

Business Advisory Committee Meeting
Thursday June 19, 2014
8:00am
City Council Conference Room
City Hall at 420 Litho Street
Draft Minutes

1. Call to order – 8:15am

Chair – Cheryl Popp (Chamber Rep)	Tom Gangitano (Chamber Rep)*
Shai Froelich (Council Appointee)	Euan Taylor (Chamber Rep)*
Martha Carvalho (Council Appointee)*	Paul Dines (BAC Appointee)
Christene Scarpino (Council Appointee)	
Bruff Huff (BAC Appointee)	
John Cox (BAC Appointee)	

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

*Member Absent

2. Public Comment on Items Not on Agenda

None

3. Approval of Minutes

Bruce moved to approve and Paul seconded. All in favor.

4. Chairs Report – Welcome New Members

Shai in attendance and discussion ensued regarding Martha's appointment. Tom and Ray confirmed her Council appointment and Lily confirmed her notification. Welcome Shai and Martha!

5. Skip to Item #6: Review of Priority Calendar List Status & Status Report (Mayor Withy and Vice May Theodores).

Tom and Ray informed the Committee that three of five BAC items submitted to the Council made the "above the line" status on the City Council's Priority Calendar. These included:

1. *Business Analytics Services;*
2. *Formula Retail Redefined and Consistently Applied;* and
3. *Prepare Climate Action Plan.*

The remaining two items were prioritized as follows:

4. *Participation with the Marin Economic Forum* was earmarked below the line.
5. *TOT Fund Allocation Raised* - The funding request from the Hospitality Committee for additional funds above the annual \$30k was not granted by the City Council (the \$30k was granted). The Council has discussed how an additional funding focus on the Business Analytics could serve all business communities, including Hospitality. Cheryl noted the need for a follow-up meeting with the Hospitality Group. We would discuss the business case to present to the Council regarding the goals of utilizing Business Analytics for a strategic overall boost to Sausalito businesses, how to implement this strategy and how to pay for it.

We discussed going over further business cases from Buxton on project successes and implementation so that this could be presented to the City Council in August .

6. Item #5: Presentation by County Supervisor Kate Sears – The Bay and Sea Level Rise

The following items were noted during presentation. Please read in conjunction with her handout.

- Global Surface Temperature levels are rising.
- The importance of inserting the implications for sea level rise for businesses & for residences into our daily thinking.
- How to change this thinking beyond our own generation. Have the conversation that this is going to happen.
- Predictions include 16 inches by mid century and three feet of sea level rise by end of the century.
- Public/Private partnerships need to happen to solve this problem.
- BCDC – Adapting to rising tides.
- Currently Kate is conducting a Pilot study for Southern Marin. The group is comprised of members from Mill Valley, Sausalito and Tiburon. They are charged with identifying assets, how those assets are able to accommodate changes to sea level rise, evaluate the vulnerability and the impact over the socio-economic factors. They are looking for public engagement and discussion about our options.
- Other projects that are currently being undertaken: Aramburu Island Restoration, Strawberry and coastal projects on Stinson Beach and Bolinas
- How to move this information out to the public? The goal is to engage Marin residents at the local level. This conversation is not only about slowing down on emissions but having the conversation about sea level rise.
- Organize a public forum for Southern Marin – Kate is starting to out reach for information to give statistics and facts to owners.

- It's the government and the residents that need to come together. This is a whole project that crosses communities and is very important.

Cheryl asked Kate, how can we support, how can Sausalito be shovel-ready?

Shai added that sponsorship for events from the business community may raise awareness.

Paul suggested a demonstration at the Bay Model would be an excellent way for those to see the impact and start the discussion.

Adam suggested that her group go over the specifics for Sausalito. The waterfront has 100-120 businesses, 3,000 employees. What is being threatened? Conduct an asset inventory for Sausalito.

Jonathon Goldman furnished the maps to businesses and property owners. They are also available on Marin Maps and the BCDC website.

Thank you Kate for such an insightful and relevant presentation.

7. Future Agenda Items

Meeting with the Hospitality Committee,
Review of the Buxton business cases,
Drafting the Business Case for Buxton to the Council for funding over this project.

8. Meeting adjourned – 9:40am

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