

1 BUSINESS ADVISORY COMMITTEE

2 Thursday April 18, 2013

3 8:15 am

4 City Council Conference Room

5 City Hall at 420 Litho Street

6
7 APPROVED MINUTES

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9 **1. Call to Order (8:20 am)– No Quorum**

10
11 Attendees:

12 Chair – Adam Krivatsy (Resident)

Eckart Noack (Resident)

13 Rat Withy (Chamber Rep)

Jeff Scharosch (Chamber Rep)

14
15 Absent:

16 Joe Lemon (Chamber Rep)

Cheryl Popp (Chamber Rep)

17 John Cox (BAC Appointee)

Peter Van Meter (BAC Appointee)

18 Tom Theodores (Council Rep)

19
20 Public Participants: None

21 City Staff: Charlie Francis, Administrative Services Director

22 Lilly Schinsing, Administrative Analyst

23
24 **2. No public comment**

25
26 **3. Approval of Draft Minutes** of March 21, 2013 postponed ‘til May 16, 2013

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28 **4. Latest News from City Council** – as reported by Council Member Whity

29
30 This time of the year the City Council is preparing for the budget process by focusing on
31 the Priority Calendar. In this process the Council would benefit from the BAC’s strategic
32 business advice based on the focused Eyler report which is expected to identify specific
33 opportunities for economic development. With the benefit of specific recommendations,
34 the BAC will be in a position to organize Marinship property owners for action.

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36 Vice Chair Noack: With the specific information expected from Dr. Eyler the BAC will
37 be in a position to approach Marinship property owners.

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39 **5. Draft Sausalito Strategic Asset Planning Report**

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41 In preparation for this Agenda item, c. Francis distributed copies of a Draft Sausalito
42 Strategic Asset Planning Report emailed to his office that morning.

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APPROVED

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1 Chair Krivatsy remarked that this was in error because the Draft Report will be ready for
2 the City’s review only once the BAC’s MEF Subcommittee has finished its work and the
3 BAC will have accepted the report.

4
5 Vice-Chair Noack pointed out that if the BAC’s strategic business advice is to be
6 considered in the City’s budget process, satisfactory completion of the report and the
7 BAC’s acceptance of it is extremely urgent if the City Council is to benefit from the
8 focused information. Those present concluded that in order to get on the City Council’s
9 Agenda for meaningful input, the BAC has to hold a Special Meeting a week prior the
10 Council’s 5/07/13 meeting on April 25, 2013.

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12 The BAC’s MEF Subcommittee was ready to work with Dr. Eyler in order to distribute a
13 satisfactory Draft to the BAC prior to that date.

14 15 **6. City Council’s “Next Steps” Committee**

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17 Council Member Ray Whity reported that the committee appointed by Mayor Weiner
18 includes him, Council Member Tom Theodores, City Manager Adam Politzer, Director
19 of Finance Charlie Francis and Community Planning Director Jeremy Graves. The
20 committee is charged with identifying practical steps toward taking a fresh look at the
21 Marinship Specific Plan (MSP).

22
23 The committee was quite active: it visited the Marinship area, reviewed past plans,
24 including recommendations of the WAM Report, counseled with Public Works Director
25 Jonathon Goldman re. the inadequacies of the infrastructure and discussed means of
26 engaging the public in a thought process about Marinship’s future. In this regard the
27 group felt handicapped by the fact that it is difficult to get the point across that “no
28 action” is also a decision, and that – after so many years of inaction – it may not be an
29 alternative. The committee felt that it might be most productive to appoint a “task force”
30 in order to assure the needed resident engagement.

31 32 **7. Ownership Map for the Marinship area**

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34 Administrative Analysts Lilly Schinsing displayed a map of land ownership in the
35 Marinship area explained that some of the roads that serve the district are in private
36 ownership.

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38 Chair Krivatsy thanked Lilly and pointed out that private ownership of some rights-of-
39 way represents a major hindrance to engaging the City in a broad-scale improvement of
40 public infrastructure, because even if property owners would be prepared to donate
41 rights-of-way to the City, the City would not accept them until they are improved to “city
42 standards.” This is a big dilemma that warrants the BAC’s creative involvement.

43
44 Those present requested Lilly to complement her Ownership Map with an overlay that
45 shows “land use distribution” within the same area of Sausalito. Lilly advised that she

1 will collaborate with Heidi to produce a complementary “land use” overlay to her
2 ownership map.

3 4 **8. Economic Modeling** 5

6 Chair Krivatsy reported that when the individuals entrusted with preparing a scope of
7 work for a financial model for evaluating the fiscal impacts of alternative land use
8 combinations met on April 8, 2013, Finance Director Charlie Francis expressed his
9 opinion that developing such a model would be premature. He requested that Mr. Francis
10 explain his rationale to the BAC.

11
12 Finance Director Francis said that considering that the possible need for such a model is
13 still far in the future, the City should spend money on developing the model only if and
14 after the City Council has set in motion a planning process that requires such a
15 sophisticated planning tool.

16 17 **9. America’s Cup events** 18

19 Committee member Jeff Scharosch reported that as the America’s Cup races have been
20 scaled back to three challengers and the race course was moved to the City Front, the
21 events might not have the anticipated impact on Sausalito. Sausalito is still moving
22 forward with its planned youth sailing program and is expected to benefit from group
23 visits by high end clientele, like the German corporate group of 450 people who recently
24 visited Sausalito. The most effective promoters of Sausalito’s involvement in the
25 America’s Cup events are Chris Gallagher of the U.S. Corps of Engineers and leadership
26 of the Sausalito Yacht Club.

27 28 **10. Agenda topics** for the May 16, 2013 meeting 29

30 Discussion of the focused Eyler assignment with consideration of:

- 31 **a.** How to present findings to the City Council and
- 32 **b.** How to build on the information provided by Dr. Eyler

33 34 **11. The work session adjourned** at 10:00 a.m. 35

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