

BUSINESS ADVISORY COMMITTEE MINUTES

Thursday, July 19, 2012

8:15 a.m.

City Council Conference Room

City Hall at 420 Litho Street

1. Call To Order (8:25)

Chair – Adam Krivatsy

Mike Kelly – Absent

Peter Van Meter

Cheryl Popp – Absent

Herb Weiner

Amy Clawson – Arrived 8:50

Joe Lemon – Absent

Eckart Noack

Jeff Scharosch – Arrived 9:20

Also in attendance: Jeremy Graves, Heidi Burns, Charlie Francis, Mike Monsef, Ed Henning

2. Public Comment on Items Not on Agenda – None.

3. Approval of Minutes – Draft Minutes of June 21, 2012 meeting approved as submitted.

4. Chair's Status Report

Chair Krivatsy: Met with Marin County supervisor Kate Sears and discussed combining forces with Marin County to address issues of regional concern. Supervisor Sears' main interests are job creation, capital for start-up companies, keeping businesses in Marin and sea level rise. Krivatsy: Based on the 2050 flood map, Sausalito could face a loss of 3000 jobs, the sales taxes generated by those employees and current property tax roll generated by properties assessed at over 300 million dollars. Sears would like to meet with the BAC in September and appoint a member MEC Board subject to Dr. Eyler's approval.

Attempted but failed to establish contact with TAM.

Met with Marinship property managers/owners Maciel, Huff, and Lemon. Reported that 7 major owners had created an organization referred to as Marinship Property Owners Association to address perceived traffic problems (Traffic Initiative) and retained consultants to improve vehicular circulation. They disbanded in 2007 due to lack of support from the City Council.

Met with Jonathon Goldman regarding infrastructure repair. Goldman thought Sausalito Sanitary District was too small and should join the Southern Marin Sanitary District. He also suggested that the City should look for outside funding for infrastructure improvements. Representative Woolsey and BCDC may be places to look.

5. Marinship Opportunities

Staff Report, Heidi Burns: reviewed her memorandum regarding Marinship opportunities. She suggested that the BAC may help facilitate the formation of a Maritime Business Association. She also explained potential funding through a self-directed business improvement district.

Francis: Business improvement District is a self assessment by the property owners and is based on the same principals as Mello-Roos but is not a tax assessment.

Krivatsy: property owners claim the use limitations are too restrictive

Van Meter: Did the property owners actually submit a plan? They need to be a political action group. The Traffic Initiative needs to be changed.

Weiner: the first step is to get the Traffic Initiative to a vote which cannot happen this next election.

Burns: The BAC might organize an appropriate Maritime Business Association and pursue community outreach, helping people understand opportunities that exist. Invite the Planning Commission, the City Council and community to meet and investigate those opportunities.

Francis: The City budgeted \$20k budget for a BAC project, subject to clear statement re. intended goals and beneficial results.

6. BAC Subcommittee report re early projects

Noack: Potential projects: reported that the subcommittee thought a basic report outlining scope of work, and estimated cost for the infrastructure and shoreline preservation was needed. This report would be beneficial in pursuing outside funding as well as completing market studies.

Graves: The Marinship property owners should financially participate in such a study.

Francis: An update to the infrastructure component of the Marinship Specific Plan could be valuable. This work could cost hundreds of thousands of dollars to do correctly and if an engineering report was created it has to be accurate. Does not support this idea.

7. Business strategy of the Hospitality committee

Scharosch introduced Yoshi Tome who explained that the Chamber's Hospitality Committee has a \$30+/- k budget, have shot a video, advertise, staff the Ice House, run the kiosk, and emphasize more promotion during the slow months.

8. Communications

Graves reviewed the City Council's Prioritized Project List for FY 2012-13.

11. Agenda Topics for Next Meeting

12. Adjourn – 9:45AM