

**Business Advisory Committee**  
**Thursday April 17, 2014**  
**8:00 am**  
**City Council Conference Room**  
**City Hall at 420 Litho Street**

**DRAFT Minutes**

**1. Call to Order 08:18**

Chair – Adam Krivatsy (Council Appointee)	Chris Gallagher (Public)
Bruce Huff (BAC Appointee)	Robert Eyler (Public)
Jeff Scharosh (Chamber Rep)*	John Cox (BAC Appointee)
Cheryl Popp (Chamber Rep)	Tom Gangitano (Chamber Rep)*
Christene Scarpino (Council Appointee)	Paul Dines (Chamber Rep)*

Tom Theodores (City Council Liaison)  
Ray Withy (City Council Liaison)  
Charlie Francis (Director of Finance)\*  
Lilly Schinsing (Administrative Analyst)

\*Absent

**2. Public Comment**

Robert Eyler discussed the following programs in Marin County through the Marin Economic Forum (MEF):

- Strategic planning for tourism in West Marin; and
- An economic program with the City of Novato. Novato is being charged \$.15 per citizen, grossing approximately \$8,000 for investment in local hospitality projects

He suggested that Sausalito could also participate in these types of beneficial projects.

Adam K. noted that this proposal could be tabled at the next meeting to discuss how the BAC can benefit from the MEF. Bruce noted that we could table this into the broader conversation of our BAC purpose and goals.

**3. Approval of minutes:** moved by Bruce H. & seconded by Cheryl P. All in favor.

**4. Chair's report**

Marin County is updating its Climate Change Action Plan. In 2006, the county hired consultants to complete this planning. In 2014, they are in the process of updating the plan. It was noted that all of the 2020 objectives have been accomplished at the county level. Now they are working on how to move forward past 2020. The consultants ran a workshop with Kate Sears – Adam K. was impressed. Six cities have completed their plan. Where is Sausalito on this? Sausalito has completed two items on the climate

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change agenda but The Climate Action Plan is still under the priority list. It was discussed how the Marinship planning could include discussion over climate action. Adam K. noted that by not including this, we could disqualify ourselves from future funding or building. It is in the city's interest to participate in fighting action for sea level rise.

Rob Eyler noted that the possible future funding could be more reactive than proactive. It would be prudent to have a plan ready to be able to receive funding.

Bruce H. noted that the whole city of Sausalito is waterfront and this should be a city wide initiative vs. Marinship only.

*See attached Chair's report.*

### **5. Election of a new Chair**

Bruce H. nominated Cheryl P. Christene S. seconds. All in favor.  
Congratulations Cheryl.

It was noted that the Chair rotates each year. And that Jeff is terming out, it is time for the chamber to choose another person from outside of downtown.

### **Skipped to 8. Continuing to Prioritize Contributed Ideas and Agree on Promising "Projects" for 2014.**

*Marine Services Industry* - John C. asked if Sausalito makes enough money with the protection of marine services? Tom T. noted that this is within the Marinship plan. All agreed that it should be looked at within the Marinship planning.

*TOT* – The question was asked - how does the TOT tax get used? Chris G. noted there are the bi-annual meetings with Chamber and the Hospitality Committee. And that Hospitality should combine efforts with the BAC. Bruce H. asked how they effectively spend money? Cheryl P. noted that we can receive reports from Hospitality as they receive approx. \$30k per year.

#### *The timeline for the BAC to get their priority list to the City Council*

The City Council meeting on April 22<sup>nd</sup> will be the first of three meetings to flush out the annual priority project listing. The BAC needs to submit their priorities to the Council by April 22<sup>nd</sup>. We will ultimately focus on 1 or 2 priorities that are critical to BAC.

Tom T. recommends the BAC makes our choice based on importance, achievability, fundability and results oriented.

It was decided to choose several projects to submit to the Council. At the next BAC meeting, the listing can be narrowed down if necessary with feedback from the Council. The following projects were chosen (not in order of priority):

1. Hiring a business analytic firm to assess credit card data used in and by Sausalito residents. This idea was from Charlie Francis.

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2. Evaluation of the TOT and additional TOT funds designated for business development
3. A review of the Sausalito ordinance on Formula Retail.
4. County Climate Action participation.
5. Marin Economic Forum participation.

Bruce moved to approve the 5 projects, Adam seconded. All in favor. Cheryl will submit to city staff who will present to City Council in advance of their April 22 meeting.

#### **6. Business Analytics Services Status Report**

Charlie was absent from this meeting. The BAC agreed to either meet with the analytic businesses and/or review their proposals for next meeting.

#### **7. Review/Discuss List of Council's Priority Projects**

This was also used in our discussion on the BAC 2014 Priority Projects.

Adam discussed that the BAC should recommend #11 (Prepare Climate Action Plan) be moved to above the line based on Rob's idea of how the funding will be distributed.

#### **9. Progress Report: Analysis and Evaluation of the Marinship Specific Plan**

This was informally discussed before the start of the meeting. Tom T. led the discussion to update the Committee on progress to date.

#### **10. Future Agenda Items**

1. New applicants to the BAC – Marta and Shai. And a replacement for Jeff?
2. Charlie's Business Analytics Report
3. Review the 5 Prioritized Items

Also noted - Kate Sears could be invited to update us on county level projects/news. The Hospitality Committee should also meet with the BAC

#### **11. Adjourned. 9:40 – Next Meeting May 15, 2014**

## BAC – THE CHAIR’S REPORT of 4/17/14

This report was prompted by my participation in a public workshop conducted by Marin County’s environmental consultants this past Monday.

I believe that the Marinship Steering Committee’s work will be beneficial to our community in multiple ways: It will

- help us identify means of making better use of the community asset that the business district represents,
- identify areas and structures of historic significance worth special attention, thereby opening up “opportunity sites” for more rewarding use of properties, force us to identify marine-related businesses that benefit both their owners and our community,
- identify locations along the waterfront that are suitable for creating safe and inviting public access from both our residential community and recreational boaters of Richardson’s Bay, and
- suggest means of inspiring, long-range land use and circulation concepts that will benefit businesses and their clientele, Sausalito residents, visitors to Sausalito and Marinship property owners.

The MSP Steering Committee’s work can be expected to accomplish all those noble objectives if it faces reality and takes into account anticipated sea level rise.

Lilly will tell us about the MSP Steering Committee’s progresses.

I would like to report progress regarding a parallel program pursued by Marin County toward *updating* its 2006 *Climate Change Action Plan*. At the meeting I attended I was encouraged by what I’ve learned: Spearheaded by Supervisor Kate Sears the next phase of Marin County’s program designed to cope with global warming will focus on anticipated *sea level rise*.

Considering Sausalito’s vital interest in this issue, we might want to actively participate in this endeavor. Most Marin communities are ahead of us in this regard: six of them have already completed and are benefiting from their Climate Action Plans (CAP). I understand that Sausalito has made some progress toward such a Plan, but it is unlikely that it will receive much attention because the Sausalito CAP is “below the line” on the City Council’s Priority List for the next Fiscal Year.

If the BAC believes that Sausalito would be prudent to actively participate in Marin County’s self-education process regarding sea level rise, you may well explore how we – as a watchdog of Sausalito’s business success – might effectively collaborate with Supervisor Sears’ team for mutual benefit.

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