

MEMORANDUM

DATE: May 19, 2011

TO: Business Advisory Committee

FROM: Jeremy Graves, Community Development Director

SUBJECT: BAC Action Plan for 2011

At the April 21, 2011 Business Advisory Committee (BAC) meeting, the BAC identified the following ideas and determined that three items should be identified for BAC action in 2011.

- Sausalito is “open for business”, with open houses, business tours, broker open houses, office building tours, etc. (Scharosch)
- Resident walking tours of the downtown district to discover what is actually there, with possible special merchant promotions (Van Meter)
- Fashion shows and other special events to promote business categories (MacGregor)
- Proactive outreach to attract and retain businesses: a part-time staff person should promote businesses in the sectors most desired by the residents (Popp)
- Increase the allocation of the 5% Transient Occupancy Tax that goes to the Chamber of Commerce to finance an economic development director. (Popp)
- Make changes to the permitting procedures to become a more business-friendly community (Popp).
- Advocate the BAC’s adopted priorities, including using the *Imagine Sausalito* documents (particularly the WAM report) as resources (Noack and Gallagher)
- Collaborate with the Chamber and Sausalito’s hospitality industry to facilitate higher occupancy of overnight accommodations (Krivatsy)
- Work with owners of Class “A” office space to identify means of filling vacancies (Krivatsy)
- Work with the Chamber on a more effective way-finding and directional sign program (Krivatsy)
- Recognize opportunities hidden in the Marinship by updating associated City policies and regulations (Krivatsy)
- Initiate a shuttle transportation service (Krivatsy)