

Business Advisory Committee Meeting
Thursday Sep 18, 2014
8:00 am
City Council Conference Room
City Hall at 420 Litho Street
Draft Minutes

1. Call to Order – 8:04am

Chair – Cheryl Popp (Chamber Rep)
Shai Froelich (Council Appointee)
Martha Carvalho (Council Appointee)
Christene Scarpino (Council Appointee)
Bruce Huff (BAC Appointee)
John Cox (BAC Appointee)

Tom Gangitano (Chamber Rep)
Paul Dines (BAC Appointee)*
Vacant Seat (Chamber Rep)

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

John moved to approve the minutes and Bruce seconded. All in favor.

4. Chair's Report

a. Welcome to Martha! Martha's (pronounced 'Marta') background is architecture, design and planning. She and a partner run their own firm in Sausalito.

b. Euan Taylor is no longer available to serve on the BAC as a Chamber Representative. The Chamber will need to select a new candidate.

c. Cheryl proposes a joint meeting with the Hospitality Committee during our next meeting time from 8:30am to 10am to discuss how we can combine efforts and not overlap objectives.

She announced that on the second Tuesday of each month, the Chamber sponsors Business Exchange Meetings. All on the BAC are welcome.

A discussion ensued regarding the bikers downtown and the temporary closing of Tracey Way. On October 12th, the Pedestrian and Bike Coalition will be holding a meeting at the Bay Model. A notice of this meeting will be sent out to the BAC.

5. Presentation by City Finance Director Charlie Francis

a. Proposed Sales Tax Increase

What:

City Staff has proposed a sales tax increase to the City Council to cover a gap in the Capital Improvements Budget (Storm Drains, Streets, Sidewalks). It was approved by City Council 4-1.

How:

Measure O is on the city Ballot in November to approve the increase. The sales tax proposal is for ½% increase, current sales tax would go from 8.5% to 9%. It is proposed to go into effect April 2015 and last 10 years.

Why:

Of the options to raise money, a sales tax increase was the least aggressive, easiest to execute and has a shared load of locals and tourists. Over half of sales tax collected by the city is from tourists. This tax is projected to collect \$1mm in revenue per year, directly to the city.

This budget gap is not about pensions, it is about an underfunding in the city's capital expenditure budget. Charlie gave the BAC a presentation of the Approved Budget and walked through the areas that will be currently underfunded, i.e. the Capital Improvements section on page 149. This all can be found on the city website at:

<http://www.ci.sausalito.ca.us/index.aspx?page=126>

Bruce Huff moves that the BAC endorse the ½% increase on the November ballot. Tom G. seconds it. All in favor.

b. Buxton Reports

It will take about \$60k for us to engage Buxton to access their product of detailed consumer purchase data, both from tourists and locals alike. This project will need funding in order to proceed.

6. Review of Council Priority Items and Next Steps (Mayor Ray Withy and Councilman Thomas Theodores)

a&b. Business Analytic Services & Formula Retail

It is on the City Council priority list. It is necessary to make a compelling case for this service. It was discussed that it is a powerful tool to help create more business.

The Buxton reports will:

- ID the expenditures of all 94965;
- Tell residents what businesses we do not currently have to serve the community;
- Once we find that gap, we can attract that specific business; and
- And this will be compelling evidence to attract that business to move here.

It was agreed to discuss the Buxton service as well as the Formula Retail with the Hospitality Committee.

c. Climate Change

The City Council is working with Kate Sears. We need to get a jump on it and be involved.

Please refer to page 156 of the Budget for the Priority Calendar

Please refer to page 149 for the narrative and numbers to support the sales tax proposed increase.

Future Agenda Items and Tasks

- 1. Meeting with the Hospitality Committee (Buxton, TOT and Formula Retail)**
- 2. Presentation to the City: State of Business in Sausalito**
- 3. Vote on a new BAC member from the Chamber**
- 4. Continued research and discussion over Buxton's services**