

BUSINESS ADVISORY COMMITTEE MINUTES

Thursday, April 16, 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)*	Adam Krivatsy (City Resident)*
Herb Weiner (City Council Rep)	Vacant (City Resident)*
Cheryl Popp (Chamber Rep)	Bruce Huff (BAC Appointee)*
Joe Lemon (Chamber Rep)	Peg Copple (BAC Appointee)
Jeff Scharosch (Chamber Rep)	* = <i>Absent</i>

2. Public Comment on Items Not on Agenda -- None

3. Approval of Minutes – Meetings of February 26, 2009 and March 19, 2009 --
Approved

4. Discussion on State of the Local Business Community -- *The consensus of the attendees was that the County's Economic Development Program, as presented at the March BAC meeting, was long-term in nature and would not be responsive to Sausalito's immediate economic development needs. Michael Rex noted that he and Cheryl Popp could prepare a list of short-term and long-term actions suggested by the Action Committees. In addition, the Chamber of Commerce could provide some supplemental funding for this effort.*

5. Suggestions for FY 2009-10 Budget – *The BAC identified the following priorities for consideration by the Finance Committee in preparation of the FY 2009-10 Budget:*

- a. Retaining an economic development consultant (\$50,000)*
- b. Refreshing the iSausalito mapping and printing account (\$10,000)*
- c. Support for the Chamber's Buy Local Program. [After the meeting Cheryl Popp provided the following information on the Chamber's Buy Local Program / Twilight Tuesday Campaign (\$10,800), Marketing Materials (\$4,000), and Caledonia Street Banner (\$2,000) = (\$16,800 Total).]*

6. Review of Membership Procedures for Business Advisory Committee – *Jeremy Graves indicated that the City Council would establish staggered BAC terms at the same time a representative is appointed to the vacant City Resident seat.*

7. Adjourn – *10:05 a.m.*

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BUSINESS ADVISORY COMMITTEE MINUTES

Thursday, May 21, 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)	Adam Krivatsy (City Resident)
Herb Weiner (City Council Rep)	Vacant (City Resident)*
Cheryl Popp (Chamber Rep)*	Bruce Huff (BAC Appointee)
Joe Lemon (Chamber Rep)*	Peg Coppie (BAC Appointee)*
Jeff Scharosch (Chamber Rep)	* = Absent

2. Public Comment on Items Not on Agenda -- None

3. Approval of Minutes – Meeting of April 16, 2009 -- Approved

4. Suggestions for Priority Calendar / FY 2009-10 Budget – Concerns were expressed regarding the priorities suggested in the memo provided by the Chamber of Commerce (e.g., suggested budget for banner is higher than necessary; suggested budget for marketing is lower than necessary). Jonathan Leone indicated he would work with the Public Safety Facility committee to obtain assistance with installation of an “Open For Business” banner that could be partially funded by the Chamber and Caledonia Street merchants. Jeff Scharosch indicated he would work with Cheryl Popp on the costs for the marketing pamphlets.

The BAC concluded that \$1000 should be requested for preparation of a request for proposals for an economic development program. This amount, plus \$10,000 to refresh the iSausalito mapping and printing account would replace the priorities listed in the April 16, 2009 Minutes as the BAC's Suggestions for the FY 2009-10 Budget.

By consensus the BAC suggested the iSausalito Committee members should be recognized for their contributions to the community and provided with an opportunity to showcase their work.

5. Review of Action Committee Expenditure Requests. The BAC reviewed the funding requests by the Action Committees and recommended the City Manager approve the expenditures as listed in the May 21, 2009 staff report.

6. Discussion of Business Task Force (e.g., City and Chamber of Commerce) – No discussion.

7. Review of Membership Procedures for Business Advisory Committee – No discussion.

8. Adjourn – 10:00 a.m.