

Objective—Make Sausalito residents aware of BAC, its purpose, key programs for 2014 and how these will benefit them and the town.

BAC Purpose—BAC is charged with the responsibility of evaluating the economy of the city and identifying actions to promote the economic health of all members of the community.

Benefits to Town:

Increased tax revenue from merchant sales. Determined by _____.

Revenue spending is determined by city _____.

Other?

Opportunities:

Understand view of BAC by residential groups. Linda Pfeifer?

Present to Rotary, Lions Club, Yacht Club, other?

Present to Civics Committee (‘monitor city council’—Claudia Kennedy

Kate Sears—how southern Marin can benefit.

Articles in B2B, presentation to Chamber BizX, Marinscope, Nextdoor groups, Sausalito AM radio, *Other?*

Contribute to Womans Club Scholarship Program for this year.

Table at Blues/Jazz Summer Program. Involvement in 4th of July event.

Present to other City Council subcommittees—e.g. Housing Element

Other?

Obstacles:

Inability to determine major spokespersons for residential groups. Obtain access to these groups. Civics Committee example.

Difficulty in changing major impression of BAC--‘Just want to develop the Marinship’

Create awareness of the objectives of BAC and how they benefit residents.