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**SAUSALITO GENERAL PLAN ADVISORY COMMITTEE**  
**Tuesday, July 18, 2017**  
**Approved Action Minutes<sup>1</sup>**

**1. CALL TO ORDER**

**Mayor Withy called the meeting to order at 6:00 p.m. in the Council Chambers of City Hall, 420 Litho Street, Sausalito.**

Present: Mayor Ray Withy, Vice Mayor Joan Cox, Planning Commissioner Janelle Kellman, Planning Commissioner Bill Werner, John DiRe, Chris Gallagher, Barbara Geisler, Bruce Huff, Charles Kaufman, Keith Kennedy, Peter Van Meter, Pat Zuch

Absent: Kate Stohr

Staff: Community Development Director Danny Castro,  
City Clerk and Assistant City Manager Lilly Whalen

**2. PUBLIC COMMENTS ON MATTERS NOT ON THE AGENDA**

None.

**3. APPOINTMENT OF CHAIR AND VICE CHAIR**

Nominations for Chair of General Plan Advisory Committee:

- Joan Cox
- Chris Gallagher
- Bruce Huff
- Bill Werner

**Vice Mayor Cox was elected as Chair of the GPAC.**

Nominations for Vice Chair of GPAC:

- Bill Werner
- Chris Gallagher

**Planning Commissioner Werner was elected as Vice Chair of the GPAC.**

**4. APPROVAL OF 2017 MEETING CALENDAR**

**Peter Van Meter moved and Vice Chair Werner seconded a motion to approve the 2017 Meeting Calendar. The motion passed unanimously by acclamation.**

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<sup>1</sup> A video recording of this meeting is available at: <http://www.ci.sausalito.ca.us/>.

1           **5. REPORT ON GPU STATUS AND PROGRESS**

2  
3 M-Group Project Manager Kristi Bascom provided a PowerPoint presentation.

4  
5           **6. REPORT ON PUBLIC COMMENTS SUBMITTED BY 07/12/2017**

6  
7 M-Group Deputy Project Manager Milan Nevajda provided a presentation.

8  
9 GPAC questions to M-Group followed.

10  
11           **7. COMMUNICATIONS FROM GPAC AND CITY STAFF**

12           None.

13  
14           **8. DISCUSSION**

15           **[A] General Plan – Economic Element**

- 16
  - 17           • Review the Economic Element’s stated purpose
  - 18           • Review the Economic Element’s functions
  - 19           • Policy Framework and Goals for the Economic Element

20  
21 M-Group Project Manager Kristi Bascom provided a PowerPoint presentation.

22  
23 GPAC comments regarding *[A] General Plan – Economic Element* followed.

- 24
  - 25           • The business community asks for more money, but the City Council will not  
26           approve it, because they feel they have not been given concrete plans on how  
27           that money would be spent. The communication has to be repaired with respect  
28           to the issue between what the City wants from business, and what business  
29           wants from the City.
  - 30           • The place to start is with the 1995 Economic Element, and review whether  
31           aspects of it worked and why, or has it been effective at all?
  - 32           • The Economic Element cannot be discussed without referring to two important  
33           reports commissioned by the City Council and the Chamber of Commerce and  
34           led by the Business Advisory Committee. Robert Eyler, chief economist of the  
35           Marin Economic Forum, was commissioned to put together the two reports,  
36           especially on the overall economic structure of the City. The 1994 Business Task  
37           Force report could be interesting to review the changes, but the more recent  
38           Eyler reports could have more substance.
  - 39           • There is a dichotomy within the existing Economic Element in terms of whether  
40           this is a business section or a community-serving section, and that dichotomy is  
41           also seen within the initial instructions M-Group gave the Committee for  
42           evaluating the document. For example, in the Overview document the list of  
43           considerations is all business specific, but hints that it is a neighborhood  
44           consideration as well. The Economic Element’s Introduction and Purpose seems  
45           inconsistent with the objective policies and programs and needs some  
46           overarching policy enunciation with respect to the neighborhood and community  
47           interests.
  - 48           • The M-Group has recommended the Economic Element not incorporate data into  
49           the General Plan that is a unique snapshot in time, but this information about  
50           sales, number of businesses, and business categories ranked by size are all

1 snapshots in time that are extraordinarily useful in evaluating what works, doesn't  
2 work, and what they should be doing with this Economic Element in view of how  
3 these statistics rank up today. M-Group cautioned the Committee not to make the  
4 updated Economic Element something that does not look at the long range,  
5 because the data from those snapshots can get stale and won't be as valuable  
6 as the document ages, so it should be included in an appendix.

- 7 • Expectations should be managed as to what the GPAC can reasonably do at this  
8 stage in analyzing the Economic Element. The M-Group has given the  
9 Committee basically a table at the program level, which is way too granular a  
10 place to start without the market analysis and economic conditions report that will  
11 inform its discussion at the policy level, which the committee is no way near yet.
- 12 • The comments on the Economic Element on page 3 should be compared to the  
13 six objectives, which are the structure by which all the programs and policies are  
14 designed.
- 15 • There is an impression held among the Business Advisory Committee and other  
16 stakeholders that this is their only opportunity to say something, and that needs  
17 to be corrected so the interconnections between the different elements are  
18 understood, and the stakeholders know they will have many opportunities to  
19 keep coming back at this as part of the process. The M-Group has stated that  
20 one of the tasks is to explore the relationship between the Economic Element  
21 and the other General Plan elements.
- 22 • It is important that the City of Sausalito widen the net to ensure that they are very  
23 inclusive of business owners in this process. It was suggested the business  
24 license email list would be a good source.
- 25 • If the Economic Element were clearer about what serves the community, it could  
26 be relied on more by the Planning Commission and others.
- 27 • GPAC should be aligned on the fact that the Marinship should definitely be part  
28 of the Economic Element and included in this process, not off limits.
- 29 • There is little that needs to be changed in the goals from the 1995 Economic  
30 Element. Some things are outdated, but primarily the goals are justifiable today.
- 31 • The existing Economic Element, Item 3, says, "Encourage business which  
32 enhances quality of life." That statement doesn't reflect anywhere in the  
33 document after that and has nothing connected to it, so it reads like a document  
34 written for the business community with a throwaway line for the community.
- 35 • The success of the business community is the success of the community as a  
36 whole. The Committee will have to determine how to balance and ensure that  
37 they retain resilience in all the ways in which the City receives revenue, because  
38 the core of what they are trying to do is for all the elements. Every element has  
39 an economic component, because building, infrastructure, upgrades, etc. cannot  
40 happen unless there is money to pay for it. In the end, it's about the quality of life  
41 being in balance with the economic activity of a certain segment of the business  
42 community.
- 43 • It is striking how little of the current Economic Element is analytical and how  
44 much is purely descriptive; it's hard to work on that kind of a model with nothing  
45 but descriptive terminology.
- 46 • They need profitable revenue, and to get rid of unprofitable revenue, and to do so  
47 requires clear definitions of terms they use. For example, what is a tourist,  
48 someone from Napa or someone from outside a U.S.? They need to know  
49  
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1 categories of tourism, money from tourism. The bicycle program costs the City  
2 money, so why support a program of that kind, given that they have very strict  
3 requirements on what they can actually support in the business community?  
4 They should be looking at how to get only the most profitable elements in that  
5 program, and not simply ignore what is really a costly endeavor to support.  
6

7 GPAC questions to the M-Group and staff followed.  
8

9 **[B] Issues in economic development and land use**

- 10 • Overview of the Market and Economic Conditions Report purpose
- 11 • Overview of GPAC input required
- 12 • Discussion of economic and land use focus areas. Preliminary topics:
  - 13 ○ The Role of Tourism
  - 14 ○ The Future of the Marinship and Waterfront
  - 15 ○ Downtown Sausalito
  - 16 ○ The City's Changing Demographics

17  
18  
19 Economic & Planning Systems Managing Principal Jason Moody and Executive Vice  
20 President Ashley Kanat provided a PowerPoint presentation.  
21

22 GPAC comments regarding *[B] Issues in Economic Development and Land Use*  
23 followed.

- 24 • An important topic to consider is looking at how the transient occupancy tax  
25 revenue is spent. Is it simply a general fund item, or is there opportunity to  
26 earmark portions of that to enhance the sustainability of the source of that  
27 revenue.
- 28 • The Committee must know not just the role of tourism, but the type of tourists in  
29 terms of where they are coming from, and is the spend different, as well as the  
30 average stay.
- 31 • What type of tourists/visitors does Sausalito want, and can they frame the  
32 General Plan so as to encourage the type of visitors that are revenue producing,  
33 or that are desirable in some other manner, and discourage those that have high  
34 impact with little benefit?
- 35 • Economic & Planning Systems was invited to include Russ Irwin in the process.  
36 Mr. Irwin made several presentations to the City Council and has gathered  
37 tourism data, spending patterns, etc., and worked with City staff on that. The  
38 Committee needs to ensure that it considers some of the data Mr. Irwin collected.
- 39 • It would be good to be able to relate the revenue from the downtown tourist areas  
40 to the revenue from, for example, the Marinship and/or Caledonia; not just how  
41 many dollars came from each area, but in terms of revenue per employee, or  
42 revenue per square foot, etc., to understand whether or not the bicyclist who  
43 buys an ice cream cone contributes as much as the Butler Shine employee in an  
44 office in the Marinship.
- 45 • They need hard economic data and the projections of the future to understand in  
46 terms of their maritime what is viable, and if they want to zone for a particular  
47 use, will that use ever come? They need the data for that kind of decision-  
48 making.  
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- 1 • As the Committee identifies what uses are viable, as well as identifying trends  
2 they also have to identify constraints, such as, the federal government owns land  
3 in the Marinship that constrains circulation; sea level rise; existing ordinances, for  
4 example, Ordinance 1128, that constrains the downtown parking area, which has  
5 an effect on the working waterfront. This analysis must include some of the key  
6 constraints.
- 7 • When looking at household turnover implications of property tax revenues, look  
8 at as it relates to the Marinship redevelopment and its implications for property  
9 tax revenues.
- 10 • Another factor on the residential component that relates to the economics is the  
11 home-based business, which is several categories: telecommuters, own  
12 business headquarters, doing inventory, making phone calls, whether or not they  
13 have visitors. There are several facets of home-based businesses that are an  
14 important element in the economic planning.
- 15 • They must look at ensuring that there are policies in place that protect the current  
16 revenue streams, for instance, property taxes in the Marinship could go down  
17 because of the lack of infrastructure into the Marinship such that the owners  
18 there can no longer command their property prices and rents. So it is not only  
19 new opportunities in general, but they have to protect the revenue streams and  
20 not assume that what has happened in the past is going to happen in the future if  
21 in fact the infrastructure is degrading.

## 22 **9. APPROACH FOR COMPLETING THE GENERAL PLAN AUDIT/REVIEW**

- 23 • Assignment of GPAC members to review General Plan policies.

24 M-Group Deputy Project Manager Milan Nevajda provided a PowerPoint presentation.

25 GPAC questions to M-Group and staff followed.

26 GPAC comments followed.

- 27 • It was decided by the committee that all elements would be reviewed by all  
28 members of the team.

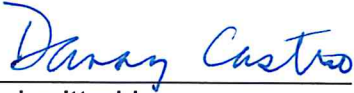
## 29 **10. UPCOMING MEETING DATES/TOPICS**

- 30 • **07/20/2017:** Economic Development Stakeholder.
- 31 • **07/25/2017:** Joint PC/CC meeting to review plan synthesis memo.
- 32 • **08/14/2017:** GPAC meeting to review plan synthesis and General Plan  
33 audit.

1           **11.ADJOURN**

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3 Bruce Huff moved and Vice Chair Werner seconded a motion to adjourn the meeting.  
4 The motion passed 12-0.

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6 The meeting was adjourned at 8:05 p.m.

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9  
10 Submitted by  
11 Danny Castro  
12 Community Development Director

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15 Approved by  
16 Vice Mayor Joan Cox  
17 Chair