

Business Advisory Committee Meeting
Thursday January 15, 2015
8:00 am
City Council Conference Room
City Hall at 420 Litho Street
Approved Minutes

1. Call to Order- 8:03am

Chair – Cheryl Popp (Chamber Rep)	Tom Gangitano (Chamber Rep)*
Paul Dines (BAC Appointee)	John Cox (BAC Appointee)
Martha Carvalho (Council Appointee)	Vacant Seat (Chamber Rep)
Christene Scarpino (Council Appointee)	Vacant Seat (Council Appointee)
Bruce Huff (BAC Appointee)	

Jill Hoffman (City Council Liaison)*
Ray Withy (City Council Liaison)
Lilly Schinsing (City Administrative Analyst)

Public – 2 citizens present

*Member Absent

2. Public Comment on Items Not on Agenda

Adam Krivatsky (former BAC member) requested an update on the Marinship report. The BAC moved to item #9 on the agenda. There will be a final review of the July 2014 report by the Steering Committee- end of this month. Then, the report will be submitted to the City Council for approval in February. Lilly will send this report to the BAC members.

3. Approval of Minutes

Bruce moves, Paul seconds. All in favor.

4. Approval of 2015 Meeting Calendar

Calendar of BAC meeting dates was passed out. Christene moves to accept and Bruce seconds. Question arose if the BAC operates on a calendar or fiscal basis? Lilly to research answer but it was thought it was a calendar basis. When does the Secretary position become available? (Lilly researched and found that the Secretary is up in March and the Chair is up in April).

5. Chair's Report

- a. **Round table reports** – a Marinship loss of tenant conversation and a notation of the future meeting to discuss the anchorage population.
- b. **Shai has resigned from the BAC, there are now currently 2 vacancies.**

Martha asked to discuss the overall goals of the BAC for the year and how we interact with the Chamber for any group initiatives. This discussion was tabled due to the 8:30am joint meeting with the Hospitality Committee but will be on the agenda for next meeting.

6. Call to Order – Joint Meeting with the Hospitality Committee at 8:30am
7. Presentation to City Council – “State of Business in Sausalito” – February 24, 2015

a. Recap of Sub-Committee Meeting December 2014

b. Presentation Strategy & Details

A meeting was held on December 11th to discuss our joint presentation of the “State of Sausalito Business” to the City Council. Cheryl passed out notes to the group from this meeting. The date for this presentation is now most likely in March. Some notes from the discussion that ensued regarding this presentation:

- Hospitality had an original report from April 2014 to request additional funds for their marketing efforts.
- There is a need to present a business case for data to ensure what is being spent will have a return on investment.
- The quality of spending from tourists and NOT the quantity of tourists is the discussion that we need to have.
- How do we access locals and the 3000 workers in the Marinship – not just the tourists.
- Ray suggested that only 1-2 people present and any budget request needs to have an accompanying business case.

It was agreed that our presentation is still needing work and that everyone should come up with data in their assigned section.

8. Ferry Landing Update – Golden Gate Bridget, Highway and Transportation District Project (“the District”)

Ray gave a brief history of this project and how it has evolved to this point:

- 2008 the conversation started. The ferry landing needs upgrading.
- Three years ago, the federal budget was appropriated. The District has jurisdiction over the water and the City of Sausalito is responsible to upgrade the land side. There was a budget of \$2.4 million to the land side. The rest of the funding will go to the water/dock side.
- 2011 and 2012 – Conceptual presentations from the District to the City.
- 2013 – no progress
- 2014 – the City Council invited the District to Sausalito for an update as they have applied to the BCDC for their permits. They showed their preliminary sketches – the gate and gangway were not ascetically pleasing and the dock had doubled in size.
- Also noted, the City of Sausalito does own the water side and leases to the District.

- In February, the BCDC will be meeting with the City and after that meeting, the City will meet with the District.
- Also of importance, the land side improvements can not start until the BCDC has approved and permitted plans.

Meeting was adjourned at 10:45

Approved on: February 26, 2015