

Business Advisory Committee Meeting
Thursday September 17, 2015
8:00 am
City Council Conference Room
City Hall at 420 Litho Street
Approved Minutes

1. Call to Order

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

Guests – City Planning Director Danny Castro.

2. Public Comment on Items Not on Agenda

None

3. Approval of Minutes from July 16, 2015

Tom moved to approve minutes from 7/16/15. Chris seconded and all were in favor.

4. Request for Donation to Marin Economic Forum – Adam Krivatsy

Adam Krivatsy wanted to remind us that he and Jeff Scharosch represent Sausalito on the Marin Economic Forum. Also this committee has benefited from the work of the MEF in the past. Adam would like to see Sausalito become more proactive in this group and also consider donating \$1K. Bruce reminded Adam that there needs to be a formal request to the BAC. In turn BAC will bring it to the Council to approve.

5. Formula Retail Ordinance Roundtable Discussion – Lilly Whalen

Lilly introduced Danny Castro – Planning Department Director. Danny introduced an intern who is rotational intern working in his office for the next 6 weeks from UCLA. She is doing research on formula retail. Her name is Camille Totah. Camille will be looking at other City ordinances in regards to this topic. Many of the members offered feedback in regards to preserving the personality and uniqueness of the businesses. Also the need to keep rents affordable. It was also noted that ambiguity is a huge problem and it is not well communicated how some businesses get in and how some do not. It was suggested that the Planing Commission is not the place for these decisions. Many examples were provided from the north end of town that have

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gotten disapproved over the years. There was discussion re: Caledonia Street and how to reach out to the residents and tourists. Lots of feedback ensued on how to balance these issues etc. All look forward to hearing the results. Many offered to meet with Camille personally.

6. Discussion of BAC Budget

Nothing to report.

7. Nominating: Vacant Seats (BAC Appointee, Council Appointee)

No report.

8. Infrastructure Improvement District/Next Steps – Bruce Huff

Bruce reported that the City Council approved staff time for Engineering, Counsel, and Finance to look at the plan in the Marinship. The goal is to come up with cost estimates that can be used when talking to the property owners.

9. Downtown Retail/Hospitality Strategy- Tom Gangitano

Tom reiterated the strong Return on Investment that he and others had experienced with this sort of targeted demographic and targeted geographic multi-media Comcast campaign (Cable TV, Internet, social media). The objective is to bring more discerning visitors into town during the off-season, mid-week -- not more tourists, but "higher value" tourists. Campaign would run November-February; costs would be shared by local businesses and the City. Tom would like to ask the City for \$10K to help underwrite the campaign which Comcast would produce. Councilwoman Hoffmann asked several pointed questions and counseled BAC to ensure that the proposal didn't trigger the usual red-flags. Lilly is trying to get Tom in front of City Council October 20th to allow adequate time to produce the ad campaign if the city agrees to it.

10. Council Liaison Updates - No report

11. BAC Members Report on Business Activity around Town

Christine reported on the YES side of Measure F which she is representing and supporting. The campaign has launched and the team is developing FAQs and ramping up their website. Councilwoman Hoffman noted that she is taking a neutral stance on the ballot issue as she sees both sides. She urged the YES campaign to clearly delineate all the fiscal protections and controls for the COP including a citizen's oversight committee (like the fire dept has) Christine asked if BAC would endorse Measure F and while those remaining were in favor of taking this stance, there wasn't a quorum anymore, so it will be voted on next month.

12. Announcements

Lilly reported that Brian Moura is the interim Finance Director and Encouraged everyone to register for the new and improved "Sausalito

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Currents" if they hadn't already.

13. Future Agenda Items

Bruce indicated that next month's agenda would include all the same menu items, other than discussion of the BAC budget which should be removed and MLK discussion will now be referred to as Measure F discussion and that a vote would be taken at the October meeting.

14. Adjournment – 9:40am.

Approved on: October 15, 2015