

# Manistee Harbor Commission Agenda

Tuesday, October 18, 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 August 23, 2016

## Staff Reports

- Harbormaster
- City Manager – Boat Launch Revenue Report

## Unfinished Business

- Parking Ordinance
- Marketing – Maralee Cook Quote to be Facebook Administrator

## New Business

- Set Meeting Dates for 2017

## 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

## HARBOR COMMISSION MINUTES MEETING OF AUGUST 23, 2016

A regular meeting of the Manistee Harbor Commission was held on Tuesday, August 23, 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 Glenn Zaring, to approve the agenda as submitted. Voice vote - Motion carried.

**PUBLIC COMMENTS ON AGENDA ITEMS** None

**APPROVAL OF MINUTES**

*MOTION* by Roger Zielinski, second by Jim Smith, to approve the minutes for the July 19, 2016 meeting as presented. Voice vote - Motion carried.

**STAFF REPORTS**

*Harbormaster.* No report.

*City Manager.* Presented launch ramp revenue updates to the Harbor Commission as of July 31, 2016. Holding our own on permit revenue. Marina fuel sales are up. Roger Zielinski noted the number of boats along the seawall. Maralee Cook said a couple of the boats at the marina are on the Loop tour. City Marina needs to join the Great Lakes Cruising Club for \$100 which would allow the Marina to post information and photos on their website. This website provides a good source of information to boaters cruising the Great Lakes.

**UNFINISHED BUSINESS**

*Parking Ordinance* – Nothing to report.

*Marketing Discussion* – At the last meeting Kathryn Kenny was asked to provide a quote to assist the Municipal Marina as their Facebook Page Administrator. In talking to her Board she can assist and train someone to provide that service but she cannot act as the administrator. Her

Board is considering putting together some Ala Carte options for organizations to post on the Pure Manistee Facebook page for a cost. The marina is a business and needs to be marketed like one with advertising to draw people in. Kenny presented a sample promotion plan that included annual ad in the Visitors Guide and a monthly Facebook ad (with suggested promotions). The Harbor Commission and Marina needs to find their targeted audience and market promotions like dinner and a movie, event at the smoking lounge, new brewery, FlyManistee, MDNR, etc. with trackable advertising. This could be a fulltime job. The Marina needs to train the current manager or hire a manager with Facebook skills. An administrator needs to develop authentic content and not just share posts.

Dave Bachman arrived at 1:36 p.m.

Discussion continued on the Facebook concept. Glenn Zaring questioned whether or not the DDA could provide this service. Discussed any liability from inappropriate posts or comments; Bachman thought the liability was minimal. Discussed using a waiver to use photos on a page. Kathryn noted that as a Commission you need to find someone who could do this. Bachman suggested an intern from the High School or the College. Discussed how to track marketing efforts. Reviewed the survey cards used by the marina. Bachman asked the City Manager to float a discussion regarding Facebook marketing on the manager's listserv.

*MOTION* by Ty Cook, second by Glenn Zaring that the Harbor Commission adopt the use of Facebook to advertise the City Marina. Voice vote – 1 opposed – Motion carried. This is step one, step two will be to decide on how to implement. Commissioners and Maralee Cook were encouraged to submit a proposal to be the Facebook administrator.

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

NEW BUSINESS None

PUBLIC COMMENTS None

OTHER COMMENTS

- Dave Bachman – Hired one person at the marina to fill a vacancy. Will reduce staff hours at the marina in September. The practice of tipping at the marina needs to stop. Some employees are taking risks for higher tips.
- Glenn Zaring – Provided some marketing recommendations. Facebook is the cheapest route to go. Those marketing efforts should be combined with possible partnerships to offer various packages to the target audience in pursuit of activities while in port.

ADJOURNMENT

Next meeting is scheduled for October 18, 2016 at 1:00 p.m. in the Second Floor Conference Room, City Hall. *MOTION* to adjourn by Jim Smith, second by Glenn Zaring at 2:35 p.m.

*Draft – cl*

Cynthia Lokovich, CAP-OM  
Recording Secretary

**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 10/1/16)**

	PRESEASON	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTALS
Seasonal Permits	113 = \$4,520	63 = \$2,520	102 = \$4,080	91 = \$3,640	159 = \$6,360	35 = 1,400	563 = \$22,520
Daily Permits	41 = \$410	72 = \$720	106 = \$1,060	229 = \$2,290	732 = \$7,320	383 = 3,830	1,563 = \$15,630
<b>Annual Total</b>							<b>\$38,150</b>

**2015 FIRST STREET BOAT LAUNCH REVENUE**

	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
<b>Annual Total</b>							<b>\$31,420</b>

**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
<b>Annual Total</b>							<b>\$35,050</b>

**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
<b>Annual Total</b>							<b>\$33,505</b>

**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
<b>Annual Total</b>							<b>\$29,720</b>



*Maralee Cook*

373 2<sup>nd</sup> Street, Manistee, MI 49660 Ph:231.887.1316 Em: maralee.cook@gmail.com

September 1, 2016

Ref.: Manistee Municipal Marina Facebook Administration

Dear Dave,

After meeting with Kathryn Kenny this week regarding the use of Facebook to market the Manistee Municipal Marina, I'm encouraged that it will be a good fit. Here's why:

- Using the Marina lounge pinboard to determine locations of the majority of boaters visiting the Marina - Muskegon south around the Lake Michigan shoreline up to Milwaukee - we identified 500,000 Facebook users with sailing, boating and fishing interests in the 35-65+ age range.
- Information and photos from both VisitManisteeCounty.com and Manistee.com are available to the Marina to be used in its Facebook posts at no charge.
- The Marina may post to Manistee Pure Michigan's Facebook page at no charge.
- There may be more than one Facebook administrator, so Frank may stay on, but Kathryn suggests posting content adhere to its mission to increase Marina slip rental, with use of good photos and copy, always including an invitation to stay at the Marina, and listing the reservations website address.

Using those parameters, these are my recommendations:

Using Kathryn's suggestion from the August 23 Harbor Commission meeting, \$2,500.00 of the Marina's 2016-2017 budget will be used to boost its Facebook posts.

I will be a Marina Facebook administrator at a charge of \$20.00 per hour, not to exceed \$1,000.00 for 50 hours, through June 30, 2017. The boosted posts will be charged to my personal charge account, and I will file documented billing with the City of Manistee for reimbursement of those charges and my time, on a monthly basis. I will continue to research data, assemble a photo library and construct appropriate, engaging copy to facilitate placement of attractive, current Facebook posts inviting boaters to stay at the Manistee Municipal Marina, targeting new audiences as well as its current followers. I will attend an October Social Media Workshop hosted by Pure Michigan through the Manistee County Visitors Bureau, at no charge to the Marina, to enhance my skills.

Existing commitments prevent my becoming fully involved in this project before November 1, 2016, other than to take photos, engage with photographers who will allow the Marina to use their photos for photo credit only, and to glean info from the Marina staff and visiting boaters.

Please let me know if you need additional info. Thank you for the opportunity to present this proposal.

Sincerely,

Maralee Cook

DRAFT

# MANISTEE CITY HARBOR COMMISSION 2017 MEETING SCHEDULE

DRAFT

Chapter 266 of the Manistee Code of Ordinances requires the Commission to meet at least quarterly each year, and more frequently as needed. The date and time of each meeting will, where practicable, be agreed upon by the consensus of the Commission and City Staff assigned to the Commission. Consensus to schedule quarterly meetings in January, April, July and October on the Third Tuesday of the month, and also during the Marina season in June and August. Additional meetings can be scheduled as necessary. Meetings are held in the Second Floor Conference Room, City Hall at 1 p.m.

January 17, 2017  
July 18, 2017

April 18, 2017  
August 15, 2017

June 20, 2017  
October 17, 2017

This notice is given pursuant to provisions of the Michigan Open Meetings Act.

Posted \_\_\_\_\_, 2016

Cindy Lokovich, Secretary  
Manistee Harbor Commission

## 2017

January 2017							February 2017							March 2017							April 2017						
M	Tu	W	Th	F	S	S	M	Tu	W	Th	F	S	S	M	Tu	W	Th	F	S	S	M	Tu	W	Th	F	S	S
						1			1	2	3	4	5			1	2	3	4	5						1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28						27	28	29	30	31			24	25	26	27	28	29	30
30	31																										

  

May 2017							June 2017							July 2017							August 2017						
M	Tu	W	Th	F	S	S	M	Tu	W	Th	F	S	S	M	Tu	W	Th	F	S	S	M	Tu	W	Th	F	S	S
1	2	3	4	5	6	7				1	2	3	4						1	2				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
29	30	31					26	27	28	29	30			24	25	26	27	28	29	30	28	29	30	31			
														31													

  

September 2017							October 2017							November 2017							December 2017						
M	Tu	W	Th	F	S	S	M	Tu	W	Th	F	S	S	M	Tu	W	Th	F	S	S	M	Tu	W	Th	F	S	S
												1						1	2						1	2	
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31
							30	31																			