BUSINESS ADVISORY COMMITTEE AGENDA

Thursday, December 20, 2012 8:15 a.m. City Council Conference Room City Hall at 420 Litho Street

1. Call To Order

*Absent

Chair – Adam Krivatsy (City Resident) Vacant (City Council Rep)* Peter Van Meter (BAC Appointee) Cheryl Popp (Chamber Rep)* Herb Weiner (City Council Rep) – Left at 8:30 John Cox (BAC Appointee) Joe Lemon (Chamber Rep)* Eckart Noack (City Resident) Jeff Scharosch (Chamber Rep)

2. Public Comment on Items Not on Agenda

Chris Gallagher reported upon previous night's Chamber of Commerce meeting where Kim Huff was elected to serve as the 2013 President of the Chamber. Ms. Huff will meet with City Manager Adam Politzer every month and has expressed interest in attending the BAC's meeting scheduled for January.

3. Approval of Minutes – November 15, 2012

Minutes approved as submitted

4. Chair's Progress Report

Chair Krivatsy reported that on November 27th Charlie Francis presented his staff report to the City Council recommending approval of \$5,000 for economic development. Peter Van Meter and Chair Krivatsy responded to Mayor Kelly's invitation to speak for the BAC's application. The Council expressed concern about building on Dr. Eyler's work when that has not been approved by the City. Two council members were not ready to accept Mr. Francis' recommendation for funding the work because they felt that the BAC's work might threaten the Marine Businesses in Sausalito. Councilman Leone suggested the funding should be approved by incorporating a provision in the Scope of Work that specifically supports Marine Businesses. The funding was approved by the Council 4-1.

On December 4th Mr. Lemon and Chair Krivatsy had an appointment with John Stayton, Director of VentureGreenhouse at their San Rafael facility. This meeting was suggested by Supervisor Sears. Joe Lemon was unable to attend. We discussed VentureGreenhouse's and the BAC's mandates, aspirations and programs and concluded that we might benefit from collaborating in the future. A unique quality of Mr. Stayton's organization is focus on *sustainability*. Our collaboration may pave the way of Sausalito's sponsorship of VentureGreenhouse and enhance Sausalito's interest in financial sustainability.

Sausalito has a very active, well respected Sustainability Committee. The committee is chaired by Ray Gergus. Chair Krivatsy talked with Chair Gergus and plans on attending the Sustainability Commission's meeting January $10^{\rm th}$.

5. Discussion with John Stayton, Director of Venture Greenhouse

The Venture Greenhouse (VG) of Dominican University is a Marin-based early stage business incubator providing assistance for potential and start-up companies that have demonstrated potential for significant economic, environmental and social benefits to the community.

Director Stayton talked about VG's objectives and program: The organization was established two years ago, is led by a Steering Committee and is housed in a building provided by private sponsor Stewart Cordin interested in invigorating Marin's business community. VG's three major goals: 1) Innovation in Marin, 2) Economic development in area, 3) Foster engaged learning. Two parallel programs: a) *Acceleration Program* of existing businesses (team-based approach to coaching clients who have "scalable" business models and an b) *Affiliate Program* designed for visiting business persons. Want to reach out to attract budding companies to Marin. Selection process: about 5% of applicants seem to qualify. Seven "resident" firms. Three vacancies. Success stories: biological lubricant, solar energy application, water filtration, etc. Seeking broad-based community funding. Operates on a slim annual budget. Needs \$50,000 funding for Affiliate Program. Needs more "mentors" and advisors. VG is a "thought leader" in venture generation.

Questions -- Michael Rex: Some businesses find Marin too expensive. How does VG address this problem? – Jeff Scharosch: The place is more attractive than Silicon Valley or South-of-Market in SF. Want to bring about a "culture change." In 2000 established a "Green MBA Program" at Dominican.

Seeks sponsorships. San Rafael and Marin County sponsor VG. How about the City of Sausalito? – Sustainability at several levels.

6. Discussion with Rob Eyler of the Marin Economic Forum regarding Economic Development Services

On 11/27/12 the City Council approved release of \$5,000 from money reserved for the BAC's use in the current fiscal year for professional services for economic development. The objective of the effort is to recommend specific businesses for consideration that benefit the community and enhance the city's competitive edge by clustering mutually supportive businesses in Sausalito. Striving to make the proposed Scope of Work acceptable the all Council Members, a provision was added for enhancing the viability of marine-oriented businesses in Sausalito.

Long discussion re. Scope of Work. The essence: Identify complementary business clusters with their benefits to Sausalito, examples of the "multiplier effect" of various businesses.

Rob Eyler will revise his Scope of Work accordingly, will get back to the BAC's Subcommittee (Messrs. Van Meter, Cox and Noack) within a day and reconvene with Charlie Francis in early January.

7. BAC Goals for 2013

Tabled until January meeting. However Councilman Ray Withy speculated that without the Staff's involvement in the BAC's work, such as the MEF endeavor, staff will neither support nor make use of the BAC's work. He suggested that the BAC should meet with Adam Politzer, Charlie Francis and Jeremy Graves to discuss how the essential staff support for the BAC's program can be assured.

8. Meeting Calendar for 2013

Tabled until January meeting.

9. Agenda Topics for Next Meeting

Status Report re. MEF Scope of Work and Time Line Discussion with Chamber President Kim Huff Discussion with Messrs. Politzer, Francis and Graves BAC Goals for 2013

Meeting Calendar for 2013