

August 24, 2009

TO: City Council

FROM: Anne Montgomery, City Manager *am*

SUBJECT: Business Advisory Board

RECOMMENDATION

Council approve the mission and scope of work for the Business Advisory Board (BAB), approve the proposed composition and members of the initial Board and authorize the City Manager to make appointments for the positions still vacant.

BACKGROUND

On June 1, 2009, Council reviewed a draft of the Business Task Force (BTF) report and recommendations. One of the primary recommendations is the establishment of a City appointed Business Advisory Board.

Mission

To advise the City Council on economic development issues and other business related issues with the overall objective of encouraging a healthy, vibrant business community in Mill Valley with an appropriate mix of resident serving businesses, while also preserving the City's unique small-town character.

Scope

- Review the revised Business Task Force report that includes the staff analysis
- Oversee the implementation of recommendations from the BTF report
- Oversee execution of local and regional marketing campaigns involving City funds and/or city-generated funds from business
- Review funding options and develop an economic development plan for the city both near term and long term
- Select consulting firms, if needed, to support economic programs sponsored by the City of Mill Valley
- Monitor and measure the results of economic development programs
- Regularly report to the City Council on BAB activities

Composition and potential Board members

Per the recommendation in the BTF report, the members of the BAB should be appointed by the City Council so that the BAB will be subject to the Brown Act. Board members will be appointed for 2 year terms with one renewal. Initially one half of the members will be appointed for a 2 year term and one half for a one year term so that there is continuity on the Board.

A subcommittee of Mayor Berman, Council member Lion and I worked on the composition and potential members of the Board. The composition of the Board will be two representatives from each of the four business districts within city limits, two representatives from the Chamber, and two representatives that have a business expertise, preferably in marketing, for a total of six districts. The four business districts include: Downtown, Lower Miller, E. Blithedale/Alto Center, and Redwood Highway. There will be one vote per district and a quorum will be four of the six districts.

The following people are recommended to be appointed to the BAB with the first person listed in the 2 year term and the second person listed in the 1 year term:

Downtown	Ann Aversa (G2) Doug Canepa (Mill Valley Market)
Lower Miller	Jim Revoir (Grilly's) Den Satake (Tam Bikes)
E. Blithedale/Alto Center	Dori Beron (Whole Foods) Open
Redwood Highway	Christopher Raker (Raker Architects) Paolo Petrone (Aqua Hotel)
Chamber of Commerce	Elaine Cramer (Tamalpais Bank) Toni Hicks (Pacific National Bank)
Business Expertise	Paula Reynolds Ellen Seebold

We recommend that Paula Reynolds be appointed as Chair of the BAB. Subsequent chairs will be determined by a vote of the BAB.

Brief biographies of some of the potential appointments are attached to this staff report.

MEETING SCHEDULE

The BAB will meet quarterly following the initial start-up meeting(s). All meeting agendas will be posted 72 hours in advance and open to the public. Staff support will be provided by the City Manager's office and I have assigned this task to Mary Lansing. Additional support will be from the City Librarian, Anji Brenner. At the initial meeting, the BAB will review their mission and scope of work, revise if needed and set their meeting schedule. The staff analysis of the recommendations in the BTF report will be presented to Council on October 5. Subsequently the BAB will meet again and review the BTF report and the staff analysis of the recommendations. At each BAB meeting, a work plan for the quarter will be determined and the next meeting agenda outlined.

BIO

ELAINE CRAMER, VICE PRESIDENT AND RELATIONSHIP MANAGER
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Elaine Cramer started her banking career 31 years ago in San Francisco. Over the years, she has worked for Crocker Bank, Wells Fargo, Westamerica Bank and currently Tamalpais Bank. Most of her banking responsibilities have been sales and relationship management to the small business , non profit and public sectors along with VIP consumer clients.

Elaine has resided in Mill Valley for 25 years living in the Sycamore Park neighborhood on Valley Circle. She is married and has one son who attends Tamalpais High School.

Elaine is currently the Chairperson of the Mill Valley Chamber of Commerce for the year 2009. She has been on the Board of Directors of the Chamber for the last 3 years. She previously was chair in 2001 and served on the chamber board then for 6 years. She has chaired numerous committees and raised funds for the chamber.

I would like to serve on the Business Advisory Board. I have so much experience volunteering with the Chamber of Commerce and knowing our business community. As Chairperson of the Chamber, I want to see that the Chamber of Commerce's members are represented. I have served on the Business Task Force and would like to continue what we started there. Since I live and work in Mill Valley, I will bring a perspective to the group as a resident and a business person. I want to help our local economy grow and prosper. If our business community is financially successful, it will help our city's finances grow and our residents will benefit as well.

Christopher Raker

Christopher Raker has served two terms as the Mayor of Mill Valley, and served on the City Council from 1999 to 2008. Prior to that time, he served six years on the Mill Valley Planning Commission. He received his Bachelor of Arts in English Literature at Harvard University, Master of Arts in English Literature from the University of Virginia and a Master of Architecture from Harvard University and has been a practicing architect for thirty years. He established his own firm, Raker Architects, 20 years ago in Mill Valley. He has extensive design and technical expertise in a broad range of corporate architectural projects for both private and public institutions, including such clients as the Sierra Club, the Salvation Army, Firemans Fund, Pacific Telephone, PG&E and the San Francisco Opera. His extensive experience includes collaboration with institutional, commercial and private clients on ADA compliance issues, handling the Transition Plans for the County of Marin, Golden Gate Bridge District and the Marin Municipal Water District. He was President of the American Institute of Architects, San Francisco Chapter in 1985. He is the recipient of a number of architectural awards and has been a guest lecturer at the University of California, Berkeley.

Jim Revoir

Jim is a graduate of Stanford University with a degree in Urban Design. As a young man he was an army helicopter pilot who served one year in Vietnam. He has owned several businesses in Marin County. He devoted 6 years to the clean-up and development of Hamilton Air Force Base as a non-military community. For 14 years Jim has successfully operated Grilly's restaurants in Mill Valley and in Fairfax. His mission is to offer fresh, wholesome, tasty Mexican food at a great price. Jim lives in Mill Valley and owns commercial real estate here. In addition to his local business, Jim farms wheat and hay in Montana.

Jim supports many school and children's concerns as well as local non-profit organizations in Marin. He has two children, Grayson a son studying art in New York City and Carmen a daughter who is an accomplished jeweler here in Marin as well as a new grandson, Elijah. Jim loves hiking the hills of Marin but equally enjoys Montana and fly-fishing.

Den Satake

Born and raised in the Bay Area, I first moved to Mill Valley in 1988, and have lived here continuously since 1999. I am married and have two children attending MVMS and Old Mill.

I have spent my entire professional career involved in the global capital markets. I have been employed since 1991 by Teleos Management, a Global Macro hedge fund based in Stamford, CT. In addition, I own a multi-unit apartment building in Mill Valley, which I manage together with my wife (also a partner at Tam Bikes).

For the past few years I have been coaching Little League baseball and MV Rec league soccer. I am also an avid cyclist and former professional mountain bike racer.

It should be noted that I am not active full-time at Tam Bikes. Together with my wife Tricia, I am heavily involved in the management of the store, but my two partners Quoc Phan and Bryce Kirk run the store on a day-to-day basis.

As a partner at Tam Bikes, a long time resident and a parent, I am concerned with all matters that impact our town and in particular our retail businesses. I welcome the opportunity to have a hand in developing the policies that will help our retailers thrive.