



**MARINA COMMITTEE MEETING AGENDA**

**Tuesday, December 2, 2014 at 2:00 p.m.**

**Sister Bay Fire Station 2258 Mill Road**

**For additional information check:** [www.sisterbaywi.gov](http://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 regarding marketing of the Marina and consider a motion to take action if required.
2. Discussion on marina activities with Wendy Tatzel, Marina Manager.
3. 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](mailto: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:		
<input type="checkbox"/> Administration Building	<input type="checkbox"/> Library	<input type="checkbox"/> Post Office
_____ / _____		
Name		

1  
2  
3 **MARINA COMMITTEE MEETING MINUTES**  
4 **TUESDAY, OCTOBER 14, 2014**  
5 **Sister Bay-Liberty Grove Fire Station – 2258 Mill Road**  
6 **(APPROVAL PENDING)**

7 The October 14, 2014 meeting of the Marina Committee was called to order by Chairperson  
8 John Clove at 2:08 P.M.

9  
10 **Present:** Chairperson Clove, and members Shane Solomon, Pat Duffy, Fuzzy Sunstrom and  
11 Kevin Roberts.

12  
13 **Excused:** Jeff Flegel

14  
15 **Others:** Chad Kodanko

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

19  
20 **Approval of the agenda:**

21 *A motion was made by Sunstrom, seconded by Solomon that the agenda for the October 14,*  
22 *2014 meeting of the Marina Committee be approved as presented. Motion carried – All ayes.*

23  
24 **Approval of minutes as published:**

25 **As to the minutes for the September 16, 2014 meeting of the Marina Committee:**

26 *A motion was made by Duffy, seconded by Solomon that the minutes for the September 16,*  
27 *2014 meeting of the Marina Committee be approved as presented. Motion carried – All ayes.*

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

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

31  
32 **Business Items:**

33 **Item No. 4. Consider a motion to convene into closed session pursuant to Wis. Stats.,**  
34 **§19.85(1)(e) to deliberate or negotiate the purchase of public properties, the investment of**  
35 **public funds, or conduct other specified public business whenever competitive or bargaining**  
36 **reasons require a closed session:**

37 *At 2:12 P.M. a motion was made by Clove, seconded by Duffy that the Marina Committee*  
38 *convene into closed session pursuant to Wis. Stats., §19.85(1)(e) to deliberate or negotiate the*  
39 *purchase of public properties, the investment of public funds, or conduct other specified public*  
40 *business, whenever competitive or bargaining reasons require a closed session. A roll call vote*  
41 *was taken on the motion and the Committee members voted in the following fashion:*

42  
43 *Clove – Aye;*

44 *Duffy – Aye;*

45 *Roberts – Aye;*

46 *Solomon – Aye;*

47 *Sunstrom – Aye.*

48 *Motion carried – All ayes.*  
49

**Item No. 5. Consider a motion to reconvene into open session:**

At 3:01 P.M. a motion was made by Clove seconded by Sunstrom that the Marina Committee reconvene into open session. Another roll call vote was taken on that motion and the Committee members voted in the following fashion:

Clove – Aye;

Duffy – Aye;

Roberts – Aye;

Solomon – Aye;

Sunstrom – Aye.

Motion carried – All ayes.

**Item No. 6. Consider a motion to take action if required:**

A motion was made by Clove, seconded by Duffy that on October 15, 2014 Tatzel shall provide written Notice of Intent to Cancel which is compliant with the terms of the contract entered into with Lundquist Realty for rental of the boathouse to the designated representatives of that agency. Motion carried – All ayes.

A motion was made by Sunstrom, seconded by Duffy that as soon as the required notice period has expired with respect to the contract with Lundquist Realty, Village officials shall enter into a contract with Door County Property Management for the rental of the Boathouse. That contract shall be in effect from the date of execution through December 31, 2015. Motion carried – All ayes.

The Committee members indicated that they look forward to working with Kodanko and his associates.

Clove pointed out that near the end of this meeting another closed session would be conducted pursuant to Wis. Stats., §19.85(1)(c).

**Item No. 1. Discussion regarding the 2015 Schedule of Fees and consider a motion to take action, if required:**

A draft of a Schedule of Fees for the Marina for 2015 was included in the meeting packets and the Committee members jointly reviewed that document. It was the consensus that the Fee Schedule is acceptable as presented.

Discussion took place regarding rental of vacant seasonal slips and utilization of the Waiting List, and it was the consensus that persons whose names are on that list should be contacted much sooner this year. The Committee members also stressed that they have no desire to have Tatzel come to them for permission to perform minor administrative tasks, including amendment of the fees contained on the previously mentioned schedule.

**Item No. 2. Discussion regarding marketing of the Marina and consider a motion to take action if required:**

Discussion took place regarding installation of more visible signage for the commercial boating operations, and the suggestion was made that long duration temporary signage which is compliant with the Sign Code be mounted on the commercial kiosk.

Tatzel noted that a marketing calendar for 2014-2015 as well as a proposed marketing budget were included in the meeting packets and the Committee members jointly reviewed those

1 documents. During the review process Tatzel noted that she does intend to seek sponsors for  
 2 several of the stated activities so the expenses delineated on the marketing budget should  
 3 actually be cheaper than anticipated. The suggestions were made that a CPR course be  
 4 conducted in conjunction with the Boaters' Safety Course, that a floating golf tournament as  
 5 opposed to a regular golf tournament be conducted, and that co-op advertising be done with  
 6 other area marinas in boating magazines.

7  
 8 *At 4:20 P.M. Sunstrom indicated that he had another engagement and left the meeting.*  
 9

10 **Item No. 3. Discussion regarding marina activities with Wendy Tatzel, Marina Manager:**

11 Tatzel gave the following oral report:

12  
 13 • **Fuel Dock:**

14 She met with a representative of Petroleum Services several weeks ago concerning  
 15 installation of a fuel dock and is still waiting for a cost estimate. At this time the end of  
 16 "B" Dock is the preferred location for a pressurized buried fuel system.  
 17

18 • **Bathroom Update:**

19 The painters will be coming to sandblast and paint the restrooms on October 24, 2014.  
 20 The public restroom renovation project has also been let for bids.  
 21

22 • **Operations:**

23 Seasonal closing and shutdown of Marina facilities will be occurring very soon. She  
 24 does intend to contact the people on the Waiting List soon and will request e-mail  
 25 addresses for all of them.  
 26

27 • **Projects:**

28 The suggestion has been made that a gas powered fire pit be installed at the Marina.  
 29 Tatzel will be looking into several different fire pit alternatives over the course of the  
 30 winter.  
 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 in November. Therefore, the next meeting of the  
 35 Committee was scheduled for 2:00 P.M. on December 2, 2014.  
 36

37 **Continuation of Item No. 4. Consider a motion to convene into closed session pursuant to**  
 38 **Wis. Stats., §19.85(1)(c) to discuss personnel and employee benefits:**

39 *At 4:42 P.M. a motion was made by Clove, seconded by Duffy that the Marina Committee*  
 40 *convene into closed session pursuant to Wis. Stats., §19.85(1)(c) to discuss personnel and*  
 41 *employee benefits. A roll call was taken on the motion and the Committee members voted in*  
 42 *the following fashion:*  
 43

44 *Clove – Aye;*

45 *Duffy – Aye;*

46 *Roberts – Aye;*

47 *Solomon – Aye.*  
 48

49 *Motion carried – All ayes.*  
 50

**Continuation of Item No. 5. Consider a motion to reconvene into open session:**

At 4:51 P.M. a motion was made by Clove seconded by Duffy that the Marina Committee reconvene into open session. Another roll call vote was taken on that motion and the Committee members voted in the following fashion:

Clove – Aye;  
Duffy – Aye;  
Roberts – Aye;  
Solomon – Aye.

Motion carried – All ayes.

**Continuation of Item No. 6. Consider a motion to take action if required:**

No formal action was taken.

**Item No. 7. Consider a motion to discuss matters to be placed on a future agenda or referred to a committee, official or employee:**

It was the consensus that the following items shall be placed on a future agenda or referred to a committee, official or employee:

- A. Update on the restroom renovation project;
- B. Update on the fire pit project;
- C. Update on the painting project;
- D. Review of the 5 Year CIP, including discussion regarding installation of a fuel dock.

**Adjournment:**

A motion was made by Clove, seconded by Duffy to adjourn the meeting of the Marina Committee at 4:46 P.M. Motion carried – All ayes.

Respectfully submitted,



Janal Suppanz,  
Administrative Assistant

Activities/Events/Marketing with Administrative Tasks  
Calendar 2014-2015

Key:  
 Green: Marketing Planning  
 Blue: Public Events  
 Red: Administrative  
 Orange: Marina Fest

**2014**

Month  
October

<u>Date</u>	<u>Event</u>
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
24th	E-mail Thank You to Seasonal Slip Holders Announce Seasonal Closing on Facebook with Stay Tuned Updates
28th	Develop Holiday Greeting Card Confirm Deadlines for 2015 Print Publication Dates

November

25th	Focus on Seasonal Slips for 2015 - Follow up with contacts for marketing
26th	Focus on Seasonal Slips for 2015 - Follow up with contacts for marketing
28th	Focus on Seasonal Slips for 2015

December

2nd	Marina Committee Meeting at 2:00PM
3rd	Begin Fundrasing Efforts for Ice Fishing Tournament
9th	Send out Holiday Greeting Cards Focus on Seasonal Slips for 2015 - Follow up with contacts for marketing Research for Blog
10th	Fundrasing Efforts for Ice Fishing Tournament
16th	Fundrasing Efforts for Ice Fishing Tournament
17th	Grant Funding and Marketing Research
30th	Marketing Research

**2015**

Month  
January

<u>Date</u>	<u>Event</u>
6th	Begin Selling Available Seasonal Slips Begin Processing Reservation Requests On Going Outreach for Fishing Tournament
7th	Adminstrative Work Required for Event Planning Begin Advertising for Seasonal Staff
15th	Process Seasonal Slip Payments & Receive Reservation Requests
20th	Process Seasonal Slip Payments & Receive Reservation Requests
22nd	Process Seasonal Slip Payments & Receive Reservation Requests Process Seasonal Slip Payments & Receive Reservation Requests
27th	Marina Fest Contracts and Planning Marna Fest Meeting???
29th	Selling, Reservatins & Payments

February

3rd	Begin 1 of 3 part blog – Door County: Things to do and see by boat!
5th	On Going Tasks and Carry Over
10th	Contact Painting Contractors for Building Doors Marina Committee Meeting
12th	On Going Tasks and Reservations
17th/19th	On Going Tasks and Reservations
25th/27th	On Going Tasks and Reservations

March

5th/6th	Ice Fishing Tournament
7th/8th	Ice Fishing Tournament

Activities/Events/Marketing with Administrative Tasks  
Calendar 2014-2015

7

	10th	Part 2 of 3 Blog - Door County: Things to do and see by boat! Marina Committee Meeting
	12th	Create Application for JEM Grant for Marina Fest Promotion
	17th	E-mail Blast for Transient Reservations
	24th	Press Release for Transient Reservations
	31st	Begin Writing Grant for B Dock Repair/Replacement
April		
	7th	Contact and Exchange Advertising Packages to Michigan Marinas Marina Committee Meeting???
	10th	Part 3 of 3 Blog - Door County: Things to do and see by boat! Facebook Reminder to Book Reservations Website Reminder to Book Reservations
	21st	On Going - Reservations & Promote Marina
	27th	Plan for Staff Training Select Staff for 2015 Season
May		
	1st	E-mail Reminder to Past Transient Guests to Make Last Minute Reservation for the Summer
	5th	Marina Committee Meeting???
	15th	Begin Transient Boaters Survey Marina Office Opens
June		
	13th	National Marina Day
	17th	Boaters' Safety Course Night 1 of 2
	19th	Boaters' Safety Course Night 2 of 2
	27th	Season Kick Off Cook Out
July		
	1st-31st	Maintain Facebook Updates with Pictures and Messages
	17th	Begin spreadsheet with survey data
	18th	Out Door Fish Boil/Light the Night (Wind Permitting)
August		
	1st	Advertising for Marina Fest Begins
	3rd	Marina Fest Committee Meeting
	15th	Launch Discounted After Labor Day Dockage advertising on web and Facebook *Additionally send out e-mails to transient guests featuring discount
	17th	Facebook and Website Updates
	22nd	Thank you for Being a Friend Event
September		
	5th	Marina Fest
	11th	Work on Statistics for Marketing Spreadsheets
	18th	Develop Marketing Budget for 2016
	19th	It Ain't Over till It's Over Event
October		
	3rd	Send Out Two Week Reminder for Dock Closing
	10th	Season Closing
	24th	
November		
		Focus on Seasonal Slips for 2016 - Follow up with contacts for marketing
	6th	Focus on Seasonal Slips for 2016 - Follow up with contacts for marketing
	13th	Process & Send Out Seasonal Slip Invoices
	24th	
December		
	8th	Holiday Greeting Card

Please note this is not an all inclusive schedule. Not all tasks and projects may be listed due unforeseen changes or new developments.

Catagories	Est. Costs	Subtotal	Total
201-55567-00-0000 Events			
Events			
March 5,6,7,8 - Ice Fishing Tournament	700.00	700.00	700.00
June 13 - Boaters' Saftey Course/National Marina Day	300.00	300.00	300.00
June 27 - Season Kick Off Party	500.00	500.00	500.00
July 11- Out Door Fish Boil on the Waterfront	1000.00	1000.00	1000.00
August 22 - Thank You for Being a Friend Event	500.00	500.00	500.00
September 5 - Marina Fest: Maintains Separate Budget	0.00	0.00	0.00
October 3- It Ain't Over til It's Over Event	500.00	500.00	500.00
Grand Total:			3500.00

201-55532-00-0000 Marketing	Est. Costs	Subtotal	Total
Ad Proofs			
Inside the Door - Graphic Design			
Scuttlebutt & Lakeland Boating			
Design Per Hour for 1/4 page \$45.00 x 2	90.00	90.00	90.00
Design Per Hour for Web boxes \$45.00 x 2	90.00	90.00	90.00
Ice Fishing Tournament			
Design for Poster \$45/Hour x 2	90.00	90.00	90.00
Design for Flyer \$45/Hour	45.00	45.00	45.00
Out Door Fish Boil on the Waterfront			
Design for Poster \$45/Hour x 2	90.00	90.00	90.00
Design for Flyer \$45/Hour	45.00	45.00	45.00
Boaters' Safety Course			
Design for Flyer \$45/Hour	45.00	45.00	45.00
Holiday Greeting Card			
Design for Card \$45/Hour x 0.5	22.50	22.50	22.50
Print			
Great Lakes Scuttlebutt Magazine Advertising			
Marketplace rates (2nd half of Magazine) -			
1/4 Page: \$600.00 for 1x or \$500.00 for 3x	1000.00	1000.00	1000.00
Plus 1/2 Page Write Up with Picture - 500 words			
DC Special Feature			
Lakeland Boating			
Marketplace rates (2nd half of Magazine) -			
1/4 Page: \$700.00 for 1x or \$600.00 for 3x			
Ice Fishing Tournament			
Foam Board with Signage	20.00	20.00	20.00
10 Posters	9.00	9.00	9.00
20 Mini Posters	9.00	9.00	9.00
Take A Way Flyers	12.00	12.00	12.00
Foam Board with Signage	100.00	100.00	100.00

	50 Posters	450.00	450.00	450.00
	100 Mini Posters	22.00	22.00	22.00
	Take A Way Flyers	22.00	22.00	22.00
	Out Door Fish Boil on the Waterfront			
	20 Posters	18.00	18.00	18.00
	Take Away Flyers	12.00	12.00	12.00
	Door County Visitor Bureau			
	Village Waterfront and Marina Listing	225.00	225.00	225.00
	Invitation/Promo Mailings			
	Graphic Designer Work for 1 hour	45.00	45.00	45.00
	1000 names x 0.48	480.00	480.00	480.00
	Printing Costs for 1000 x \$1.00	500.00	500.00	500.00
	Invitation/Promo Mailings			
	Graphic Designer Work for 1 hour	45.00	45.00	45.00
	1000 names x 0.48	480.00	480.00	480.00
	Printing Costs for 1000 x \$1.00	500.00	500.00	500.00
	Invitation/Promo Mailings			
	Graphic Designer Work for 1 hour	45.00	45.00	45.00
	1000 names x 0.48	480.00	480.00	480.00
	Printing Costs for 1000 x \$1.00	500.00	500.00	500.00
Web	Great Lakes Scuttlebutt Online Advertising			
	Rotating Banner - Standard 468x60px FREE			
	Included with print advertising costs			
	Active Captain			
	Sponsor Pro-op/Co-op	499.00	499.00	499.00
	America's Great Loopers Association			
	Sponsor	597.00	597.00	597.00
	DoorCountyNavigator.com			
	Popular website for planning a trip to Door County	500.00	500.00	500.00
	Boat House Rental will benefit most			
	Sister Bay Advancment Association			
	2nd Website Listing for Marina	50.00	50.00	50.00
	National Women Boaters Association			
	Membership with Web Listing	30.00	30.00	30.00
Radio	National Safe Boating Week Sponsor - WBDK			
	40 20-word promotional messages for each business			
	(10 ads on 4 stations)	100.00	100.00	100.00
	Ice Fishing Tournamet - WBDK			
	40 20-word promotional messages for each business			
	(10 ads on 4 stations)	100.00	100.00	100.00

<b>Boating Safety Class - WBDK</b> 40 20-word promotional messages for each business (10 ads on 4 stations)	100.00	100.00	100.00
<b>Sponsorships</b> Co-op with SBAA Festival of Trees - DCMM	200.00	200.00	200.00
<b>Other</b> Promotional Materials - FLS Banners Example: Koozie Can Holders - 250 x \$1.00 (Approximately)  Burgee Design Inside the Door - Graphic Design Design Time \$45/Hour  Wristbands for Fish Boil Night Purchase 2 colors	250.00	250.00	250.00
<b>Photography</b> Professional Photographer - Marina & Waterfront Request Marketing Committee to Fund	0.00	0.00	0.00
<b>Grand Total:</b>			8012.50