

Business Advisory Committee Meeting
Thursday June 18, 2015
8:00 am
City Council Conference Room
City Hall at 420 Litho Street
Approved Minutes

1. Call to Order – 8am

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

None.

3. Approval of Minutes from April 16 and May 21

Bruce moves to approve minutes from 4/16 & 5/21. Aaron seconds and all were in favor.

4. Welcome Chris Gallagher

Chris joins the BAC as a BAC appointee. She is the Park Manager for the Bay Model.
Welcome Chris!!

5. Nominating

- **Vacant BAC appointee (Paul Dines Resignation) & Vacant Council Appointee Seat** - Discussions for members included CEO of BSSP, Alan Olson of the Educational Tall Ship and Mike Linder of Bayside Boatworks. Other recommendations are welcome.
- **Nominations & voting for New Chair and Secretary.** – Elected Bruce Huff as Chair and Chris Gallagher as Secretary. All in favor.

6. Infrastructure Investment / Business Improvement District / Next Steps

Bruce discussed the location of this proposed district – from North of Napa Street to Gate 3 Road. This is something that Bruce will be coordinating with the Property Owners and the City. He will keep the BAC informed of this project as it impacts businesses in the Marinship. The City is one of the property owners but the percentage is quite small. The idea of a Bike Path was discussed and is not currently in the project due to the limited space restrictions.

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7. Downtown Retail / Hospitality Marketing Strategy – Tom was unable to attend the meeting due to an illness. Cheryl talked through the plan that Tom is putting together to support small businesses in Sausalito. This will be a Future Agenda Item when he is in attendance.

8. Discussion Regarding “Formula Retail”- All agreed on the BAC that we need to understand this very important restriction within Sausalito. It does not necessarily have to do with the number of operating stores but if they are franchised, have standardized logos/branding/signage. Since this is in the 2015/6 Budget, both the City and the BAC will be revisiting this topic in the very near future.

9. Discussion Regarding Budget and Bikes –*refer to Council Liaison Updates*

10. Council Liaison Updates

- **Bike Management Plan** – Jill discussed how the Bike Management Plan has been set up and that it is a work in process. The Ambassador program approved by the City Council is in charge of collecting the new valet bike fee (\$3) for parking on Tracey Way – in the first two days, there were 800 bikes parked. Vending machines are set up to sell tickets, the Ambassadors also have hand held devices to dispense tickets and participating bicycle companies are selling them in advance. The Council and the groups involved are keeping a close eye on the situation as it is a pilot program. She noted that the Ambassadors are very agile if they need to change course/correct operations – i.e. sending workers home or assisting areas of town that may be more crowded etc. It was also verified that the \$150k in the Budget to Sausalito Plus is to be off set against all parking revenue and that every effort is being made to ensure financial transparency. This item is projected to be revenue neutral as the parking revenue will fully offset the costs. Cheryl noted that many groups are downtown helping coordinate the bicycle congestion – the chamber kiosk staff, the Blue & Gold staff that help organize and load the bicyclists on the ferry – as well as the Ambassadors and that it would be beneficial if they all coordinated activity and worked in an integrated fashion. Aaron – president of the Chamber – is going to try to orchestrate a joint meeting of the three groups.
- **Budget Updates, including MLK COP** – the City Council voted 4-1 to include the COP into the Budget for the MLK and Parks Renovation. Christene commended Jill for doing her “homework” on the budget and really understanding all involved.

11. BAC Member Reports on Business Activity Around Town (Round-Table Discussion)

- Jill presented the update on the RBRA activity and the proposed mooring ball field for the anchorage.
- Chris announced a meeting to discuss the Ferry Upgrade at the Bay Model on June 27th – 9-4. Kate Sears will sponsor this; while the public is invited to attend

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(it's an open meeting) it is not a public forum, but rather a roundtable meeting of the key constituencies in the project.

12. Future Agenda Items

- Tom's Marketing Strategy
- Formula Retail

13. Adjournment – 9am

Approved on: July 16, 2015