding the missing industries. The Economic Impacts in Sausalito phase of the study will examine what additional industries could fit into the community. The third phase of the study will examine the Marinship and what types of businesses would benefit from an expansion of the marine industry and what types would lose from an expansion of the marine industry. This analysis will look at what would be economically best for the area, absent current zoning designations. The BAC asked Dr. Eyler for periodic reports. It was agreed that Dr. Eyler will provide written updates as the study progresses with oral updates in the November-December timeframe. Beginning in January, Dr. Eyler should be able to attend the BAC's monthly meetings.

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

CD Director Jeremy Graves provided an overview of staff's concerns regarding the scope of work. Specifically, Phase III requests the consultant to provide recommendations on several issues which are not studied by the consultant. Prospective consultant Rajiv Parikh described the approach he is proposing for the study. Mr. Parikh indicated Phase II would be oriented toward assisting smaller and independent brokers who do not have an in-house marketing staff. He suggested marketing which would reach out to east bay and San Francisco brokers. Finance Director Charlie Francis suggested reaching out to executive officers of firms as a cost-effective method for generating interest in moving businesses to Sausalito. Cheryl Popp stated a marketing strategy would need to be agreed upon. Chair Jonathan Leone indicated that Phase I (create data base and inventory) would be creating value, but Phase II (identifying space needs of office users, providing targeted outreach) would not be creating lasting value. Peter Van Meter suggested dropping Phase III. Jeff Scharosch suggested incorporating topics A, B, and D of Phase III into Phase II. Chair Leone moved and Mr. Van Meter seconded a motion to accept Phase I and II. The motion passed unanimously.

6. Communications

- a. Staff -- None
- b. BAC Members -- None
- 7. Agenda Topics for Next Meeting
- **8.** Adjourn Next Meeting October 21, 2010