

BUSINESS ADVISORY COMMITTEE – MINUTES – DRAFT

Thursday, February 17, 2011

8:30 a.m.

**City Council Conference Room
City Hall at 420 Litho Street**

1. Call To Order

Herb Weiner (City Council Rep)

Mike Kelly (City Council Rep) *

Cheryl Popp (Chamber Rep) *Arrived 9:00*

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. Selection of Chair, Vice-Chair, and Recording Secretary

On successive unanimous votes, Adam Krivatsy was elected Chair, Eckart Noack was elected Vice-Chair, and Joe Lemon was elected Recording Secretary

3. Public Comment on Items Not on Agenda -- None

4. Approval of Minutes – Meeting of January 20, 2011 – *Approved with amendments*

5. Marin Economic Forum Economic Development Study – Progress Report

Robert Eyler of the Marin Economic Forum reviewed his written report and noted that he had set up times at City Hall to meet with business owners and residents. He has also prepared a draft survey questionnaire that he would provide to the BAC for review. Adam Krivatsy noted that it would be helpful for the study to review the positive fiscal impacts of new workers occupying existing vacant commercial spaces as well as the overnight stays by business visitors to Sausalito. CD Director Jeremy Graves distributed a memorandum from Michael Rex regarding strengths, weaknesses, and opportunities in operating a business in Sausalito.

6. Commercial Property Data Base/Short Term Business Needs Study – Continued Discussion of Office Uses

Eckart Noack indicated he would coordinate with Joe Lemon on clarifying the industrial uses on Joe's property. Eckart also said the Class A office space in Sausalito is comparable to the Class A office space in Mill Valley and Corte Madera. The vacancy rates are more driven by the economy than the particulars of Sausalito's office space opportunities. Peter Van Meter said the data base should be presented to Rob Eyler for use in the Economic Development Study and to the City Council. Eckart indicated that the "off-beat" tradition in Sausalito can be used to market office space to creative and design businesses. By consensus, the Commercial Property Data Base/Short Term Business Needs Study was accepted with Eckart's forthcoming changes on the Lemon property. Peter Van Meter said the next step is to develop an action plan.

7. "How To Start a Business" Brochure – Status Report

Amy Clawson indicated the brochure is 98% complete. It will be in an 8½ x 11 format, double-sided. She will provide City staff with cost estimates for its production.

8. Communications

a. Staff

b. BAC Members – *Mayor Weiner said he hopes to start the update of the Marinship Specific Plan this year.*

9. Agenda Topics for Next Meeting

- *Action Plan for the Commercial Data Base/Short Term Business Needs Study*
- *Discussion of the BAC's actions for 2011 to help the community. BAC members should provide written statements.*

10. Adjourn – 9:55 a.m.