BUSINESS ADVISORY COMMITTEE – MINUTES

Thursday, March 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) 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 February 17, 2011
- 4. Quarterly Review of Capital Improvement Projects Recommended by Imagine Sausalito Action Committees

Oral report by Jonathon Goldman, Director of Public Works – this report was moved to the April meeting as Mr. Goldman was unable to attend.

5. Marin Economic Forum Economic Development Study - Progress Report

Review of written status report and draft survey questionnaire prepared by Robert Eyler, Marin Economic Forum. BAC members questioned the ultimate purpose/goal of the survey and therefore the questions developed, suggesting numerous changes and new questions which Cheryl Popp will communicate to Mr. Eyler. BAC will review the final survey prior to its deployment. BAC members also raised concerns regarding the scientific methodology of the survey and the validity of sending it to every resident and business owner as originally planned. It was suggested and agreed that a more random sampling would be more valid, assuming a large enough sampling could be obtained. BAC wants to ensure that the "highest industry standards" are employed so that the statistical sampling and value of the survey is validated. It was noted that typically a response rate of 15% is considered significant (so if 1,000 postcards are mailed and 150 responses are received it works). Ms. Popp and Jeremy Graves will speak with Mr. Eyler about the methodology. In addition to the survey review, Jeremy Graves reported that Mr. Eyler will provide a project update to the City Council at the April 5th council meeting; it will be a short report with no vote involved. According to Councilman Kelly, the council's single concern (and the reason they want to hear from Mr. Eyler) is to ensure that the study "not purpose land use changes/zoning in the Marinship area". BAC members reiterated and agreed that the purpose of the study is to provide analytical data that enables policy makers to make these determinations, not to purpose such changes. At the same meeting, Eckart Noack will present a verbal summary of the BAC's short term business survey results. Adam Krivatsy asked that the BAC also query Mr. Eyler on what the Marin Economic Forum has learned from other communities in Marin and that this information be included in his final report as well.

6. Commercial Property Data Base / Short Term Business Needs Study – Action Plan

Discussion of action plan by BAC members. Mr. Noack reported that only minor edits and statistical updates were made to the original report that was submitted in January 2011. He summarized the survey results again for the committee. Basically, as previously reported, Sausalito's retail/downtown district is doing well with less vacancy than other Marin communities; occupancy is more of an issue in the commercial sector. Mr. Noack suggested that the City doesn't need more Class A office space and that the City-sponsored Marinship land use inventory would provide more detail on industrial space status. He also noted that the City Council has no policy for addressing the Marinship: "it is far too controversial and yet there is no way not to look at it and we shouldn't be afraid to do so." He referred to it as a "hornet's nest" but that he was ready to "get stung". He noted that it has polarized the community, suggesting

that it can no longer be ignored and that the BAC needs to lead the drive to address it. He noted that one report after another, including the WAM report, has suggested the same, but still there is no action. Mayor Herb Weiner assured the BAC that the Marinship Specific Plan which is 20 years old would be addressed and updated by the City "this year". Councilman Kelly agreed that the MLK and Marinship plans needed to be updated and said that he felt the BAC survey results would provide hard facts regarding the city's vacant space and outline growth opportunities without actually recommending action and that this data would provide guidance on supply and demand that could help the City act accordingly. Joe Lemon suggested that perhaps the city did not need more Class A space but Class A space could be made "funky" citing the ad agency Butler Shine & Stern Partners as an example. Mr. Kelly noted that in San Francisco "creative space" leases for a 10-25% premium.

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

Cheryl Popp, Amy Clawson, Jeff Scharosch, and Assistant Planner Alison Thornberry. Jeff Scharosch and Ms. Popp reported that the report was in production, awaiting updates that reflected the new census numbers. They also presented production and printing estimates for 500-1000 copies. A minimum of three bids are being sought. Meanwhile, the committee agreed that it made sense to print 2000 copies versus 500-1000 and Mr. Kelly offered to donate \$1,300 from personal funds to help underwrite the project if the City was unable to provide the funding. Mr. Graves noted that there was funding available in the BAC budget since the monies for the short term business study had not been used. Mr. Scharosch moved and Ms. Popp seconded a motion that the BAC request up to \$4,000 in funding from the city for printing of the Business Guide. The motion was unanimously passed. Mr. Lemon suggested that the Guide be posted on the city and chamber websites for 30 days prior to printing/publication for public review in order to catch any errors or changes prior to investing in the print production. The committee agreed with this and will advise the city and chamber to do so. Amy Clawson and her employer, Butler Shine & Stern Partners, were recognized for their in-kind donation of all the creative work on the brochure. Since Amy is a Chamber of Commerce representative on the BAC, the chamber will be credited bringing this donation to the table as well. C. Popp will find out what the in kind donation represents in dollars. Peter Van Meter asked that the city invest in the download counter tracking software to determine how many people actually download the information once it is posted and capture their contact data in order to follow up. Mr. Graves said he would look into this as it currently does not exist. The final brochure and printed quotes will be provided at the next BAC meeting.

8. BAC Suggestions for FY 2011-12 Prioritized Project List

Mr. Graves requested that BAC members provide input on the priority list for the April meeting. Council will be reviewing the list in May. Staff will provide the BAC with a reminder on this. Chris Gallagher asked why the Marinship Specific Plan (#24) had no ranking number associated with it; staff will investigate. Michael Rex asked the BAC to please reference/include the Imagine Sausalito Action Plan, August 2010 which was not listed on the Project List.

9. BAC Action Plan for 2011

Review of suggestions by BAC members. Per Chairman Krivatsy's request, BAC members offered the following suggestions:

- Peter Van Meter: The chamber & city should co-sponsor downtown resident-only walking tours on Saturday & Sunday; walking the retail districts and meeting merchants. Merchants could offer resident specials. Mike Kelly suggested the program could piggyback with outreach to supply residents with their new parking tags.
- Eckart Noack: Determine how we can actually use existing recommendations in current reports WAM, Downtown Harbor and facilitate cooperation between the public and private sectors. The WAM committee was appointed by the City Council; it is in fact a "consensus" report; it should be USED! Work to attract businesses that can succeed. Address the Marinship area and issues.
- Mike Kelly: Form a "Truth Squad". The majority (80%) of the city's residents/businesses don't seem to agree with the small and extreme minorities at

both ends of the no-growth, development spectrum. BAC needs to promote the distribution of facts and stop the flow of mis-information. A coalition needs to be formed to counter The Sausalito Environmental Action Committee, work with the Friends of Dunphy Park, etc.

Committee agreed due to time constraints to continue this discussion at their next meeting.

10. America's Cup -- Progress Report

Discussion of opportunities and recent actions. Mayor Weiner reported on the AC34 Task Force he established with a Maritime team lead by Chris Gallagher, a Business Community team led by Jeff Scharosch and a Residential Community team lead by Bill Werner and Ann Arnott. He said they would have an action plan developed in 90 days following a workshop/retreat that was planned for April 3.

11. Communications

- Staff
- i. Jeremy Graves noted that the old Hoolihans/Water Street restaurant space on Bridgeway at the foot of Princess Street has finally been leased by Chris Henry, who has been granted a conditional use permit to operate it as a restaurant again. The new establishment called "Henry's" will be a restaurant, bar, bakery and pizzeria. It has been vacant for 7 years.
- BAC Members
 - i. Councilman Mike Kelly noted that the Marin Independent Journal reported that there has been a 3.2% population drop in Marin County due in large part to nogrowth policies in the county.
 - ii. Chairman Krivatsy suggested that the BAC meet more often or for longer since there is so much critical material to cover. The committee agreed to start its monthly meetings at 8:15 AM instead of 8:30 AM.

12. Agenda Topics for Next Meeting

Staff made note of these.

13. Adjourn – Next Meeting – April 21, 2011, 8:15 AM, City Hall Conference Room.

 $I:\ CDD\ Boards\ \&\ Committees\ BAC\ Minutes\ 2011\ 3-17-Approved.doc$