

Business Advisory Committee Meeting
Thursday May 21, 2015
8:00 am
City Council Conference Room
City Hall at 420 Litho Street
Approved Minutes

1. Call to Order

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

Jill Hoffman (City Council Liaison)
Ray Withy (City Council Liaison)

*Member Absent

2. Public Comment on Items Not on Agenda

Adam Krivatsy, former BAC chairman/member, discussed the topic of bikers in Sausalito regarding our accommodation of them. He asked - How to turn Bikers into Pedestrians that purchase from our businesses? How do we create more bike parking in town? How do we best welcome bikers?

A lively discussion ensued and it was agreed to put this subject on our next agenda in order to discuss it fully. He passed out the Imagine Sausalito Harbor and Downtown Action Committee Final Report.

3. Approval of Minutes & Welcome Aaron Singer

Bruce moves to approve minutes from 2/26, 3/3, 3/19 and 4/16. Christene seconds and all were in favor.

Aaron Singer joins the BAC as a Chamber Appointee. He owns Seaplane Adventures. Welcome Aaron!

4. Follow Up Reports on BAC Recommendations to City for Funding

- **Infrastructure Investment – Bruce Huff.** Bruce reported that he is taking on the project of creating an Improvement District with neighboring landowners and will present this to the City Council as a single owner entity. He will however, keep the BAC informed of his progress as this pertains to businesses within the Marinship of Sausalito.
- **Downtown Retail/Hospitality Stats – Tom Gangitano**

Tom coordinated with several downtown businesses to come up with statistics of hospitality businesses for the BAC. There was an overall conclusion that majority of tourists that frequent our downtown area are from CA, the Bay Area, NY and Texas. He thought that targeted advertising in these areas via cable TV and Radio would be most effective for economic/business growth. Overall, he recommends a “concierge” function within our small businesses in town.

The notion of Formula Retail came up and it was noted that this is in the current draft City budget to assess in the upcoming year.

5. Nominating

- John Cox (BAC Appointee) has resigned and the BAC nominates Chris Gallagher, Manager of the Bay Model at the Army Corps of Engineers, to take his position.
- Bruce Nominated Chris, Martha seconded and all in favor. Welcome Chris!

6. Council Liaison Updates

- **Bikes Downtown** – The next proposal is on the City Council Meeting scheduled on 6/2.
- **Budget Process and the BAC** – Christene has been attending the Finance Committee meetings where the budget is determined. This is an important process for the BAC members to understand each year. Many hours of discussion take place to prioritize the areas which the City will focus on during the year. Budget is set to be approved by the City Council on both 6/2 and 6/16. Every item on the Budget and the City’s Financials can be accessed through Open Gov via the City’s Website.

7. Round Table Discussion – most topics were discussed via the Agenda

8. Future Agenda Items

- Bikes Downtown
- Formula Retail
- Election of Secretary Position & President; replacement for Cheryl who is termed out

9. Adjournment – 10am

Approved on: June 18, 2015