

## BUSINESS ADVISORY COMMITTEE MINUTES

Thursday, October 15, 2009

8:30 a.m.

City Council Conference Room

City Hall at 420 Litho Street

**1. Call To Order 8:45 a.m. – 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)	Vacant (BAC Appointee)*
Jeff Scharosch (Chamber Rep)*	* = Absent

**2. Public Comment on Items Not on Agenda**

*Administrative Services Director Charlie Francis reviewed recent sales tax revenue trends. The General Retail and Business-to-Business sectors are down. He suggested the City may want to look at strategies to jump start the retail sector and to keep the restaurant sector strong. He observed that the area's underlying economic base is beginning to change.*

**3. Approval of Minutes – Meeting of August 20, 2009 – Approved**

**4. Marin Economic Forum – Presentation by Robert Eyler, PhD.**

*As the Economic Sustainability Coordinator for the County, Dr. Eyler is in the organizational phase for the Marin Economic Forum (MEF). The County Board of Supervisors will soon be nominating the MEF Board of Directors. The MEF has three charges: provision of economic data and information; coordination of economic development efforts with chambers of commerce and cities; and public outreach with economic data. The Board of Directors will be establishing the priorities for the MEF's activities. Funding will come from fees for services; business donations; and Federal/state grants. Currently, the MEF's projects are handled on a first come-first served basis, and Sausalito is first in line with the proposal submitted to the Chamber of Commerce. Cheryl Popp volunteered to mobilize a sub-committee of the BAC to prepare a proposal for review by the BAC regarding the MEF proposal submitted to the Chamber of Commerce.*

**5. Mission of Business Advisory Committee**

*Bruce Huff suggested the mission statement should reflect the dual missions of the BAC, as listed in the City Council resolution establishing the BAC. Adam Krivatsy stated the City does not have an economic development department and as a result the BAC is in the economic development role. Consideration should be given to holding a joint meeting with the City Council to discuss how the BAC could help the City achieve economic success. Peter Van Meter asked whether the BAC should have an advisory or mandatory role in the review of economic policies and development issues. Michael Rex suggested the BAC could give the City advice on development proposals. Cheryl Popp*

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*suggested scheduling a Saturday meeting with the City Council to discuss the mission statement.*

**6. Discussion of Business Task Force (e.g., City and Chamber of Commerce)**

- a. *How to Start a Business in Sausalito / Sausalito Business Climate – Cheryl Popp noted that she and Jeff Scharosch will meet with City staff to review the City's regulations and procedures.*
- b. *Landlord Summit -- Cheryl Popp noted that she and Joe Lemon met with the landlords and identified issues. Follow up meetings will be held.*

**7. Procedure for Filling Vacant BAC-Appointee Positions**

*Mayor Leone indicated that the City Clerk will be forwarding the applications for BAC positions to the City Council for review.*

**8. Communications**

- a. *Staff – None*
- b. *BAC Members – None*

**9. Agenda Topics for Next Meeting**

- *BAC-Appointees positions*
- *Status Report/Special meeting on Marin Economic Forum*
- *Mission Statement*

**10. Adjourn – 10:05 a.m.**

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