



MARINA COMMITTEE MEETING AGENDA

Tuesday, September 16, 2014 at 2:00 p.m.

Sister Bay Fire Station 2258 Mill Road

For additional information check: www.sisterbaywi.gov

Call Meeting to Order

Deviations from the agenda order shown may occur.

Roll Call

1	Chair – John Clove		2	Shane Solomon	
3	Pat Duffy		4	Greg Sunstrom	
5	Kevin Roberts		6	Jeff Flegel - Alt	
7	Open - Alt		<i>Marina Manager – Wendy Tatzel</i>		
	<i>Administrator – Zeke Jackson</i>				

Approval of minutes as published

Comments and Correspondence

Business Items

1. Discussion of Sister Bay Advancement Association request for donation of the use of the Boat House for the grand prize for the Seeking Sven scavenger hunt; consider a motion to take action if required.
2. Discussion of 2015 Budget; consider a motion to take action if required.
3. Discussion of long term planning with a review of the 5 Year Capital Investment Plan and consider a motion to take action if required.
4. Discussion on marina activities with Wendy Tatzel, Marina Manager
5. Consider a motion to convene into closed session pursuant to Wis. Stats., §19.85(1)(e) – to deliberate or negotiate the purchase of public properties, the investing of public funds, or conducting of other specified public business, whenever competitive or bargaining reasons require a closed session and 19.85(1)(c) to discuss personnel and employee benefits. Consider a motion to reconvene into open session.
6. Consider a motion to reconvene into open session.
7. Consider a motion to take action if required.
8. Consider a motion to discuss matters to be placed on a future agenda or referred to a committee, official or employee.

Adjournment

Public Notice

Questions regarding the nature of the agenda items or more detail on the agenda items listed above scheduled to be considered by the governmental body listed above can be directed to Zeke Jackson, Village Administrator at 920-854-4118 or at zeke.jackson@sisterbaywi.gov.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Sister Bay Village Administrator at 854-4118, (FAX) 854-9637, or by writing to the Village Administrator at the Village Administration Building, 2383 Maple Drive, PO Box 769, Sister Bay, WI 54234. Copies of reports and other supporting documentation are available for review at the Village Administrator's Office, Administration Building, 2383 Maple Drive during operating hours. (8 a.m. – 4 p.m. weekdays).

I hereby certify that I have posted a copy of this agenda at the following locations:

Administration Building Library Post Office

_____ / _____

Name

MARINA COMMITTEE MEETING MINUTES
THURSDAY AUGUST 14, 2014
SISTER BAY FIRESTATION – 2258 MILL ROAD
UNAPPROVED

1
2
3
4
5
6 **Called to order: 3:00 P.M.**

7
8 **Present:** Chairperson John Clove, Pat Duffy, Fuzzy Sunstrom, Jeff Flegel

9
10 **Excused:** Kevin Roberts, Shane Solomon

11
12 **Staff Members:** Administrator Zeke Jackson, Marina Manager Wendy Tatzel, Village
13 Clerk/Treasurer Christy Sully

14
15 **Others: No Public was present.**

16
17 **Approval of Agenda: Motion by Sunstrom/Second by Duffy to approve the agenda.**
18 **Carried**

19
20 **Approval of Minutes: As to the minutes for the July 10, 2014 meeting of the Marina**
21 **Committee: Motion by Flegel/Second by Duffy to approve the minutes as presented.**
22 **Carried**

23
24 **Comments and Correspondence:** A letter was received from Judy Steger, a representative of
25 the Door County Advocate; stating that she was upset the Marina Committee did not place two
26 ads with the Advocate for Marina Fest. The Committee felt that radio ads are a better value for
27 the cost.in that they cover a larger area of potential customers.

28
29 Kip Pagle requested that a Handicap Accessible rail be installed on the launch ramp for people
30 who need help getting in and out of their boats. This item will be put on a future agenda.

31
32 **Business Item 1. Discussion on Boathouse: Consider a motion to take action if necessary.**
33 **Motion by Clove/Second Duff to go into Closed Session at 3:06 P.M. per WI Stat. 19.85(1)c to**
34 **deliberate or negotiate the purchase of public properties, the investing of public funds. Or**
35 **conducting of other specified public business, whenever competitive or bargaining reasons**
36 **require a closed session. Roll Call Vote - all aye.**

37
38 **Motion by Sunstrom/Second Flegel to return to Open Session at 3:37 P.M. Roll Call Vote – all**
39 **aye.**

40 Promote and get revenue for the Boathouse on WDBK's shopping show. How it works is that
41 we make a commitment for a set value. For a cost of \$5,000 we get direct revenue \$1,250 with
42 \$3750 coming back to Marina in ad credit with WDBK. There is no out of pocket cost to the
43 Marina. It was advertised for the first time this last Saturday August 9. It will be rented for
44 \$180/night without the boat slip.

1 Finance Committee asked that the Marina Committee would consider renting out the
2 Boathouse for a long term winter rental.

3

4 **Business Item 2. Discussion on Long Term Slip Lease.**

5 Finance Committee suggested condo minimizing some of the seasonal slips. Tatzel said that she
6 felt it was not a good idea. We get the money up front. What happens when we burn through
7 the money and now something unexpected happens? Mortgage your future to get a short term
8 result. Clove stated he is totally against going into any kind of condo situation because it is
9 Village owned property. No type of private owned slips. General consensus of the Marina
10 Committee was that condo minimizing would not be a good idea.

11

12 **Business Item 3. Discussion of 2015 Budget and consider a motion to take action if required.**

13 Tatzel presented a 2015 Budget with a 3% cut from 2014 which Administrator Jackson had
14 requested. Some of the seasonal (A 46, A 47) slips. Tatzel would like to switch back to transient
15 with the Committee's permission.

16 She ran the August 2014 transient slip numbers compared to 2013 they are a small percentage
17 ahead.

18

19 At this point in the meeting Administrator Jackson asked Tatzel to step out of the meeting
20 room. Jackson stated that to the Committee that Tatzel should have some kind of incentive
21 bonus to sell the Marina. He also requested that an additional 30 days of paid time be added to
22 her work year. Jackson recommends this because there were many times "Tatzel had told him
23 she was doing work off the clock to save expense to the Marina. It's an admirable personal
24 quality about her that she is willing to be self-sacrificing. But essentially the Marina is getting
25 free labor out of Tatzel and that's not appropriate." Clove feels that Tatzel should also be made
26 a full time employee. The 3% cut in the budget will be used for her additional hours and bonus.
27 Bonus should be based on seasonal sales and transient to some extent. Both items will go to
28 the Board for approval.

29

30 Tatzel told the Committee that the Waterways Commission gave the Marina a 50% grant
31 (\$15,000) towards the remodeling of the Public bathrooms.

32

33 **Business Item 4. Discussion of long term planning with a review of the 5 Year Capital
34 Investment Plan and consider a motion to take action if required.**

35 Dave Lienau would sell the Marina his minivan for \$1000. It would be used as a service to
36 transport transient boaters up the hill.

37

38 **Motion by Flegel/Second Sunstrom to purchase the van subject to it passing inspected by Ken
39 Church. Carried**

40

41 Clove recommends due to the time that Business Items 4, 5 and 6 will be put on the September
42 meeting's agenda.

43

44 **Business Item 7. Discussion on Marina activities with Wendy Tatzel Marina manager.**

1 Tatzel has reduced the Marina's hours Sunday thru Thursday 7 A.M. to 7 P.M. Fridays and
2 Saturday s 7A.M. to 8 P.M.

3
4 Action Electric told Tatzel that the 100 amp up grade on A Dock requires some new breaker
5 panels. Flegel said he can supply at no cost a 200 amp breaker panel.

6
7 Tatzel said when discussing budget cuts she cannot cut back on staffing. It was a general
8 consensus of the Committee that cutting in the service area was not a good idea. Our Marina is
9 known for its friendly, efficient staff. This is one thing that brings back boaters.

10
11 One suggestion, from Committee members who visited other marinas, was to include a
12 diagram of the slips along with the confirmation.

13
14 Next meeting will be held Tuesday September 16 2 P.M... Committee Chair Clove will speak to
15 Board President Lienau in regards to appointing a person to fill the vacant alternate position on
16 the Marina Committee.

17
18 **Items for Next Meeting's Agenda**

- 19 1. Discussion of long term planning with a review of the 5 Year Capital Investment Plan and
20 consider a motion to take action if required.
21 2. Discussion on a Fuel Dock at Sister Bay Marina.
22 3. Report on status of Boats' restroom.

23
24 **Motion by Duffy/Second Sunstrom to adjourn at 4:50 P.M.**

25 **Carried**

26
27 Respectfully submitted;

28

29

30

31 Christy Sully, Clerk/Treasurer
32 Village of Sister Bay

Wendy Tatzel

From: Paige Funkhouser <coordinator@cometosisterbay.com>
Sent: Friday, August 22, 2014 4:59 PM
To: Wendy Tatzel
Subject: Seeking Sven prize
Attachments: request to Marina committee for boat house.doc

Follow Up Flag: Follow up
Flag Status: Completed

Dear Sister Bay Marina Committee,

Sister Bay Advancement Association would like to offer the Grand Prize winner of the Seeking Sven Scavenger Hunt the opportunity to stay at the Sister Bay Marina Boat House in the off season, as the Marina's prize for the contest. We hope the Marina Committee will graciously grant this request.

The 2013 Seeking Sven winner and her family had a wonderful time staying in the Boat House, and informed SBAA that they made two trips to Door County in 2013, instead of their every-few-years trip. This means they spent more money in Sister Bay after winning the prize than they would have otherwise!

I have included information on the amount of money SBAA spends advertising Fall Fest, which will include mention of the Boat House grand prize, thus furthering the reach and awareness of the Boat House as a lodging option in Sister Bay, if the Marina so chooses to graciously grant this request.

Thank you for your consideration of this request.
Sincerely,

Paige Funkhouser

Coordinator, Sister Bay Advancement Association

Phone: 920.854.3230

E-mail: Coordinator@CometoSisterBay.com

Web: <http://www.CometoSisterBay.com>

FB: Sister Bay - Door County

TW: WISisterBay



To: Sister Bay Marina Committee

From: Sister Bay Advancement Association

Re: Donation of Boat House off-season weekend as Grand Prize for Seeking Sven scavenger hunt

Advertising/Public Relations value for Sister Bay Boat House prize donation

- Grand prize advertised on Fall Fest posters: distributed to 130 SBAA member businesses (\$350 + **uncountable viewings of the poster**), distributed countywide by PaperBoy (\$200 + **uncountable viewings of the poster**), mailed to a variety of state and regional visitor centers (**Cost of mailing ~ \$50 + viewed by tens of thousands of people in those Visitor Centers**)
- Grand prize advertised on Fall Fest programs: 2,000 printed and distributed throughout Fall Fest weekend (**printing cost: \$200 + programs viewed by thousands at Fall Fest**)
- Grand prize advertised on Sister Bay social media platforms – Facebook, Twitter, and cometoSisterBay.com website (**Paige's time + viewed by 2,500 on Facebook, 660 on Twitter and tens of thousands on the website**). These social media numbers will be amplified, as the Door County Visitor Bureau, Peninsula Pulse, DC Advocate, local radio stations, etc. frequently share/repeat the information on their own social media sites.
- Grand prize advertised in press releases sent out to regional and Door County media outlets – press release before Fall Fest, and then announcing the winner after Fall Fest (**Paige's time + countless viewing/reading of the PR**)

Calculable costs:

Direct costs: \$800

Paige's time: to be determined – hourly rate of \$17

Incalculable costs:

Social media sharing

Poster, program, press release viewing/reading by visitors and Door/Kewaunee County residents and business owners/operators

Wendy Tatzel

From: Paige Funkhouser <coordinator@cometosisterbay.com>
Sent: Tuesday, September 09, 2014 1:56 PM
To: Wendy Tatzel
Cc: Zeke Jackson
Subject: Fall Fest program & Boat House as Sven prize
Attachments: fall fest program 2013.pdf

Hi Wendy,

Attached is a copy of the 2013 Fall Fest program that is handed out at Door County visitor centers (including DCVB), at hotels the week of Fall Fest, and during the festival itself.

Please note that the Seeking Sven "bubble" advertising the Sister Bay Boat House as the Grand Prize is on the front cover of the program.

For 2014, the design of the program will be almost, if not, exactly the same as 2013. We will print 5,000 copies of the program for distribution.

Additional things to note:

- The Seeking Sven Scavenger Hunt does not have any paid advertising. The hunt sheet and information is on the cometosisterbay.com website: <http://www.cometosisterbay.com/uncategorized/seeking-sven/>.
- This a minimal cost promotion endeavor for both SBAA and participating businesses, to get people into the doors of Sister Bay businesses they may otherwise not patronize. And it works. Every single business that participates has told me they have participants repeatedly tell them, "I've never been in here before, and wouldn't have come in except we're doing Seeking Sven." That is exactly the goal of this promotion SBAA hoped to accomplish.
- Participating businesses have a "Seek Sven Here" sheet in their window/door, and they talk it up to their customers.
- Sister Bay Visitor Center staff encourage visitors to do the hunt when they stop in looking for things to do.
- I promote the scavenger hunt on social media – to the 2,800 Facebook fans and 1,100 Twitter followers.
- A 2 night, off-season stay in the Boat House at the Sister Bay Marina is wonderful, word-of-mouth advertising that no one can buy.

Again, please thank the Marina Committee for their support of the Seeking Sven Scavenger Hunt promotion.

Sincerely,
 -Paige

Paige Funkhouser

Coordinator, Sister Bay Advancement Association

Phone: 920.854.3230

E-mail: Coordinator@CometoSisterBay.com

Web: <http://www.CometoSisterBay.com>

FB: Sister Bay - Door County

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What's next in Sister Bay?

Capture the Spirit

Nov. 29 & 30, 2013

Tree lighting with Father Christmas
Friday, Nov. 29 at 4:30pm
Arts and crafts, special Christmas events in stores and restaurants.

Short Film Fest

Door County

Feb. 14 & 15, 2014

- **Friday:** Opening Night Party
- **Saturday:** Workshops & Lectures for filmmakers & Actors
Screening Night
- **Filmmakers Wanted:** submit films online @ cometosisterbay.com

Sip & Savor

IN SISTER BAY

- and -

Paddlefest

June 7, 2014

- Sample Door County wines & cheese
- Featured food offerings from Sister Bay restaurants
- Demo this seasons kayaks & paddleboards
- Children's parade & Games for kids
- Sunset & s'mores on the shore

Sponsored by the Sister Bay Advancement Association

October 18, 19 & 20

68th ANNUAL

Fall Fest

SISTER BAY, WI 2013

Sponsored by the Sister Bay Advancement Association

The "GRANDDADDY" of all Door County Festivals. Parade, arts & crafts fair, food, live entertainment, children's activities.

CONCESSIONS AVAILABLE THROUGHOUT THE WEEKEND

Seeking Sven Scavenger Hunt

Have you found Sven?
Grand Prize Drawing Sunday, 2 night stay in the Boat House at Sister Bay Marina.
For more info go to visitor center or cometosisterbay.com

LIVE Entertainment!

Free WiFi Fall Fest Weekend
Sponsored by Frontier Communications

Sunday:

Ping Pong Ball Drop
1,000s of prizes!



920.854.2812 ~ cometosisterbay.com

**CONCESSIONS AVAILABLE
THROUGHOUT THE WEEKEND**

Weekend Schedule

Friday, October 18

- 9am-5pm: Classic Auto Show - West side of Mill Road - Sponsored by the Sister Bay Lions Club
- 10am-5pm: Arts & Crafts Show - Mill Road - Sponsored by the SBAA
- 10am-5pm: Food & Drinks - Various places in Village
- 3-6pm: Music @ Grasse's: Dirty Deuce
- 3-7pm: Music @ Husby's: Modern Day Drifters
- 5-8 pm: Fish Bait - Fire Station on Mill Road - Sponsored by the Sister Bay Lions Club
- 6:30-7:30 pm: Cake Walk - Village Hall. Fundraiser for Gibraltar Destination Imagination.
- 8pm: Movie Screening & fundraiser for the D.C. Short Film Fest - Fire Station
- 10pm-Close: Music @ Husby's: Muddy Udders

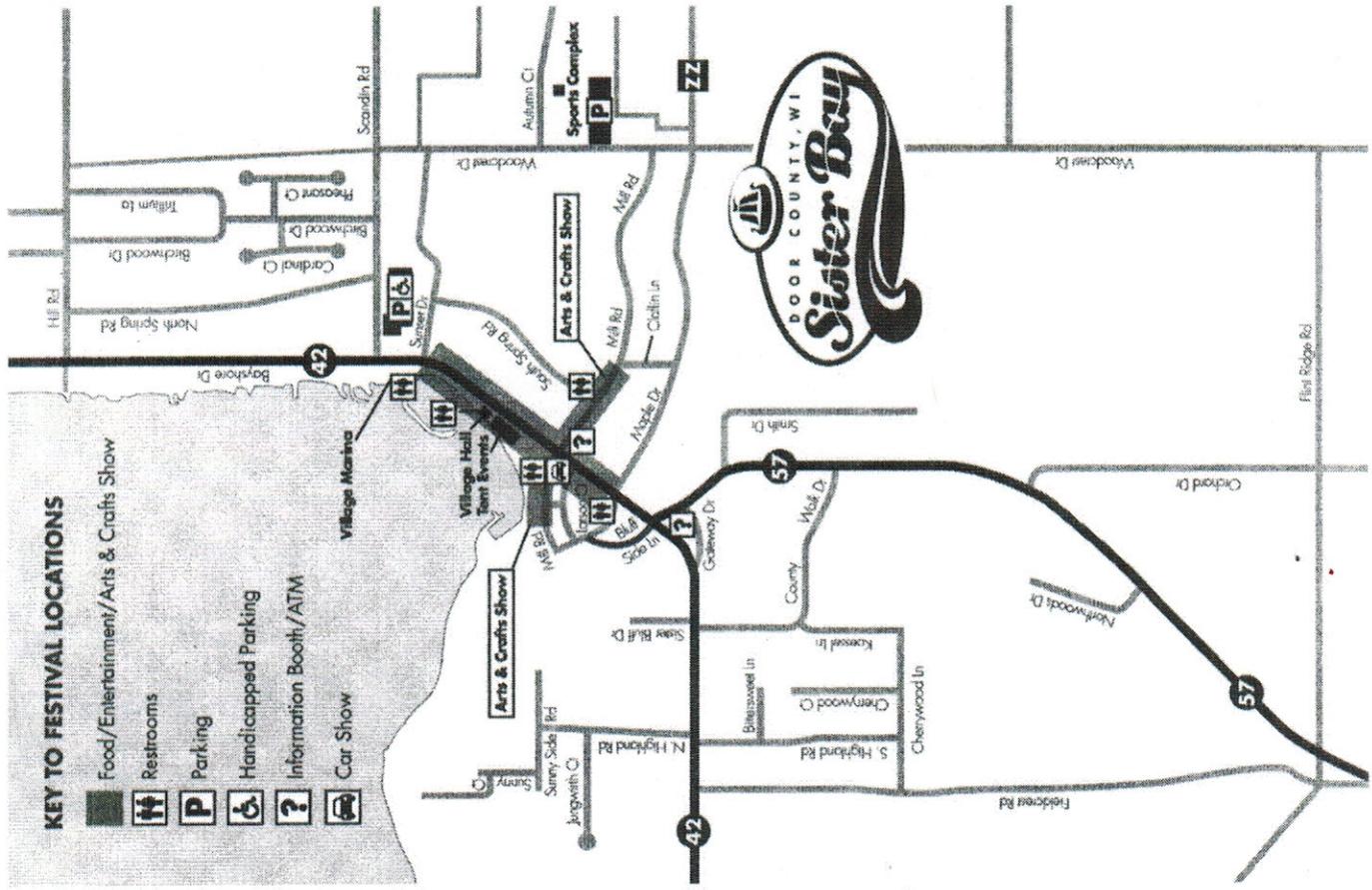
Saturday, October 19

- 7am-11am: Pancake Breakfast - Village Hall - Sponsored by the Kiwanis Club of Northern Door
- 9am-5pm: Food & Drinks - Various places in Village
- 9am-5pm: Classic Auto Show - West side of Mill Road - Sponsored by the Sister Bay Lions Club
- 9am-5pm: Mechanical Bull at Sister Bay Bowl
- 9am-4pm: Inflatables Games/Bouncers.
- 9am-4pm: Bungee Jumping & More Across the street from Al Johnson's (weather permitting)
- 10am-1pm: Camel Rides across from car show on Mill Rd. (weather permitting)
- 10am-1pm: Music @ Husby's: Learning to Fly - Tom Petty tribute band
- 10am-5pm: Arts & Crafts Show - Mill Road - Sponsored by the SBAA
- 11am: Parade - Bay Shore Drive, Downtown Parade Marshal - Volunteer of the Year
- 11:45am-3pm: Music next to Al Johnson's: Whiskey Ditch with special guests
- 12-4pm: Music @ Grasse's: The Original Big Mouth Quarter
- 1-3pm: Children's Entertainer/Musician Randy Peterson - Gazebo Beach (Village Hall if bad weather)
- 1-4pm: Music on the Husby's/Bowl stage: Hot Polloi
- 3:30pm: WI Cinderella Queens Coronation (Miss Cinderella scholarship pageant - inside Village Hall)
- 4-7pm: Music @ Husby's: Happy Schnapps Combo
- 5-9pm: Music @ Grasse's: Bacchus Lotus
- 10pm-Close: Music @ Husby's: Hot Polloi
- 10-close: Music @ Sister Bay Bowl: Glas Hamr

Sunday, October 20

- 9am-2pm: Classic Auto Show - West side of Mill Road - Sponsored by the Sister Bay Lions Club
- 10am-4pm: Food & Drinks - Various places in Village
- 10am-4pm: Arts & Crafts Show - Mill Road - Sponsored by the SBAA
- 10am-4pm: Inflatables Games/Bouncers, Bungee Jumping & More Across the street from Al Johnson's (weather permitting)
- 10am-4pm: Camel Rides across from car show on Mill Rd. (weather permitting)
- 11am-2pm: Polka Man Dale with Bellows & Strings - near Village Hall
- 11am-2pm: Pumpkin Bowling - on grass hill next to Sister Bay Bowl
- 11am-2pm: Music at Grasse's Grill: Double W
- 11:30am: Sloppy Joe Eating Contest - Sign up at the Bowl
- 2pm: Ping Pong Ball Drop

**Next year's
Fall Fest
Oct. 17-19, 2014**



KEY TO FESTIVAL LOCATIONS

- Food/Entertainment/Arts & Crafts Show
- Restrooms
- Parking
- Handicapped Parking
- Information Booth/ATM
- Car Show

5 Year Capital Expense Projection

Year	Project	Description	Projected Expense
2015	Vehicle - Guest Transport		20,000.00
		Car or Unique Vehicle *Providing transportation to Marina guests will allow Sister Bay to become another gateway to the County's venues	\$1,000.00
	Exterior Boat House Updates		10,000.00
		Suggestion to add window trim and landscaping to exterior of Boat House	
2016	Roof Replacement		30,000.00
		2 Estimates Obtained \$9,000.00 - \$29,000.00 *Price range is lowest (asphalt shingles) to highest (cedar shake shingles) *Marina Committee's decision will determine cost between shingle types	
2017	A Dock Repair/Reface		20,000.00
		Estimate made for rewelding of necessary components on figure piers and replacement of dock face boards	
2018	B Dock Upgrade		500,000.00
		B Dock is the oldest dock in the Marina. *Considation for a fuel station has not been added to this estimate. More cost estimates to follow. *Walking down the finger piers is a safety concern. At minimum the dock needs all new face boards and welding work. <i>Grant funding available</i>	
2019	Parking/Cleaning Station		0.00
		Repave Short Term Trailer Parking Lot Install Fish Cleaning Station <i>Grant funding available for parking lot</i> Research for project to be started September 2014	

SISTER BAY AUTOMOTIVE LLC
 PO Box 326 10901 Hwy 42
 Sister Bay, WI 54234
 (920) 854-2374

11 INVOICE

Date: Sep 02, 2014 Service Writer: CMC Work Order #: 67,205

Name: Village Of Sister Bay
 Address: PO Box 769

Make: 1998 DODGE-RAM
 Model: CARAVAN MINI VAN
 Engine: V6-201 3.3L
 Plate: WI-
 VIN:

Sister Bay, WI 54234

Phone#:

Driver: PO#: Odometer In/Out: 113,956/113,956

Status	Tech	Description	Part Number	Qty	Price \$	Hours	Rate \$	Total \$
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Customer Comment: Check over to purchase.
 KSC General Repair

Technician Comment: Road test.
 Brakes are at about 1/2.
 Has a new muffler & tail pipe.
 Two rear brake lines have been replaced.
 Battery is five years old, but tests okay.
 Tires are okay.
 Valve cover has a leak.
 Very rusty rocker panels.

		Shop Supplies					2.56	2.56
		Environmental Fee		1.00	1.00			1.00

Payment Summary
 On Acct 35.56

Charge Summary

Parts	0.00
Labor	32.00
Sublet Repairs	0.00
Towing	0.00
Environmental Fees	1.00
Supplies - Hzd Wst	2.56
Gas NL	0.00
Gas SNL	0.00
Snowplowing	0.00
Subtotal	35.56
Total Tax	0.00
Invoice Total	35.56

Any warranties on the products sold hereby are those made by the product manufacturer. The seller hereby expressly disclaims all warranties, either expressed or implied, including any implied warranty of merchantability or fitness for a particular purpose. All claims and returns must be accompanied by this invoice. No returns after 30 days. All returns are subject to 20% handling charge. No returns on electrical or special order items.

SIGNATURE _____