

Manistee Harbor Commission

Established - November 1931

70 Maple Street, Manistee, Michigan 49660

Agenda

Wednesday, April 19, 2016 at 1:00 p.m. – Second Floor Conference Room,
70 Maple Street, Manistee MI 49660

Call to Order

Approval of Agenda

Public Comments on Agenda Items (5 minute limit)

Strategic Plan Update / Adoption

- Tamara Buswinka, Alliance for Economic Success

Approval of Minutes

- Minutes of January 19, 2016
- Minutes of February 24, 2016

Staff Reports

- Finance Director on Budget
- Harbormaster
- City Manager – Boat Launch Revenue Report

Unfinished Business

- Update on Pay Tube at Arthur Street Launch Ramp
- Discussion on Marketing Flier

New Business

- Discussion on Parking Ordinance

Public Comment (5 minute limit)

Comments by Harbor Commissioners

Adjourn

Commissioners are encouraged to participate in the preparation of the monthly agendas. Please contact the City Manager's Office at least two weeks prior to the scheduled meeting to discuss agenda items.

2016-
2019

City of Manistee Harbor
Commission Strategic Plan:
DRAFT

DRAFT

Prepared with the assistance from the
Alliance for Economic Success
2016-2019

What are we proud of?

- New marina facility.
- Spectacular view as you approach the marina.
- Welcome sign.
- New United States of America flag.
- Positive feedback from users of the marina about the facility and the quality of staff that the marina employs.

What are some of the issues that the marina faces?

- Slow use of the facility at the beginning and end of the facility.
- Significant factors affect the marina business that are beyond our control such as the weather, changing fishery industry, changing types of users in the boating industry in general (trailer versus docking).
- Maintenance of the docks is a struggle due to cash flow issues.
- Need a good picture of the operating expenses because the budget isn't clear on what those expenses are.
- Deficit of about \$40,000.00 a year.

What are our opportunities that we could take advantage of?

- More tournaments especially in the shoulder season before July/August.
- Early and late season deals (reduced rates, pay for 2 days get the 3rd day free, etc.)
- Increase/Improve marketing efforts with a couple of ideas including developing a welcoming packet for marina users and arranging for shuttles to the casino.
- Develop a sister city program with Kewanee, Wisconsin.
- Reach out to key stakeholders/groups/organizations such as the Chicago Yacht Club to tap into the opportunities that the Mackinac Race presents.
- Update the website.
- Create opportunities and improve efforts to create a meaningful interaction with the downtown area.
- Create an Explore the Shores kayak/canoe launch site.

What is our goal?

GOAL:

To make the Harbor profitable.

What are the strategies and actions we are going to take to achieve our goal?

BOARD COMPOSITION

1. Strategy:

Ensure that the Board is composed on a wide variety of stakeholders.

1.1. Action Item(s):

- 1.1.1. ORDINANCE REVIEW: Evaluate, and take action to revise, the Ordinance to ensure that it allows for a wide variety of stakeholders.
- 1.1.2. RECRUITMENT: Each current Board member will continuously ask key stakeholders to apply for a Board position.

2. Strategy:

Work to ensure that the infrastructure of the marina is well maintained and replaced when needed promptly to ensure that the facility is meeting the demands of the users.

2.1. Actions Item(s):

- 2.1.1. SKID PIERS: Ensure that the skid piers are maintained on a regular basis as part of the City's capital improvement plan.
- 2.1.2. DOCKS: Evaluate and identify docks that need repairing and establish a schedule and allocate funds to have the work done.
- 2.1.3. BOAT LAUNCHES: Evaluate, identify priorities, and support efforts to maintain the City owned boat launches (1st Street and Arthur Street).

PROFITABILITY

3. Strategy:

Understand the Marinas profitability and take steps to rectify the outcome of the evaluation.

Action Item(s):

- 3.1.1. LOSS REVENUE: Identify loss revenue opportunities.
- 3.1.2. REVENUE SOURCES: Identify potential revenue sources such as grants and philanthropy.
- 3.1.3. EXPENSES: Evaluate the budget to determine actual expenses in order to identify ways to reduce those expenses.

EXPANDING REVENUE STREAMS

4. Strategy:

Identify opportunities to expand the revenue stream of the marina.

Action Items:

- 4.1.1. TRANIENT USERS NEEDS: Understand the needs, and competition for, transient users.
- 4.1.2. CHANGE OF FOCUS: Work to change the focus of the harbor from fisheries dependent to transient users.

- 4.1.3. EARLY & LATE SEASON: Increase the use of the Marina in the early and late seasons.

COLLABORATION

5. Strategy:

Collaborate with strategic partners.

Action Item(s):

- 5.1.1. Lead the effort to have “around the lake” discussions in order to understand ...
- 5.1.2. Form a sister's marina relationship with Kewanee, Wisconsin.
- 5.1.3. Reach out to key stakeholders/groups/organizations (such as the Chicago Yacht Club and the associated Mackinaw Race event) to tap into the opportunities.

MARKETING & PROMOTION

6. Strategy:

Improve marketing and promotion efforts to include not only the fisheries industry but also the tourism industry.

Action Item(s):

- 6.1.1. Update the website.
- 6.1.2. Strengthen the marinas relationship and impact to the downtown district.
- 6.1.3. Update information in the Manistee County Visitors Guide.

**HARBOR COMMISSION MINUTES
MEETING OF JANUARY 19, 2016**

A regular meeting of the Manistee Harbor Commission was held on Tuesday, January 19, 2016 at 1 p.m. in the Second Floor Conference Room, City Hall, 70 Maple Street, Manistee MI 49660. The meeting was called to order by the Vice-Chair.

Roll Call	Present	Excused Absence	Unexcused Absence
Commissioner Dave Bachman			✓
Commissioner Ty Cook	✓		
Commissioner <i>Vacancy</i>	---	---	---
Commissioner <i>Vacancy</i>	---	---	---
Commissioner Jim Smith	✓		
Commissioner Alex Zaccanelli	✓		
Commissioner Roger Zielinski	✓		
City Manager Thad Taylor	✓		

OTHERS PRESENT: None

APPROVAL OF AGENDA

MOTION by Roger Zielinski, second by Jim Smith, to approve the agenda as presented. Voice vote - Motion carried.

PUBLIC COMMENTS ON AGENDA ITEMS

- None

ELECTION OF OFFICERS

As required in the bylaws, the election of officers shall occur at the first meeting of each calendar year and officers shall take office upon selection and shall hold office for a term of one year.

For the position of Chair:

Alex Zaccanelli nominated Ty Cook (declined)

Ty Cook nominated Alex Zaccanelli

There being no further nominations, all voted in favor of Alex Zaccanelli as Chair.

For the position of Vice-Chair:

Roger Zielinski nominated Jim Smith

Jim Smith nominated Ty Cook

There being no further nominations, all voted in favor of Ty Cook as Vice-Chair.

APPROVAL OF MINUTES

MOTION by Roger Zielinski, second by Jim Smith, to approve the minutes for the October 20, 2015 meeting as presented. Voice vote - Motion carried.

STAFF REPORTS

Harbormaster. No report.

City Manager. Welcomed City Manager Thad Taylor to the Harbor Commission. Mr. Taylor provided a brief bio. Copies of the 2015 Highlights booklet were distributed.

COMMITTEE REPORTS

- No current standing committees. Following discussion Harbor Commission decided to approach the subject of marketing as a whole. Zielinski will contact the Alliance for Economic Success (AES) to see if they can assist in tying marketing to the strategic plan prepared by the AES and to other community entities like the DDA. Marketing is something that should be discussed prior to the boating season so a special meeting would be called if AES can participate in March. Briefly discussed Ninth Street boat launch.

UNFINISHED BUSINESS

- Promotional Flier for Marina Facilities. Not completed by previous Marketing Committee. Will seek assistance from the AES.
- Pay Tube at Arthur Street Launch Ramp – DPW Director Jeff Mikula previously reported that this will be ordered this winter and installed prior to the 2016 season. Discussed changing the ordinance from pay to launch to pay to park. Council strategic plan includes a future goal of purchasing the upper parking lot from Consumers.

NEW BUSINESS

- Annual review of Bylaws. *MOTION* by Ty Cook, second by Jim Smith to accept the bylaws as presented; no changes are required. All voted in favor – motion carried.
- Annual review of Strategic Plan. Commission reviewed the plan and will be asking the Alliance for Economic Success for assistance and again discussed the need to connect with downtown stakeholders like the Downtown Development Authority. Roger Zielinski will attend a future DDA meeting and extend another offer to collaborate.

PUBLIC COMMENTS

- None

OTHER COMMENTS

- Ty Cook advised that the Tight Lines for Troops event will be held at the Municipal Marina this year. Great opportunity to showcase the marina. Both Roger Zielinski and Dave Bachman are on the event committee. Ty Cook would like more involvement in this event by the Harbor Commission. Lots of opportunities for volunteers and to get merchants involved.
- Fishery update from Roger Zielinski and Jim Smith who attended the state workshop on January 9, 2016 at WSCC. Discussed wild vs. planted salmon mortality rate, invasive species, and other concepts like fish farming and commercial fishing.

ADJOURNMENT

Next meeting is scheduled for April 19, 2016 at 1:00 p.m. in the Second Floor Conference Room, City Hall. *MOTION* to adjourn by Roger Zielinski second by Ty Cook at 2:05 p.m.

Draft - cl
Cynthia Lokovich, CAP-OM
Recording Secretary

**HARBOR COMMISSION MINUTES
MEETING OF FEBRUARY 24, 2016**

A special meeting of the Manistee Harbor Commission was held on Wednesday, February 24, 2016 at 8 a.m. in the Second Floor Conference Room, City Hall, 70 Maple Street, Manistee MI 49660. The meeting was called to order by the Chair.

Roll Call	Present	Excused Absence	Unexcused Absence
Commissioner Dave Bachman	✓		
Commissioner Ty Cook	✓		
Commissioner <i>Vacancy</i>	---	---	---
Commissioner <i>Vacancy</i>	---	---	---
Commissioner Jim Smith	✓		
Commissioner Alex Zaccanelli	✓		
Commissioner Roger Zielinski	✓		
City Manager Thad Taylor	✓		

OTHERS PRESENT: Tamara Buswinka of the Alliance for Economic Success

PUBLIC COMMENTS ON AGENDA ITEMS

- None

STRATEGIC PLAN REVIEW & UPDATE

At their January 19, 2016 meeting the Harbor Commission decided to approach the Alliance for Economic Success (AES) to assist them in their annual review of the strategic plan and to further discuss marketing opportunities.

Tamara Buswinka, AES Community Development Director reviewed the existing goals to determine if they were achieved, still relevant, and/or which ones needed to be revised. Following extensive discussion the group reached a consensus to revise the document to redirect the Harbor Commission’s focus to their #1 goal, to make the harbor profitable. A new plan will be drafted and this should take about two weeks. In the meantime, members were given action steps to work on: 1.) recruit potential new members to fill the current vacancies on the commission; 2.) contact area stakeholders to encourage attendance at future meetings in order to work toward collaborating on common goals for the benefit of the City of Manistee.

PUBLIC COMMENTS

- None

ADJOURNMENT

Next regular meeting is scheduled for April 19, 2016 at 1:00 p.m. in the Second Floor Conference Room, City Hall.

Adjourned at the Call of the Chair at 10:00 a.m.

Draft - cl

Cynthia Lokovich, CAP-OM
Recording Secretary

2012 - 2013 Rate Structure: \$5 / Daily, \$35 / Seasonal

2013 - 2016 Rate Structure: \$10 / Daily, \$40 / Seasonal

2012 FIRST STREET BOAT LAUNCH REVENUE

	PRESEASON	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTALS
Seasonal Permits	31 = \$1,085	89 = \$3,115	69 = \$2,415	150 = \$5,250	96 = \$3,360	8 = 280	443 = \$15,505
Daily Permits	0	114 = \$570	137 = \$685	687 = \$3,435	1,279 = \$6,395	626 = \$3,130	2,843 = \$14,215
Annual Total							\$29,720

2013 FIRST STREET BOAT LAUNCH REVENUE

	PRESEASON	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTALS
Seasonal Permits	39 = \$1,365	78 = \$2,730	54 = \$1,890	104 = \$4,160	224 = \$8,960	23 = \$920	522 = \$20,025
Daily Permits	14 = \$70	137 = \$685	109 = \$545	199 = \$1,990	734 = \$7,340	285 = \$2,850	1,478 = \$13,480
Annual Total							\$33,505

2014 FIRST STREET BOAT LAUNCH REVENUE

	PRESEASON	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTALS
Seasonal Permits	35 = \$1,400	113 = \$4,520	95 = \$3,800	126 = \$5,040	159 = \$6,360	22 = \$880	550 = \$22,000
Daily Permits	0	65 = \$650	100 = \$1,000	198 = \$1,980	687 = \$6,870	255 = \$2,550	1,305 = \$13,050
Annual Total							\$35,050

2015 FIRST STREET BOAT LAUNCH REVENUE (As of 10/06/15)

	PRESEASON	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTALS
Seasonal Permits	84 = \$3,360	69 = \$2,760	78 = \$3,120	106 = 4,240	109 = \$4,360	52 = \$2,080	498 = \$19,920
Daily Permits	31 = \$310	39 = \$390	64 = \$640	219 = 2,190	338 = \$3,380	459 = \$4,590	1,150 = \$11,500
Annual Total							\$31,420

2016 FIRST STREET BOAT LAUNCH REVENUE (As of 4/1/16)

	PRESEASON	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTALS
Seasonal Permits	32 = \$1,280						
Daily Permits	4 = \$40						
Annual Total							

FACEBOOK / WEBSITE POST 4/7/16

NOTICE: The pay tube is now installed and operational at the Arthur Street Launch Ramp. See instructions on the envelope/pay tube. Rates: \$10 daily; or you can purchase a seasonal sticker at City Hall for \$40. The seasonal sticker covers all launch facilities in the City of Manistee.



MANISTEE COUNTY

NATURALLY MORE *michigan*



CALL FOR A FREE GUIDE

877.626.4783



WE'RE HOSTING:

- Tight Lines for Troops May 19
- MCSFA Budweiser Pro AM June 22-24
- Salmon Splash July 25-29
- Manistee Monster Mania Sept. 7-9
- Call for reservations: 231-723-9444
- Email contactus@sengsmarina.com

FULL-SERVICE MARINA

Seng's Marina
Good People Great Lakes

www.sengsmarina.com
47 Lake Street, Manistee, MI 49660
Ph: 231.723.9444 • Fax 231.723.0614

Fishing for Fun!

LITTLE RIVER

CASINO RESORT

2700 Orchard Hwy. • Manistee, MI 49660
1-888-568-2244 • lrcr.com

Manistee



It's Cooler By The Lake

Manistee *downtown* yours to discover

street musicians. eclectic shopping. the riverwalk



great lakes freighters. dining destinations



farmers' market. historic architecture. arts, festivals & events



great downtown businesses...yours to discover!

- The Ideal Kitchen | Stacey's Flowers and Gifts | H&K Electric
- Century21 Boardwalk | Pamela's Interiors | Jackpine Business Center | Boyer Insurance
- Play Clothes | Conservatory of Dance | House of Flavors
- Snyder's Shoes | Port City Clipper | Northern Spirits
- The Outpost | Manistee Municipal Marina | Manistee Inn & Marina | Kerry's Blinds
- Reusch Jewelers & Gifts | Boathouse Grill

www.Manisteedowntown.com

Visit Us Soon!



Manistee Municipal Marina

In-town park setting on Manistee's popular Riverwalk

- Less than a mile upriver from the Lake Michigan pierhead and miles of sandy beaches
- Transient slips to 60' / Broadside to 100' with power & water
- Gas, diesel and pump-out

New marina building with restrooms, showers and laundry

- Comfortably furnished lounge and children's play area
- Cable TVs, Blue Ray Player and free WiFi
- Coffee bar and microwave
- Grilling and picnic areas
- Certified State of Michigan Clean Marina
- Efficient, courteous, certified attendants

Nearby:

- Marine store, haul-out and engine repair facilities
- Launch ramps, fish cleaning stations, charter boats
- Commercial flights at Manistee Blacker Airport

Close walk to museums, supermarket, shops and restaurants, historic district, motels and hotel.

Farmers' Market Saturdays and weekend events.

Evening outdoor concerts



Handicapped boaters' lift

Season opens May 15 • Seasonal hours: 6 a.m. to 10 p.m.

Manistee Municipal Marina

480 River St., Manistee, MI 49660

231.723.1552 • www.manisteemi.gov/marina

Reservations: 800.447.2757 or www.michigan.gov/dnr

Marine Channels 9&16

**Chapter 430
Parking Generally**

430.01	Alternate parking	430.03	Prohibited parking
430.02	Two-hour parking; exemption of handicap parking spaces	430.99	Penalty

CROSS REFERENCES
Parking generally - see M.C.L.A. Secs. 257.672 et seq.; TRAF. Ch. 430
Uniform Traffic Code - see M.C.L.A. Secs. 257.951 et seq.
Uniform Traffic Code - see Ch. 410
Abandoned motor vehicles - see TRAF. 410.04(UTC 2.5a et seq.)
Parking Violations Bureau - see TRAF. Ch. 420

430.01 ALTERNATE PARKING

- A. Between October 15 of each year and April 15 of the following year, the owner, operator or any person having control of any motor vehicle or other object shall park said motor vehicle or other object on the public streets in the City only in the following manner:
1. On even-numbered calendar days, all motor vehicles or other objects shall be parked on the side of the public street on which even-numbered homes are located. On odd-numbered calendar dates, all motor vehicles or other objects shall be parked on the side of the street on which odd-numbered homes are located.
 2. The time of change-over shall be from 4:00 to 7:00 p.m. All hours before 4:00 p.m. shall be designated as an odd or even calendar date, depending on the actual date. All hours after 7:00 p.m. shall be considered as odd or even calendar dates depending on the calendar date of the following day.
 3. Between October 15 and November 15, alternate parking as described above shall be required only between 8:00 a.m. and 4:00 p.m. and only on Monday through Friday, it being the intent of this paragraph to permit fall leaf collection.
- B. The provisions of subsection (a) hereof shall apply to all public streets in the City, except for the streets and City parking lots that are posted for no parking between the hours of 3:00 a.m. to 7:00 a.m. between November 15 and April 15 of the following year.
(Ord. Unno. Passed 8-23-90.)(Ord. 94-4 passed 8-16-94)

430.02 TWO-HOUR PARKING; EXEMPTION OF HANDICAP PARKING SPACES

- A. Upon the erection of signs giving appropriate notice, a two-hour time limit shall apply to on-street parking for the following areas:

<u>Street Name</u>	<u>Area</u>
River Street	From Cypress Street to Pine Street, both sides.
Greenbush Street	From River Street to Clay Street, west side only.
Poplar Street	From River Street to Clay Street, west side only.
Filer Street	From Greenbush to Division Street, both sides.
Manistee Inn Parking Lot	Designated public parking spaces on the east side of the parking lot (Ord. 07-26, adopted 5-15-07)

- B. These time limits shall apply between the hours of 8:00 a.m. and 6:00 p.m., Monday through Saturday, of each week.
- C. All publicly-owned parking lots in the C4 Commercial District, except as otherwise modified above, shall be designated as long-term parking areas subject to other provisions of these Codified Ordinances. The provisions herein described shall not modify or change the provisions of Section 430.01.
- D. Designated handicap parking spaces shall be exempt from the provisions of subsection (a) hereof. (Ord. Unno. Passed 1-5-93.)

430.03 PROHIBITED PARKING

A. Parking shall be prohibited at all times as follows:

Arthur Street	(Full length)
Cleveland Street	(Full length)
Cypress Street	(Full length)
Poplar Street	(East side to Water)
Greenbush Street	(East side, River to Filer; west side, Filer to First)
Maple Street	(West side, First to Twelfth)
Oak Street	(West Water Street to First Street)
Melitzer Street	(Fifth Avenue to Fourth Avenue)
Hancock Street	(East side, First to Third)
First Street	(North side, Hancock to Cherry)
Filer Street	(North side, Division to Greenbush)

(1973 Code §72.06) (Ord. 99-3, passed 2/26/99)

B. Handicap Parking. Parking shall be prohibited in a parking space which is clearly identified as being reserved for use by the disabled and which is on public property or private property that is available for public use, unless the vehicle clearly displays a certificate or placard of identification issued under Section 257.675(5) of the State of Michigan Motor Vehicle Code; or unless it displays a special registration plate issued under Section 257.803d of the State of Michigan Motor Vehicle Code.

Penalty. Whoever violates this Section shall be fined fifty dollars (\$50.00) if such fine is paid within four business days. If such fine is not paid within four business days, the penalty shall be one hundred dollars (\$100.00), or imprisonment for not more than ninety days, or both. (Ord. 99-3, passed 2-26-99)

C. Semi tractor-trailer combination(s) or detached semi tractor or semi-trailer shall not park upon any public street or highway except when parking is during the loading or unloading of such vehicle. (Ord. 98-08, passed 8-14-98)

D. Parking shall be prohibited in all unpaved portions of the City right-of-way, commonly referred to as the property between the street/curb and the sidewalk. For those locations

where no on-street parking is available, due to the width of the street, parking in the right-of-way may be permitted on a case by case basis by the City Manager or his/her designee with specific conditions, which may include paving requirements. (Ord. 04-04, passed 9-21-04)

- E. Overtime Parking. Whoever violates the Overtime limits of posted parking shall be fined \$20.00 if such fine is paid within five (5) business days of issuance of a citation of violation. If paid after five (5) business days but within ten (10) business days of issuance the fine shall be \$40.00. If not paid within the ten (10) business days the fine shall be \$100.00. (Ord. 04-05, adopted 11-16-04, Ord. 07-26, adopted 5-15-07)

430.99 PENALTY

Whoever violates any provision of this chapter, for which no penalty is otherwise provided, or any provision of the Uniform Traffic Code, as adopted in Section 410.01, pertaining to parking, shall be fined forty dollars (\$40.00) if paid within two weeks of issuance of a citation of violation, after which the fine shall be one hundred dollars (\$100.00), or imprisonment for not more than ninety (90) days, or both. (Ord. 94-5 passed 11-15-94) (Ord. 04-05 adopted 11-16-04)