

Manistee Harbor Commission Agenda

Tuesday, August 23, 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)

Approval of Minutes

- Minutes of July 19, 2016

Staff Reports

- Harbormaster
- City Manager – Boat Launch Revenue Report

Unfinished Business

- Parking Ordinance
- Marketing – Quote to assist the Municipal Marina as a Facebook Administrator (Kathryn Kenny), Discussion on Targeted Audience

New Business

- No Items

Public Comment (5 minute limit)

Comments by Harbor Commissioners

Adjourn

Strategic Plan Action Items:

- 1.1.1 Ordinance Review
- 1.1.2 Recruitment – *completed*
- 2.1.1 Skid Piers
- 2.1.2 Docks
- 2.1.3 Boat Launches
- 3.1.1 Loss Revenue
- 3.1.2 Revenue Sources
- 3.1.3 Expenses
- 4.1.1 Transient Users Needs
- 4.1.2 Change of Focus
- 4.1.3 Early & Late Season
- 5.1.1 Around the Lake Discussions
- 5.1.2 Sister Marina
- 5.1.3 Reach Out to Key Stakeholders for Opportunities
- 6.1.1 Update Website Info
- 6.1.2 Marina Relationships / Downtown District
- 6.1.3 Update Information in Visitors Guide

BOAT LAUNCH REVENUES**2012 - 2013 Rate Structure: \$5 / Daily, \$35 / Seasonal****2013 - 2016 Rate Structure: \$10 / Daily, \$40 / Seasonal****2016 BOAT LAUNCH REVENUE (As of 7/31/16)**

	PRESEASON	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTALS
Seasonal Permits	113 = \$4,520	63 = \$2,520	102 = \$4,080	91 = \$3,640			
Daily Permits	41 = \$410	72 = \$720	106 = \$1,060	229 = \$2,290			
Annual Total							

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

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

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

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

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

A regular meeting of the Manistee Harbor Commission was held on Tuesday, July 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 Chair.

Roll Call	Present	Excused Absence	Unexcused Absence
Commissioner Dave Bachman	✓		
Commissioner Fritz Boehm	✓		
Commissioner Ty Cook	✓		
Commissioner Jim Smith	✓		
Commissioner Alex Zaccanelli	✓		
Commissioner Glenn Zaring	✓		
Commissioner Roger Zielinski	✓		
City Manager Thad Taylor	✓		

OTHERS PRESENT: Kathryn Kenny and Maralee Cook of the Manistee Convention and Visitors Bureau (CVB)

APPROVAL OF AGENDA

MOTION by Roger Zielinski, second by Dave Bachman, to approve the agenda as amended, moving the discussion on marketing to the first item of discussion. Voice vote - Motion carried.

Fritz Boehm arrived at 1:07 p.m.

PUBLIC COMMENTS ON AGENDA ITEMS

None

UNFINISHED BUSINESS

Marketing Discussion – Kathryn Kenny and Maralee Cook were present to engage the Harbor Commission in a discussion about marketing the marina. Dave Bachman noted that the group is looking for the best return on a limited marketing budget. Kathryn Kenny said that a Facebook page, efficiently maintained, is the way to go. Choose your targeted audience and buy economical ads to attract the targeted audience. The CVB has been very successful with this practice. The Marina’s Facebook page needs to reflect the marina, not just freighter traffic. If staff is not available in house, someone should be hired to do this. Kathryn could also train an individual to do this. It could be done with less than an hour a day. Walk-In traffic at the CVB has dropped significantly, it’s all digital now.

The Marina Facebook page should also join the Manistee Pure Michigan Facebook page and other similar pages. The Harbor Commission needs to come up with a targeted audience. Be specific, you cannot afford to target everyone. The marina also needs to post information and updates to the Pure Manistee page.

MOTION by Roger Zielinski, second by Glenn Zaring to request Kathryn Kenny provide a quote to assist the Municipal Marina as a Facebook Page Administrator prior to the meeting in August. Voice vote - Motion carried.

Kathryn requested that the Harbor Commission begin their research on preferred targeted audiences for discussion at the August meeting.

Discussed whether a committee needed to be assigned the task of researching a target audience. Following discussion it was decided that all members should do this research and bring it back for review at the August meeting. Harbor Commission was reminded that any sub-committees of the Harbor Commission are subject to the Open Meetings Act requirements.

Discussed that there might be conflicts with the date of the August meeting. *MOTION* by Dave Bachman, second by Fritz Boehm, to reschedule the next meeting to August 23, 2016 at 1:00 p.m. Voice vote - Motion carried.

Maralee Cook prepared a packet of information for other marketing ideas. Jackpine could be hired to create a flier for the marina at an estimated cost of \$400 for 1,000 copies. Consider this for the 2017 season. Compiled a list of websites boaters can view; many of these have incorrect and outdated information on them. City should have someone contact these websites to either remove or correct the data. Continue annual ad in the Manistee County Visitors Guide; cost is \$425 for the 2017 Guide and will include a 200 word feature with photo about the marina. Join the Great Lakes Cruising organization for \$100. Consider additional magazine ads. Consider collaborating with the other two Manistee County Lake Michigan ports (Onekama and Arcadia) or form a county-wide Harbor Commission.

Kenny and Cook left the meeting at 2:20 p.m.

APPROVAL OF MINUTES

MOTION by Roger Zielinski, second by Fritz Boehm, to approve the minutes for the June 21, 2016 meeting as presented. Voice vote - Motion carried.

STAFF REPORTS

Harbormaster. One staff member at the Marina quit and they only received one application.

City Manager. Presented launch ramp revenue updates to the Harbor Commission as of June 30, 2016. Revenues are up slightly from the previous year.

UNFINISHED BUSINESS

Parking Ordinance – Dave Bachman working with the City Attorney to draft another ordinance to address parking issues.

NEW BUSINESS

None

PUBLIC COMMENTS

None

OTHER COMMENTS

Alex Zaccanelli requested that the Coast Guard Auxiliary be allowed to post safe boating class fliers at the launch ramps. Permission already granted. Cindy will also share on the City's Facebook page and website.

ADJOURNMENT

Next meeting is scheduled for August 23, 2016 at 1:00 p.m. in the Second Floor Conference Room, City Hall. *MOTION* to adjourn by Roger Zielinski, second by Fritz Boehm at 2:30 p.m.

Draft – cl

Cynthia Lokovich, CAP-OM
Recording Secretary