

1 **MARINA COMMITTEE MEETING MINUTES**
2 **TUESDAY, MAY 10, 2016**
3 **Sister Bay-Liberty Grove Fire Station – 2258 Mill Road**
4

5 The May 10, 2016 meeting of the Marina Committee was called to order by Chairperson John
6 Clove at 3:05 P.M.

7
8 **Present:** Chairperson Clove, and members Pat Duffy, Dwight Anderson, Dan Jungwirth and
9 Fuzzy Sunstrom.

10
11 **Staff Members:** Marina Manager Nicole Krauel, Village Administrator Zeke Jackson, and
12 Assistant Administrator Janal Suppanz.

13
14 **Approval of the agenda:**

15 *A motion was made by Sunstrom, seconded by Duffy that the Agenda for the May 10, 2016*
16 *meeting of the Marina Committee be approved as presented. Motion carried – All ayes.*

17
18 **Approval of minutes as published:**

19 **As to the minutes for the April 12, 2016 meeting of the Marina Committee:**

20 *A motion was made by Duffy, seconded by Sunstrom that the minutes for the April 12, 2016*
21 *meeting of the Marina Committee be approved as presented. Motion carried – All ayes.*

22
23 **Comments, correspondence and concerns from the public:**

24 Clove asked if anyone wished to comment regarding a non-agenda item. No one responded.
25

26 **Business Items:**

27 **Item No. 1. Review of Marina financials; Consider a motion to discuss and act if appropriate:**

28 Year-to-date financial reports for the Marina were included in the meeting packets and the
29 Committee members jointly reviewed those documents.

30
31 *A motion was made by Anderson, seconded by Duffy that the financial reports which were*
32 *reviewed at this meeting be approved as presented. Motion carried – All ayes.*

33
34 **Item No. 4. Marina Manager's report and discussion regarding that report:**

35 The Marina Manager's Report was included in the meeting packets and the Committee
36 members jointly reviewed that document. During the review process Krauel noted that:

- 37 • Capturing and retaining good seasonal staff members can be difficult. She is still looking
38 for an Assistant Marina Manager as the gentleman she had hoped to hire for that
39 position recently declined a job offer. She also needs additional employees who can
40 work during the early and late portions of the boating season as two of the employees
41 who worked during those time periods last year have accepted jobs at another marina.
42 (They were both offered full-time seasonal as well as limited winter hours by their new
43 employer.)
- 44 • Reservations have been made at the Scandinavian Lodge on May 14th and 15th for the
45 "Seeking Sven" Contest winners.
- 46 • Most of the seasonal slip tenants have paid the required fees, and she is following up
47 with those who have not paid yet.
- 48 • Seasonal slip holders are allowed to place their boats early provided the docks are
49 secure, but she always tells them that power and water is not guaranteed until the
50 official Marina "open date".

- 1 • Last week there was a seiche, and “D” Dock floated away. Fortunately it was spotted
2 and retrieved before a considerable amount of damage was done. Garbage cans and
3 picnic tables have been placed on the Marina grounds.
- 4 • The marketing piece is at the printers and will be mailed out soon. A new website
5 hosting company has been retained, and she will be recording a small promotional
6 piece which pertains to National Boating Safety Week for Door County Daily News.
7 She is considering the use of “Dockwa”, a mobile app. which allows online transient
8 reservations to be made.

9
10 Jackson noted that Stacey Bell has been hired as a contracted employee to help with the
11 bookkeeping at the Marina.

12
13 **Item No. 2. Power Point presentation by the Committee Chair on installation of a fuel dock;**
14 **Consider a motion for action if necessary:**

15 **Item No. 3. Discussion regarding the Capital Improvement Projects (CIP) proposal for the**
16 **2017 budget; Consider a motion for action if necessary:**

17 Clove displayed a Power Point presentation which pertains to installation of a fuel dock, and
18 during the course of that presentation he noted that the mission statement for the Sister Bay
19 Marina is to become a “premier waterfront destination”. When the mission statement was
20 drafted the members of the Marina Committee noted that the Marina is the only real revenue
21 source the Village has. Boaters are “captive” and do spend a considerable amount of money
22 when they are here. Therefore, they help pay for future development without taxing residents.
23 The Village has 40 transient slips and can accommodate boats which are up to 80’ in length.
24 Most “destination marinas” do a considerable amount of marketing and advertising in an
25 attempt to attract boaters from outside the area, and they also have updated facilities and
26 appurtenances. Work is currently being done on marketing and advertising pieces for Sister
27 Bay’s Marina, and the Marina facilities and showers have been updated, but we do not have a
28 fuel dock. Transient boaters, especially those who own large boats, definitely desire such an on-
29 site amenity. Data regarding estimated fuel consumption by the average boater was presented,
30 and during that time Clove stressed that he does not believe it makes any sense to not capitalize
31 on such an income opportunity. The anticipated expenditure for a state-of-the-art pressurized
32 fuel dock is approximately \$250,000.00. Total estimated fuel use at the Sister Bay Marina with
33 a \$1.00 per gallon profit margin could yield a return on investment in as little as 3 years. The
34 Fish Creek and Egg Harbor Municipal Docks do sell fuel, but their fuel sales are limited because
35 of draft and tank capacity issues. That would not be the case here. Clove acknowledged that
36 there is a perception that local gas stations will lose sales if the Village installs a fuel dock, but
37 stressed that people who trailer their boats will not be likely to purchase gas at a fuel dock
38 anyhow as the per gallon prices are considerably higher. He also stated that he is fully aware
39 that there probably will be complaints about the potential for environmental issues to arise if a
40 fuel dock is installed in Sister Bay, but pointed out that if such an amenity were to be installed
41 the DNR would impose very stringent controls and regulations.

42
43 During discussion the Committee members indicated that they believe the Marina building is in
44 need of further updates. They also stated that they believe “A” Dock should be
45 repaired/refurbished ASAP. Generally speaking the Village does not provide any funding for
46 those type of repairs, but fuel dock revenues could potentially help fund some of them. They
47 also noted that they firmly believe the amount of the Marina’s PILOT should be reconsidered.
48

1 Sunstrom expressed concerns about the fact that a number of variables could come into play if
2 a fuel dock were to be installed, including unseasonably cold and rainy weather, reduced water
3 levels, and a downturn in the economy, and stressed that there is no guarantee that there will
4 be a three year return on investment. He also noted that he believes the Power Point
5 presentation must be revised in such fashion that it contains a number of different pay-back
6 options and at least a 25% reduction in estimated sales, as well as a number of different loan
7 amortization schedules, so that there is no question that the Marina can afford such an
8 expenditure. Clove responded that he would be happy to review all the data and variables with
9 Sunstrom and will see that the Power Point presentation is revised accordingly.

10
11 *A motion was made by Duffy, seconded by Anderson that the Marina Committee would like to*
12 *see the previously mentioned Power Point presentation displayed at a future meeting of the*
13 *Village Board, but before that occurs the presentation shall be revised in such fashion that it*
14 *contains a number of variables and pay-back options, including a 25% reduction in sales as*
15 *well as several different loan amortization schedules. When the revised Power Point*
16 *presentation is displayed the Village Board members shall be informed that the Marina*
17 *Committee is recommending that they approve of the installation of a fuel dock at the Sister Bay*
18 *Marina and place such an expenditure on the Marina's CIP for 2017. Motion carried – All ayes.*

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20 *At 4:26 P.M. a brief recess was taken, and the Committee reconvened at 4:31 P.M.*

21
22 *A motion was made by Duffy, seconded by Sunstrom that the Marina Committee is*
23 *recommending that the prioritized list contained on the Marina CIP for 2017 be revised in such*
24 *fashion that installation of a fuel dock is at the top of that list. Motion carried – All ayes.*

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26 **Item No. 5. Consider a motion to convene into executive session pursuant to Wis. Stats.,**
27 **§19.85(1)(c) to discuss personnel and employee benefits:**

28 **Item No. 6. Consider a motion to reconvene into open session:**

29 **Item No. 7. Consider a motion to take action, if required:**

30 None of these agenda items were addressed.

31
32 **Item No. 8. Consider a motion to discuss matters to be placed on a future agenda or referred**
33 **to a committee, official or employee:**

34 *The Marina Committee will not be meeting during the summer months. If a meeting is necessary*
35 *a special meeting will be scheduled.*

36
37 **Adjournment:**

38 *A motion was made by Duffy, seconded by Sunstrom that the May 10, 2016 meeting of the*
39 *Marina Committee be adjourned at 4:47 P.M.*

40
41 Respectfully submitted,



43 Janal Suppanz,
44 Assistant Administrator