

BUSINESS ADVISORY COMMITTEE

Thursday, September 19, 2013

8:30 am

City Council Conference Room

City Hall at 420 Litho Street

DRAFT MINUTES

1. **Call to Order** (8:30 a.m.)

Attendees:

Ray Withy (Council Rep.)

Tom Theodores (Council Rep.)

Adam Krivatsy (Council Appointee)

Jeff Scharosch (Chamber Rep.)

Cheryl Popp (Chamber Rep.)

City Staff:

Charlie Francis, Finance Director

2. **Public Comments on Items Not on Agenda**

Christene Scarpino, Sausalito resident and local CPA, introduced herself and submitted an application to the BAC

3. **Approval of Minutes**

Draft Minutes of August 15, 2013 were approved as amended.

AMENDMENT: page 3, item #6, regarding the asset planning report; fifth paragraph starting with "Council Member Withy...". Strike content in parentheses so that sentence reads: "political reality is that commercial space in Marinship is not going to expand unless the Marinship plan is altered."

4. **Chair's Status Report –**

- Chairman Adam Krivatsy reiterated the importance of focusing on broader economic development versus Marinship, with sub-committees that address specific responsibilities – including B2B (according to Charlie that is the gap in economy), tourism/hospitality, waterfront business – and that these be "working committee versus just thinking committees". The BAC supports this targeted approach.
- Charlie Francis reiterated that B2B vitality is the current gap in Sausalito's economy and that while BAC should liaison with the Hospitality Committee, the Hospitality group is ultimately responsible for economic sustainability on the tourism front. He also suggested that the BAC consider investing in data available from credit card companies that provides spending patterns of visitors to Sausalito – at home and when they travel – so that the city can better determine what are we not offering our visitors that they may want.
- The Chair requested that Charlie Francis prepare a presentation on the basic economic model for the City of Sausalito that supports the city's long range financial plan. Francis will plan on presenting to the new BAC group in November.

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- While we are sinking and the water is rising: Chair encouraged council liaisons to invite County Supervisor Kate Sears to present to them on her important and critical work regarding rising water levels as much of the BAC's good planning could be under water unless this issue is addressed

See attached Chair's Report for more detail

5. Continued Discussion on BAC's Acceptance of the Final Draft of Sausalito Strategic Asset Planning Report

Consensus was that staff would write a report for the October 8th City Council consent calendar accepting the report noting that it was a good tool.

6. Membership on The BAC

- The Sub Committee (Popp & Scharosch) reported that they are continuing to contact the individuals previously identified as potential candidates. Tom Gangitano (Gene Hiller) will be applying as will Linda Fotsch (Real Napa); Bruce Huff has already applied as has Christene Scarpino who was in attendance at this meeting as a public participant. Sub Committee will also discuss future plans with Joe Lemon and John Cox to determine their current level of interest.
- Sub-committee will prepare a full slate for consideration by the BAC for October 17 meeting with recommendations from the Chamber; city council to vote on council appointees at October 22 meeting. The group agreed that until a full committee is in place (hopefully November), critical planning and issues should be tabled.
- ALL applications will go to Debbie Pagliaro at City Hall so there is one point of contact.
- Staff will draft a resolution for charter changes that increases membership on BAC to 9 members (3 chamber/3 BAC appointed/3 resident members that are council appointed) with 2 City Council liaisons who are non-voting members.

7. Adjourn

Meeting adjourned @ 10:00 a.m.

Agenda items/focus for next meeting THURSDAY, OCTOBER 17th, 8:15 AM @ City Hall will be BAC membership.

Respectfully submitted by Cheryl Popp with notes from Charlie Francis.