



MARINA COMMITTEE MEETING AGENDA

Monday, June 27, 2016 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	Pat Duffy	
3	Scott Baker		4	Greg “Fuzzy” Sunstrom	
5	Dwight Anderson - Alternate		6	Dan Jungwirth - Alternate	
7	Marina Manager – Nicole Krauel			Administrator – Zeke Jackson	

Approval of minutes as published

Comments and Correspondence

Business Items

1. Consider a motion to convene into Executive Session pursuant to Wis. Stats., §19.85(1)(e) to deliberate or negotiate the purchase of public properties, the investment of public funds, or conduct other specified public business, whenever competitive or bargaining reasons require a closed session.
2. Consider a motion to reconvene into Open Session.
3. Consider a motion to take action, if required.
4. Marina Manager’s Report and discussion regarding that report.
5. 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:		
<input type="checkbox"/> Administration Building	<input type="checkbox"/> Library	<input type="checkbox"/> Post Office
_____/_____		
Name		

- 1 • Seasonal slip holders are allowed to place their boats early provided the docks are
- 2 secure, but she always tells them that power and water is not guaranteed until the
- 3 official "open date".
- 4 • Last week there was a seiche, and "D" Dock floated away. Fortunately it was spotted
- 5 and retrieved before a considerable amount of damage was done. Garbage cans and
- 6 picnic tables have been placed on the Marina grounds.
- 7 • The marketing piece is at the printers and will be mailed out soon. A new website
- 8 hosting company has been retained, and she will be recording a small promotional
- 9 piece which pertains to National Boating Safety Week for Door County Daily News.
- 10 She is considering the use of "Dockwa", a mobile app. which allows online transient
- 11 reservations to be made.
- 12

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

15
16 **Item No. 2. Power Point presentation by the Committee Chair on installation of a fuel dock;**
17 **Consider a motion for action if necessary:**

18 **Item No. 3. Discussion regarding the Capital Improvement Projects (CIP) proposal for the**
19 **2017 budget; Consider a motion for action if necessary:**

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

45
46 During discussion the Committee members indicated that they believe the Marina building is in
47 need of further updates. They also stated that they believe "A" Dock should be
48 repaired/refurbished ASAP. Generally speaking the Village does not provide any funding for

1 those type of repairs, but fuel dock revenues could potentially help fund some of them. They
2 also noted that they firmly believe the amount of the Marina's PILOT should be reconsidered.

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

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

22
23 *At 4:26 P.M. a brief recess was taken, and the Committee reconvened at 4:31 P.M.*

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

28
29 **Item No. 5. Consider a motion to convene into executive session pursuant to Wis. Stats.,**
30 **§19.85(1)(c) to discuss personnel and employee benefits:**

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

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

33 None of these agenda items were addressed.

34
35 **Item No. 8. Consider a motion to discuss matters to be placed on a future agenda or referred**
36 **to a committee, official or employee:**

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

39
40 **Adjournment:**

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

43
44 Respectfully submitted,



46 Janal Suppanz,
47 Assistant Administrator