



MARINA COMMITTEE MEETING AGENDA

Tuesday, October 14, 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

Table with 2 columns and 7 rows listing roll call items: 1 Chair - John Clove, 2 Shane Solomon, 3 Pat Duffy, 4 Greg Sunstrom, 5 Kevin Roberts, 6 Jeff Flegel - Alt, 7 Open - Alt, Marina Manager - Wendy Tatzel, Administrator - Zeke Jackson

Approval of minutes as published
Comments and Correspondence
Business Items

- 1. Discussion of 2015 Schedule of Fees and consider a motion to take action if required.
2. Discussion regarding marketing of the Marina and consider a motion to take action if required.
3. Discussion on marina activities with Wendy Tatzel, Marina Manager.
- Fuel Dock
- Bathroom Update
- Operations
- Projects
4. 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.
5. Consider a motion to reconvene into open session.
6. Consider a motion to take action if required.
7. Consider a motion to discuss matters to be placed on a future agenda or referred to a committee, official or employee.

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 \_\_\_\_\_

1  
2  
3 **MARINA COMMITTEE MEETING MINUTES**  
4 **TUESDAY, SEPTEMBER 16, 2014**  
5 **Sister Bay-Liberty Grove Fire Station – 2258 Mill Road**  
6 **(APPROVAL PENDING)**

7 The September 16, 2014 meeting of the Marina Committee was called to order by Chairperson  
8 John Clove at 2:01 P.M.  
9

10 **Present:** Chairperson Clove, and members Shane Solomon, Pat Duffy, and Fuzzy Sunstrom.  
11

12 **Excused:** Kevin Roberts and Jeff Flegel  
13

14 **Others:** Jim Robinson and Jeff Cronk  
15

16 **Staff Members:** Village Administrator Zeke Jackson, Marina Manager Wendy Tatzel, and  
17 Administrative Assistant Janal Suppanz.  
18

19 **Approval of the agenda:**

20 *A motion was made by Duffy, seconded by Solomon that the agenda for the September 16,*  
21 *2014 meeting of the Marina Committee be approved as presented. Motion carried – All ayes.*  
22

23 **Approval of minutes as published:**

24 **As to the minutes for the August 14, 2014 meeting of the Marina Committee:**

25 *A motion was made by Duffy, seconded by Solomon that the minutes for the August 14, 2014*  
26 *meeting of the Marina Committee be approved as presented. Motion carried – All ayes.*  
27

28 **Comments, correspondence and concerns from the public:**

29 Clove asked if anyone wished to comment regarding a non-agenda item. Jim Robinson noted  
30 that it is his understanding that on the night Marina employees discovered that one of his boats  
31 was untied Peder Nelson had the same thing happen with his schooner.  
32

33 **Business Items:**

34 **Item No. 1. Discussion regarding the SBAA's request that the Marina Committee donate a stay**  
35 **at the Boathouse for the grand prize in the "Seeking Sven" Scavenger Hunt; Consider a**  
36 **motion to take action if required:**

37 Paige Funkhouser, the SBAA Coordinator, requested that the Marina Committee once again  
38 consider offering the grand prize winner of the "Seeking Sven" Scavenger Hunt the opportunity  
39 to stay at the Boathouse during the shoulder-season. During discussion Clove noted that it is  
40 very difficult to locate anything about the Marina or the Boathouse on the SBAA's website. He  
41 also noted that it is his understanding that the Marina did pay SBAA membership fees but also  
42 paid separate advertising fees for the Boathouse. The Committee members were amenable to  
43 once again granting Funkhouser's request but indicated that they believe it would only be fair  
44 to ask that advertising for the "Seeking Sven" contest and the fact that the grand prize will be a  
45 stay at the Boathouse be included in next year's SBAA brochure and all "Seeking Sven"  
46 promotional materials.  
47

48 *A motion was made by Duffy, seconded by Sunstrom that the Marina Committee will offer the*  
49 *grand prize winner of the "Seeking Sven" Scavenger Hunt the opportunity to stay at the*

Minutes of the September 16, 2014 Meeting of the Marina Committee

1 *Boathouse during the shoulder-season on the condition that advertising for the "Seeking Sven"*  
 2 *contest and the fact that the grand prize will be a stay at the Boathouse be included in next*  
 3 *year's SBAA brochure and all "Seeking Sven" promotional materials. Motion carried – All ayes.*  
 4

5 **Item No. 2. Discussion on the 2015 budget; Consider a motion to take action if required:**

6 A copy of the proposed 2015 budget for the Marina was included in the meeting packets and  
 7 the Committee members jointly reviewed that document. During the review process the  
 8 following decisions were made:  
 9

- 10 • The Committee members believe the projected slip rental estimates are acceptable and  
 11 will leave the decision as to whether slips should be rented on a seasonal or transient  
 12 basis up to Tatzel.  
 13
- 14 • The possibility of converting the ground level of the Boathouse into a restaurant or some  
 15 other type of commercial establishment will be addressed at length at a future  
 16 meeting(s).  
 17
- 18 • The Marketing and Publicity line item shall be increased to \$8,000.  
 19
- 20 • \$1,500 shall be budgeted for a special event(s) for Marina tenants.  
 21
- 22 • On paper this year's Marina Fest expenses appear to be higher than anticipated.  
 23 Jackson will confer with the Finance Director on this issue and see that a detailed  
 24 revenue vs. expenses report is prepared. That report will be included in the packets for  
 25 a future Marina Committee Meeting.  
 26

27 *A motion was made by Duffy, seconded by Sunstrom that the Marina Committee recommends*  
 28 *that the proposed budget for the Sister Bay Marina be approved as amended. Motion carried –*  
 29 *All ayes.*  
 30

31 **Item No. 3. Discussion regarding long term planning for the Marina; Review of the 5 Year**  
 32 **Capital Improvement Plan; and consider a motion to take action if required:**

33 A copy of the proposed 5 Year CIP for the Marina was included in the meeting packets and the  
 34 Committee members jointly reviewed that document. During the review process the following  
 35 decisions were made:  
 36

- 37 • In 2015 a total of \$10,000 shall be allocated for the Vehicle – Guest Transport and  
 38 Exterior Boathouse Updates Projects.  
 39

40 *A motion was made by Duffy, seconded by Solomon that the Marina Committee recommends*  
 41 *that the proposed 5 Year CIP which was reviewed at this meeting be approved as amended.*  
 42 *Motion carried – All ayes.*  
 43

44 *At 4:06 P.M. Sunstrom indicated that he had another obligation and left the meeting.*  
 45

46 **Item No. 4. Discussion regarding marina activities with Wendy Tatzel, Marina Manager:**

47 Tatzel gave the following oral report:  
 48  
 49

## Minutes of the September 16, 2014 Meeting of the Marina Committee

- 1       • Revenues from transient slip rentals are up this year. This increase can be attributed to  
2       the fact that more large boats were docked at the Marina.  
3
- 4       • Diagrams depicting A-Dock and B-Dock upgrades were included in the meeting  
5       packets and the Committee members jointly reviewed those documents. It was the  
6       consensus that B-Dock is the most logical location for a fuel dock. This issue will be  
7       addressed at length at a future Marina Committee Meeting(s).  
8
- 9       • There were approximately 1,700 boat launches from the Marina this season.  
10
- 11       • The Marina Office has closed for the season and Tatzel will now only be working on  
12       Tuesdays and Wednesdays.  
13
- 14       • It is her understanding that a professional painter plans on coming to paint the boaters'  
15       restrooms around the third week of October. The other boaters' restroom renovations  
16       will be made after the painting project has been completed. She will attempt to find a  
17       professional painter who is willing to paint the doors on the Marina Building, but is not  
18       sure when that will happen as several painters have informed her that they are very,  
19       very busy. She will provide an update on the progress which has been made on both  
20       projects at the next meeting of the Marina Committee.  
21
- 22       *Tatzel was asked to see that the professional painter who is hired to paint the doors on*  
23       *the Marina Building also be asked to touch up the exterior trim on that building.*  
24
- 25       • The new Marina sweatshirts and hats have been received and Tatzel will be ordering  
26       new burgees soon. She intends to send out an e-mail concerning the availability of  
27       these items around the holidays.  
28
- 29       • She spoke with Chris Halbur of the DNR concerning the possibility of installing railings  
30       on the launch ramp, and Halbur promised to send her a copy of the applicable  
31       regulations ASAP.  
32

33       *Jackson noted that employees from Great Lakes TV Seal were up here today and informed Steve*  
34       *Jacobson, the Utilities Manager, that the outfall pipe by the Marina is actually quite clean. The*  
35       *testing which was done on the areas where the pipe discharges revealed that the Marina was*  
36       *also quite clean. The cost to reroute the outfall pipe is approximately \$640,000. It was the*  
37       *consensus that because of cost factors rerouting is simply not an option. Jackson was asked to*  
38       *investigate the issues related to "gating" and will report his findings at a future meeting.*  
39

40       **Item No. 5. Consider a motion to convene into closed session pursuant to Wis. Stats.,**  
41       **§19.85(1)(e) to deliberate or negotiate the purchase of public properties, the investment of**  
42       **public funds, or conduct other specified public business whenever competitive or bargaining**  
43       **reasons require a closed session and §19.85(1)(c) to discuss personnel and employee benefits:**  
44       *At 4:25 P.M. a motion was made by Clove, seconded by Duffy that the Marina Committee*  
45       *convene into closed session pursuant to Wis. Stats., §19.85(1)(e) to deliberate or negotiate the*  
46       *purchase of public properties, the investment of public funds, or conduct other specified public*  
47       *business, whenever competitive or bargaining reasons require a closed session. A roll call was*  
48       *taken on the motion and the Committee members voted in the following fashion:*  
49



## 2015 Schedule of Fees

ServiceFee

|   |   |
|---|---|
| Daily Launch  | \$8.00  |
| Seasonal Launch   | \$65.00   |
| Sanitary Pumpout  | \$10.00   |
| Ice - 10lb Bag  | \$1.75  |
| Ice Block - 10lb  | \$2.50  |
| Soda  | \$1.75  |
| Washer/Dryer Use  | \$2.00/\$2.00   |
| Tide - Laundry Detergent  | \$1.00  |
| In-Season Transient Dockage (Mid May through Mid-September)                             | \$1.78 per foot of boat per day (20' Minimum)   |
| Early Season Transient Dockage (Whenever facilities open for the season before Mid-May) | \$25.00 per day   |
| Late Season Transient Dockage (Mid-September through October 24th)                      | \$25.00 per day   |
| Late Season Long Term Transient Dockage (The day after Labor Day through October 24th)  | <p>\$250.00 (\$236.97 + Tax) for the entire late season or the applicable daily transient fee, whichever is less. The late season dockage fee decreases by \$25.00 per week.</p> <p>Arrival One Week after Labor Day \$225.00 (\$213.27 + Tax)</p> <p>Arrival Two Weeks after Labor Day \$200.00 (\$189.57 + Tax)</p> <p>Arrival Three Weeks after Labor Day \$175.00 (\$165.88 + Tax)</p> <p>Arrival Four Weeks after Labor Day \$150.00 (\$142.18 + Tax)</p> <p>Arrival Five Weeks after Labor Day \$125.00 (\$118.48 + Tax)</p> <p>Arrival Six Weeks after Labor Day \$100.00 (\$94.79 + Tax)</p> <p>Arrival Seven Weeks after Labor Day \$75.00 (\$71.09 + Tax)</p> |
| Out of Season Dockage   | \$2.00 per foot per day (20' minimum)   |

All of the above mentioned fees are due and payable upon receipt of the stated service unless other arrangements have been made with the Marina Manager and a specific due date has been established. A late payment charge of 1% but not less than \$0.50 will be assessed on a monthly basis. All of the above mentioned fees are due and payable upon receipt of the stated service unless other arrangements have been made with the Marina Manager and a specific due date has been established. A late payment charge of 1% but not less than \$0.50 will be assessed on a monthly basis for all fees not paid within twenty days of the due date.

Activities/Events/Marketing Calendar 2014-2015  
 Rough Draft

Key:  
 Green: Marketing Planning  
 Blue: Public Events

| 2014         |             |  |  |
|--------------|-------------|--|--|
| <u>Month</u> | <u>Date</u> | <u>Event</u>   |  |
| October      | 10th        | Send Out Closing Date Reminder   |  |
|              | 14th        | Marina Committee Meeting at 2:00PM   |  |
|              | 19th        | Marina Fest Committee Meeting at 7:00PM  |  |
|              | 21st        | Work on Ice Fishing Competition<br>Update Photo Albums on Website  |  |
|              | 24th        | E-mail Thank You to Seasonal Slip Holders<br>Announce Seasonal Closing on Facebook with Stay Tuned Updates   |  |
|              | 28th        | Develop Holiday Greeting Card<br>Contact Local Golf Course to Set-up August Promo<br>Find a restaurant or winery to explore possibility of "Wine and Cheese Night"<br>Confirm Deadlines for 2015 Print Publication Dates |  |
|              | November    | 7th  | Focus on Seasonal Slips for 2013 - Follow up with contacts for marketing   |
|              |             | 14th   | Focus on Seasonal Slips for 2013 - Follow up with contacts for marketing   |
|              | December    | 5th  | Send out Holiday Greeting Cards<br>Focus on Seasonal Slips for 2014 - Follow up with contacts for marketing<br>Research for Blog |
|              |             |  |  |
| 2015         |             |  |  |
| <u>Month</u> | <u>Date</u> | <u>Event</u>   |  |
| January      | 6th         | Begin Selling Available Seasonal Slips<br>Begin Processing Reservation Requests<br>Final Prep for Fishing Tournament   |  |
|              | 7th         | Administrative Work Required for Planning  |  |
|              | 16th        | Ice Fishing Tournament   |  |
|              | 17th        | Ice Fishing Tournament   |  |
|              | 18th        | Ice Fishing Tournament   |  |
|              | February    | 6th  | Begin 1 of 3 part blog – Door County: Things to do and see by boat!  |
|              | March       | 6th  | Part 2 of 3 Blog - Door County: Things to do and see by boat!  |
| April        | 3rd         | Contact and Exchange Advertising Packages to Michigan Marinas  |  |
|              | 10th        | Part 3 of 3 Blog - Door County: Things to do and see by boat!<br>Facebook Reminder to Book Reservations<br>Website Reminder to Book Reservations   |  |
|              |             |  |  |
| May          | 1st         | E-mail Reminder to Past Transient Guests to Make Last Minute Reservation for the Summer  |  |
|              | 15th        | Begin Transient Boaters Survey   |  |
| June         | 13th        | 2015 Season Kick-off Cookout/National Marina Day   |  |
|              | 17th        | Boaters' Safety Course Night 1 of 2  |  |
|              | 19th        | Boaters' Safety Course Night 2 of 2  |  |

Activities/Events/Marketing Calendar 2014-2015  
Rough Draft

|           |           |  |
|-----------|-----------|--|
| July      | 1st-31st  | Maintain Facebook Updates with Pictures and Messages   |
|           | 17th      | Begin spreadsheet with survey data   |
|           | 17th      | Sponsor/Participate in the 100 Miler Regatta M&MYC   |
|           | 18th      | Fish Boil/Light the Night  |
| August    | 1st       | Advertising for Marina Fest Begins   |
|           | 8th       | One day fundraiser – to be determined  |
|           | 15th      | Launch Discounted After Labor Day Dockage advertising on web and Facebook<br>*Additionally send out e-mails to transient guests featuring discount |
|           | 16th-17th | Promo Weekend with Golf Course?  |
|           | 17th      | Cheese & Wine Night?   |
| September | 5th       | Marina Fest  |
|           | 11th      | Work on Statistic Marketing Spreadsheets   |
|           | 18th      | Develop Marketing Budget for 2016<br>E-mail Thank You to Seasonal Slip Holders<br>Announce Seasonal Closing on Facebook with Stay Tuned Updates    |
|           |           |  |
| October   | 2nd       | Begin working with local businesses for next year's events<br>Develop Event with Friends of Lake Front Park  |
|           | 9th       | Work on Marketing - Topic TBD  |
| November  | 6th       | Focus on Seasonal Slips for 2016 - Follow up with contacts for marketing   |
|           | 13th      | Focus on Seasonal Slips for 2016 - Follow up with contacts for marketing   |
| December  | TBA       | Holiday Greeting Card  |