

BUSINESS ADVISORY COMMITTEE MINUTES

Thursday, February 5, 2009

8:30 a.m.

City Council Conference Room

City Hall at 420 Litho Street

1. Call To Order – *All Present, Except As Noted*

Jonathan Leone (City Council Rep)	Cheryl Popp (Chamber Rep)
Amy Belser (City Council Rep)*	Joe Lemon (Chamber Rep)
Adam Krivatsy (City Resident)	Jeff Scharosch (Chamber Rep)
Bruce Huff (BAC Appointee)	Adam Politzer (City Staff Rep)*
Peg Copple (BAC Appointee)	* = <i>Absent</i>

2. Announcements. *It was noted that Cheryl Popp and Joe Lemon have replaced Oonagh Kavanagh and Yoshi Tome as representatives of the Chamber of Commerce.*

3. Approval of Minutes – Meeting of January 15, 2009 -- *Approved*

4. Interviews of Economic Analysts

a. Economic Competitiveness Group (ECG) – Alec Hansen.

Dr. Hansen provided an overview of the projects ECG has completed and the approach he would take on evaluating the projects identified by the Action Committees. He noted that a study could be done in the 2-4 month timeframe, but 9 months would be more realistic. The technical aspects of a study could be done for approximately \$40,000 and management of the process (including meetings) would take approximately \$40,000. The approximate total would be in the \$80,000 range.

b. Bay Area Economics (BAE) – Janet Smith-Heimer

Ms. Smith-Heimer indicated two approaches could be taken on the study: a traditional cost/benefit analysis or a strategy for public investment. She reviewed the methodologies of both approaches. A cost/benefit analysis could be done for a cost established by the City. More detail would be provided in a expensive study. A strategy for public investment could be prepared for \$35,000.

5. Adjournment – *10:40 a.m.*

CDD\Boards and Committees\BAC\Minutes\2009\2-5-09-Approved

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