## **BUSINESS ADVISORY COMMITTEE**

January 16, 2014 Work Session City Council Conference Room City Hall at 420 Litho Street

# **DRAFT MINUTES**

### 1. Call to Order

Chair – Adam Krivatsy (Council Appointee) Christene Scarpino (Council Appointee) Paul Dines (BAC Appointee) Bruce Huff (BAC Appointee) Vacant (Council Appointee) Tom Gangitano (Chamber Rep.) Jeff Scharosch (Chamber Rep.) Cheryl Popp (Chamber Rep.) John Cox (BAC Appointee)

Tom Theodores (City Council Liaison) Ray Withy (City Council Liaison)

## 2. Public Comment on Items not on Agenda

No public participant present

### 3. Introduction & Welcome of New Members

Chairman Krivatsy welcomed new members Paul Dines, Tom Gangitano, Christine Scarpino and Bruce Huff.

## 4. Approval of Minutes

Meeting minutes from October 17, 2013 and December 5, 2013 were approved

### 5. Status of filling Vacancies on BAC

Currently there is one resident member opening (appointed by City Council); Jeff and Adam are terming out and phasing out over the next six months, so 2 resident (City Council) appointments will be pending as well as one Chamber appointment. As the nominating committee (Popp & Scharosch) look for viable candidates, the BAC's hope is to expand the pool of qualified applicants and balance representation on the committee by focusing on the hospitality and commercial real estate sectors.

Chairman Krivatsy reiterated that the 9 members on the BAC (3 from the Chamber; 3 from the BAC and 3 residents appointed by the City Council) should ideally represent the following sectors:

- Downtown retail business
- Residents
- Overnight hospitality
- Food & beverage hospitality
- Real estate
- Marine services
- Commercial offices
- Major property owners

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### **6. Annual Meeting Schedule**

Even though city hall is dark for the month, it was agreed that the committee would meet as regularly scheduled in August (August 21) although not on the original meeting calendar.

- **7. Review of BAC's Historic Background, Mission, Key Projects & Accomplishment**Lilly Schinsing, Administrative Analyst for the City presented a comprehensive report on this.
  (See attached.) There was some discussion and agreement that while the Rob Eyler reports received mixed reviews, they did provide some quantitative economic data and a formula for evaluating business impact and that the Chamber partnership in the project was of value. In addition to this economic data, the BAC could take pride in helping move the Marinship agenda to the next stage with the establishment of the Marinship Steering Committee.
- **8. Recommendations for how the BAC might be instrumental in furthering its Mission** Council suggested that while the City cannot afford an "economic development" consultant, or someone on staff who can focus on exclusively on this issue, that the BAC should keep the "economic dialogue" alive and report regularly to the Council on the "state of the economy" in town. It was agreed that the BAC would provide quarterly updates to the City council with the first one slated for March 2014. These updates would supplement the more quantitative data provided by City Finance Director Charlie Francis, to include an overview of the commercial real estate market, occupancy rates, lost business, new business, constituent concerns, opportunities, obstacles the "temperature" of the business climate in general and as it related to specific industry sectors.

### 9. Priority Projects for 2014 – formation of "project teams"

Priority issues noted by members: the definition of "formula retail" needs refinement; currently too vague, open to interpretation, numerous inconsistencies in enforcement; while the parallel versus serial permitting process has improved procedures, permitting still takes too long due to complicated building codes and contract vendors (the city doesn't have the resources to manage this internally). Chairman Krivatsy presented a spread sheet outlining business interests in Sausalito that aligned with the expertise of BAC members, asking that each member be responsible for his/her sector and to report back to the group. (See attached document.)

### 10. Progress of the MSP Review/Planning Program

Staff (Lilly Schinsing) reported that the city's consultants had conducted "focus group" interviews with 90 people and that the online survey seeking input would be available until January 31<sup>st</sup>. The City conducted extensive outreach and publicity in attempting to solicit input from residents and businesses and property owners. The consultants are scheduled to present their report & recommendations to the Marinship Steering Committee February 24<sup>th</sup>. A community workshop on the issue will be scheduled for a Saturday in March.

### 11. BAC Communications

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- Staff was asked to provide BAC members with a roster of members, which Lilly agreed to do.
- BAC requested a presentation on the business & economic overview/data for the City of Sausalito from Charlie Francis at their next meeting; this will provide valuable information to better direct their efforts and enable them to work in tandem with the city.

# 10. Adjourn

The meeting adjourned at 10.00 a.m.

Respectfully submitted by Cheryl Popp.