

BUSINESS ADVISORY COMMITTEE MINUTES - DRAFT

Thursday, January 20, 2011

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)*

Jeff Scharosch (Chamber Rep)

Arrived 8:35

Joe Lemon (Chamber Rep)

Cheryl Popp (Chamber Rep)*

Adam Krivatsy called the meeting to order

Adam Krivatsy (City Resident)

Eckart Noack (City Resident)*

Amy Clawson (BAC Appointee)

Arrived 8:45

Peter Van Meter (BAC Appointee)

** = Absent*

2. Public Comment on Items Not on Agenda

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

4. Marin Economic Forum Economic Development Study – Progress Report

Robert Eyler, Marin Economic Forum reviewed his written status report and indicated he plans on holding office hours in Sausalito for residents and business owners in the near future. Dr. Eyler said the City's income is dominated by revenues from real estate transactions and retail sales tax.

Community Development Director Jeremy Graves noted that the minutes from the October 6, 2010 BAC meeting indicated analysis of the Marinship would “look at what would be economically best for the area, absent current zoning designations.” He said Councilmember Pfeifer had subsequently expressed reservations about the Economic Development Study analyzing businesses in the Marinship absent current zoning designations. The consensus of the Committee in response to this concern, indicated that there should be no constraints on the analysis provided by the Economic Development Study.

5. Commercial Property Data Base

Jeff Scharosch provided an overview of the commercial property data base prepared by Eckhart Noack, Peter Van Meter, Mr. Scharosch, and John Cox. Mr. Van Meter indicated there is a 7.5% vacancy rate of the 241 retail spaces. After accounting for several special situations, the effective vacancy rate is 5.4%. As a result, the community's retail vacancy rate is good and not a problem. Mr. Scharosch indicated approximately 104,000 square feet of office space is available in the \$2-3/square foot range. In addition, Sausalito has a significant amount of non-traditional office space. A 20% vacancy factor is no out of the range, given the regional market for office space. Mr. Scharosch noted the indirect benefits provided to restaurateurs and retailers provided by office workers. Amy Clawson explained that the expansion prospects are good for advertising and design firms. Mr. Van Meter said that community open houses could be held, possibly by the Chamber of Commerce, to promote office space opportunities. Mr. Cox said that there are effectively no vacancies industrial spaces; these have been transferred to office uses. Joe Lemon noted that he has a 20% vacancy rate and rarely has prospective tenants looking at his site. Michael Rex complimented the report and suggested that resident- and visitor-serving proportions should be provided, as well as trends and an analysis of the types of businesses signing leases and closing. The consensus of the report preparers was that these suggestions were beyond the level of this study. By consensus, discussion of the office uses was continued to the next meeting. Vice Mayor Mike Kelly suggested the City Council should get a report summarizing the results of this work.

6. America's Cup

Jim Gabbert of the Sausalito Yacht Club indicated that he has been in discussions with the St. Francis and San Francisco Yacht Clubs regarding the prospects of charter boats bring club members to Sausalito during the America's Cup. He also noted the need for additional guest boat slips during the America's Cup events. Vice Mayor Kelly noted that renovation of the public pier adjacent to the Horizons restaurant would be a worthy project. Michael Rex suggested forces be joined with the Presidio Yacht Club at Fort Baker to operate shuttles to Sausalito for visitors.

The following individuals were suggested as candidates for a local organizing committee to coordinate local activities for the America's Cup: Jim Gabbert, Joe Lemon, and Chris Gallagher.

7. Communications

- a. Staff –None
- b. BAC Members –None

8. Agenda Topics for Next Meeting

9. Adjourn – 9:58 a.m.