

Manistee Harbor Commission

Established - November 1931

70 Maple Street, Manistee, Michigan 49660

Agenda

Tuesday, June 18, 2013 at 1 p.m. – Municipal Marina, Boaters Lounge

Call to Order

Approval of Agenda

Public Comments on Agenda Items (5 minute limit)

Approval of Minutes

- Minutes of April 16, 2013

Staff Reports

- Harbormaster
- City Manager

Committee Reports

- Strategic Planning with AES (Memberto, Zielinski, Daniels)

Unfinished Business

- None

New Business

- None

Public Comment (5 minute limit)

Comments by Harbor Commissioners

Adjourn

Commissioners are encouraged to participate in the preparation of the monthly agendas for Harbor Commission meetings. Please contact the City Manager's Office at least two weeks prior to the scheduled meeting to discuss agenda items.

**HARBOR COMMISSION MINUTES
MEETING OF APRIL 16, 2013**

A regular meeting of the Manistee Harbor Commission was held on Tuesday, April 16, 2013 at 1 p.m. in the Second Floor Conference Room, City Hall, 70 Maple Street, Manistee MI 49660.

Roll Call	Present	Excused Absence	Unexcused Absence
Commissioner Bachman	✓		
Commissioner Cook	✓		
Commissioner Daniels	✓		
Commissioner Memberto	✓		
Commissioner Smith	✓		
Commissioner Zaccanelli	✓		
Commissioner Zielinski	✓		
City Manager Mitch Deisch	✓		

OTHERS PRESENT: Alliance for Economic Success – Kathy Adair Morin and Tim Ervin;
Manistee News Advocate – Eric Sagonowsky

APPROVAL OF AGENDA

MOTION by Alex Zaccanelli, second by Ty Cook to approve the agenda as presented. Motion carried.

ROLL CALL VOTE	YEAS	NAYS	ABSTAIN
COMMISSIONER BACHMAN	---	---	---
COMMISSIONER COOK	✓		
COMMISSIONER DANIELS	✓		
COMMISSIONER MEMBERTO	✓		
COMMISSIONER SMITH	✓		
COMMISSIONER ZACCANELLI	✓		
COMMISSIONER ZIELINSKI	✓		

PUBLIC COMMENTS ON AGENDA ITEMS

None.

APPROVAL OF MINUTES

MOTION by Roger Zielinski, second by Rosemary Daniels to approve the minutes for the February 19, 2013 meeting as presented. Voice vote - Motion carried.

STAFF REPORTS

City Manager. City Manager Mitch Deisch reported on status of the First Street Beach Boat Launch. City spent approximately \$850 out of the Boat Launch Enterprise Fund to purchase 15-

20 yards of ballast stone and placed it in front of the sheet piling as identified in the bathymetric survey completed by Abonmarche earlier this spring. All skid piers are in and the ramps should be in good shape this year. The CVB has been contacted to advertise this fact as many harbors along the lake will be having low water problems this year. The Fish Cleaning Station has been razed and the project to replace has begun. Temporary fish cleaning facilities will be erected west of the construction site. Ty Cook noted that one section of the slab next to the second skid pier has heaved. The skid pier should be moved to the east to block this hazard. Ramp improvements this year are a short-term improvement. Long-term options would require additional capital funds.

Manistee harbor will be dredged again this year; and some dredging will occur at the Municipal Marina. Abonmarche is working on a permit to dredge 300-400 yards of material at the Marina. Samples passed the sieve test and additional testing will not be required. Dredged materials will be deposited at the compost area.

As part of their annual budget process City Council is reviewing the Fee Schedule. City Manager undertook a brief survey of neighboring communities including Frankfort, Ludington, Muskegon and Grand Haven. Manistee's launch ramp fees are low in comparison. Discussed the MDNR requirement that municipalities that have received grant funding cannot charge differential rates for residents and nonresidents. Following discussion on current rates; the Harbor Commission reached a consensus to support increases to the daily fee from \$5 to \$10 and the seasonal rate from \$35 to \$40. This information will be shared with City Council. The auto-attendant is up and running at the launch ramp and seasonal passes are being sold. Another requirement by the MDNR is that they must review any proposed rate increases. It is entirely possible that any proposed rate increases might not take effect until July 1 or even next year. Staff is also recommending that the auto-attendant be replaced in the 2014-2015 budget and is recommending equipment that will dispense seasonal permit stickers. The concession stand at the launch ramp will be raised as soon as the new Fish Cleaning Station is completed. Received a request from David Story to operate a temporary concession trailer at this location.

COMMITTEE REPORTS

Rosemary Daniels and Thom Smith volunteered to represent the City of Manistee at the Michigan Small Harbors Coalition meeting in Lansing on February 27, 2013. A report was distributed to the Harbor Commission electronically on April 15, 2013 and was reviewed at this time. A good learning experience and very interesting. The Coalition continues to look at future funding for harbor dredging.

UNFINISHED BUSINESS

None.

NEW BUSINESS

The USCG Auxiliary would like to sponsor another navigation class at the Municipal Marina on Saturday, June 8 from 9 to 5 p.m. The cost of the session would be \$15. Requested the use of the second floor meeting space at the marina for this class. Alex Zaccanelli, along with Ty Cook will be working on advertising this event and on the annual boat inspection program.

Discussion on Accessibility Grant Funds. AES Executive Director Kathy Adair Morin and Tim Ervin discussed funding mechanisms for marinas, launch ramps and other recreational based ventures. Manistee is known to various funding providers for their strategic planning. The Alliance for Economic Success (AES) office will do their best to find and help secure grant funding for projects. Discussed creating a Harbor Commission strategic plan. Several members (Shelly Memberto, Roger Zielinski and Rosemary Daniels) volunteered to work with the AES to get a strategic planning session scheduled. Consensus by the Harbor Commission to request that the AES contact Onkama and Arcadia Harbor Commissions to see if there is any interest in a tri-port collaborative for a strategic planning session.

STAFF REPORTS (continued)

Harbormaster. Dave Bachman arrived at 1:50 p.m. and gave a brief update on marina operations that will begin May 15. The seven seasonal slips are full for the season. Frank Post will return to manage the marina on a part-time basis. Miscellaneous comments on areas that do not have enough draft for sailboats at the marina and other areas.

PUBLIC COMMENTS

None.

COMMENTS BY HARBOR COMMISSIONERS

None.

ADJOURNMENT

Next meeting is scheduled for Tuesday, June 18, 2013. There is no meeting currently scheduled for May.

MOTION by Roger Zielinski, second by Rosemary Daniels to adjourn at 2:04 p.m.

Respectfully submitted,

DRAFT - cl

Cindy Lokovich, Recording Secretary



MUNICIPAL MARINA

480 River Street, Manistee, MI 49660-1557 * (231) 723-1552
Coordinates: 44° 14'54"N, 86° 19' 58"W

Memorandum

To: Manistee Harbor Commission
From: Frank Post, Marina Manager
Date: June 8, 2013
Subject: Fee Recommendations on Marina Incentive Programs

This proposal is intended to create incentives for people to stay at the marina that could increase revenues and make the marina at least revenue neutral. In the early spring and late fall, we have a significant amount of empty dock space that, with some type of incentive, could at least be partially filled. The daily and weekly incentives are intended to lure a boater to stay a little longer and, while we receive a little more money, our feedback forms tell us they are also putting more money in the local economy. Marina employees would be empowered to apply these rates without further permission required.

Courtesy Dock Rebate

We currently charge \$5.00 for a boater to dock at our facility and go downtown. Many spend a few hours and either shop or eat. If we could have a system where a boater that spends more than \$20.00 or \$30.00 that we would rebate the courtesy dock fee. We could create a card or form that the business would either give or sign and give back to the boater and we would rebate their fee. While this may slightly reduce our revenues, I believe it is an excellent public relations program that puts us in a positive light in the eyes of both businesses and boaters.

Daily Rate Incentives

We would create an incentive for a boater who comes in from May 15th through June 15th and again from the day after Labor Day to close (October 1st) and stays of up to 6 days,

- Option #1-Stay 2 days get the 3rd day free, or
- Option #2-Stay one day get the second at half price
- If the boater stays longer than that, Weekly Incentives apply.

Examples

A 31' boat is charged a \$41.00 daily rate;

- Under Option #1-Under this option the boater is charged \$82 for 3 days.
- Under Option #2-Under this option the boater is charged \$61.50 for 2 days.

A 42' boat is charged a \$62.00 daily rate;

- Under Option #1-Under this option the boater is charged \$124.00 for 3 days.
- Under Option #2-Under this option the boater is charged \$93.00 for 2 days.

Weekly Incentives (Pre and Post Season)

We get a lot of individuals that inquire about staying a week or more. I would propose that we consider some incentives, again on the theory of prolonging a boater's stay, putting more money in the local economy. From May 15th through June 15th and again from the day after Labor Day to close (October 1st);

- A 7 day to 13 day stay is discounted by 20% of the daily rate,
- A 14 day to 30 day stay is discounted by 40% of the daily rate,
- A stay longer than 30 days, Monthly Incentives applies.

Examples a 7 day to 13 day stay at 20% discount

A 31' boat is charged a \$41.00 daily rate. The normal rate for a 7 to 13 day stay would be \$287.00 to \$533.00. Under the 20% Discount-this boater would be charged \$229.60 for 7 days and up to \$426.40 for a 13 day stay.

A 42' boat is charged a \$62 daily rate. The normal rate for a 7 to 13 day stay would be \$434.00 to \$806.00. Under the 20% Discount-this boater would be charged \$347.20 for 7 days and up to \$644.80 for a 13 day stay.

Examples a 14 day to 30 day stay at 40% discount

A 31' boat is charged a \$41 daily rate. The normal rate for a 14 to 30 day stay would be \$574.00 to \$1,230.00. Under the 40% Discount-this boater would be charged \$344.40 for 14 days and up to \$738.00 for a 30 day stay.

A 42' boat is charged a \$62 daily rate. The normal rate for a 14 to 30 day stay would be \$868.00 to \$3,720.00. Under the 40% Discount-this boater would be charged \$520.80 for 14 days and up to \$1,116.00 for a 30 day stay.

Weekly Incentives (Summer Season)

During peak activity periods (June 16th through Labor Day) a discount of 25% for all days from 7 through 30 Days.

Examples

A 31' boat is charged a \$41 daily rate. The normal rate for a 7 to 30 day stay would be \$287.00 to \$1,230.00. Under the 25% Discount-this boater would be charged \$215.25 for 7 days and up to \$922.50 for a 30 day stay.

A 42' boat is charged a \$62 daily rate. The normal rate for a 7 to 30 day stay would be \$434.00 to \$1,860.00. Under the 25% Discount-this boater would be charged \$325.50 for 7 days and up to \$1,395.00 for a 30 day stay.

Monthly Incentives

If a boater asks to stay 30 days or over, we would apply the seasonal rate for that sized boat. The seasonal rate for the boat calculated down to a daily rate (138 days) and multiplied by number of days of the stay. This incentive would be available from May 15th through October 1st.

Examples

A 31' boat is charged a \$41 daily rate up to a \$2,511 seasonal rate. The normal rate for a 31 to 60 day stay would be \$1,271.00 to \$2,460.00. Under the Monthly Incentive-this boater would be charged \$564.07 for 31 days and up to \$1,091.74 for a 60 day stay.

A 42' boat is charged a \$62 daily rate up to a \$3,570.00 seasonal rate. The normal rate for a 31 to 60 day stay would be \$1,860.00 to \$3,720.00. Under the Monthly Incentive-this boater would be charged \$776.09 for 31 days and up to \$1,552.17 for a 60 day stay.

Seasonal Slip Pricing

One other concern is the application of a Seasonal Rate based on length of the dock instead of length of the boat. I understand that we do not want to have small boats occupying long docks, however, I have had at least five inquiries this spring about a seasonal slip and these boat owners were extremely surprised how expensive our slips were.

The current practice is to apply 3 different prices to "Seasonal Slip Rental" based on the length of the dock. Those are **Bold** on the list below. One can see the significant difference to a

owner of a 25’ boat having to rent a 35’ dock (\$800). It is also difficult to explain to an owner of a 36’ boat that his cost is the same as the owner of a 45’ boat. I would recommend that we apply the schedule that the Harbor Commission adopted base on the size of the boat and not the size of the dock.

Rate Category 3		Boat Length	2013 Rate
Boat Length	2013 Rate	41	\$3,485
20	\$1,620	42	\$3,570
21	\$1,701	43	\$3,698
22	\$1,782	44	\$3,828
23	\$1,863	45	\$3,960
24	\$1,944	46	\$4,094
25	\$2,025	47	\$4,183
26	\$2,106	48	\$4,320
27	\$2,187	49	\$4,410
28	\$2,268	50	\$4,500
29	\$2,349	51	\$4,590
30	\$2,430	52	\$4,732
31	\$2,511	53	\$4,823
32	\$2,592	54	\$4,914
33	\$2,673	55	\$5,005
34	\$2,754	56	\$5,152
35	\$2,835	57	\$5,244
36	\$2,952	58	\$5,336
37	\$3,034	59	\$5,428
38	\$3,154	60	\$5,520
39	\$3,276	Over 60 Foot	\$92 per foot
40	\$3,400	61	5,612

Final Recommendations

Because we have accepted DNR funds for certain projects, I am not sure if they have a “vote” or would prohibit any the aforementioned proposals. Many grant or State of Michigan projects have “strings attached” that limit the local unit of governments’ ability to do discounting. I would defer to the cities administration for a determination. Much of the information on the various programs came from other marinas.

Any and all of the aforementioned options would be applied locally and can be complicated if an individual boater pays for a reservation through the reservation system. The DNR Reservation System has a specific rate and boaters are only allowed to reserve up to 14 days. We would have to create some workarounds to make any of the aforementioned recommendations work.

Any of these recommendations will take a season or 2 to gain acceptance. Generally this information gets around by word of mouth; however, I would propose that any of these that are adopted be put on our web page and Facebook account to help get the word out.

Manistee Municipal Marina

Number of Boats

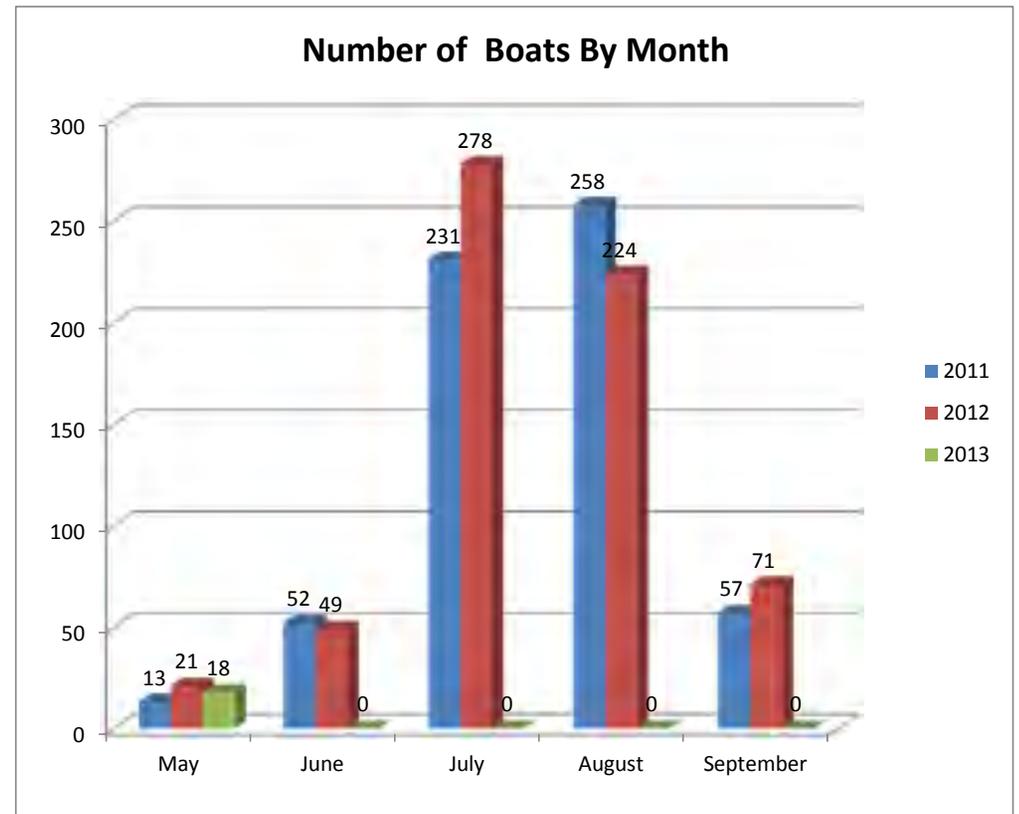
2011	May	June	July	August	September
0-19 Feet	0	0	1	4	1
20-29 Feet	4	16	62	97	33
30-39 Feet	2	23	108	93	12
40-49 Feet	1	4	47	52	5
50+ Feet	1	4	8	7	1
Seasonal	5	5	5	5	5
Totals	13	52	231	258	57

Number of Boats

2012	May	June	July	August	September
0-19 Feet	0	0	3	3	2
20-29 Feet	8	14	78	107	26
30-39 Feet	4	14	132	67	22
40-49 Feet	3	12	43	31	9
50+ Feet	1	2	15	8	5
Seasonal	5	7	7	8	7
Totals	21	49	278	224	71

Number of Boats

2013	May	June	July	August	September
0-19 Feet	2				
20-29 Feet	5				
30-39 Feet	6				
40-49 Feet	2				
50+ Feet	0				
Seasonal	3				
Totals	18	0	0	0	0



Manistee Municipal Marina

Number of Boat
Days

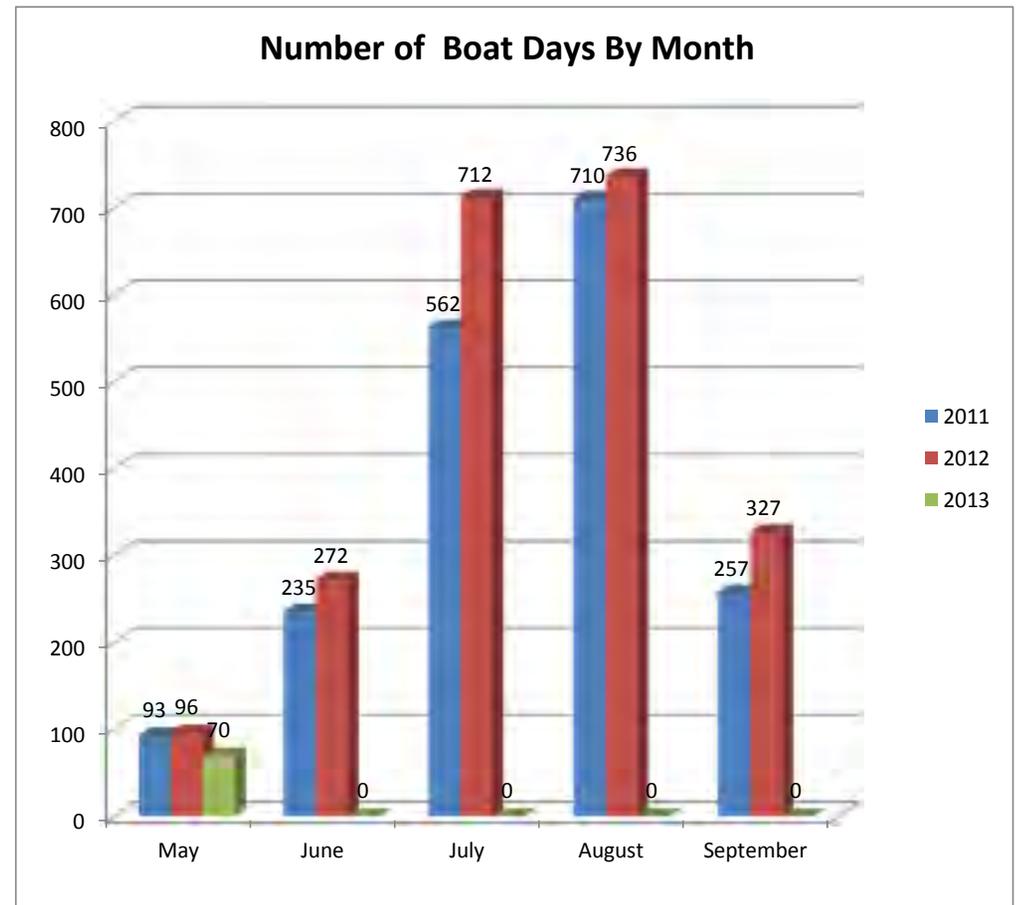
2011	May	June	July	August	September
0-19 Feet	0	0	1	6	2
20-29 Feet	6	27	137	314	74
30-39 Feet	6	37	193	148	16
40-49 Feet	5	5	63	77	9
50+ Feet	1	16	13	10	1
Seasonal	75	150	155	155	155
Totals	93	235	562	710	257

Number of Boat
Days

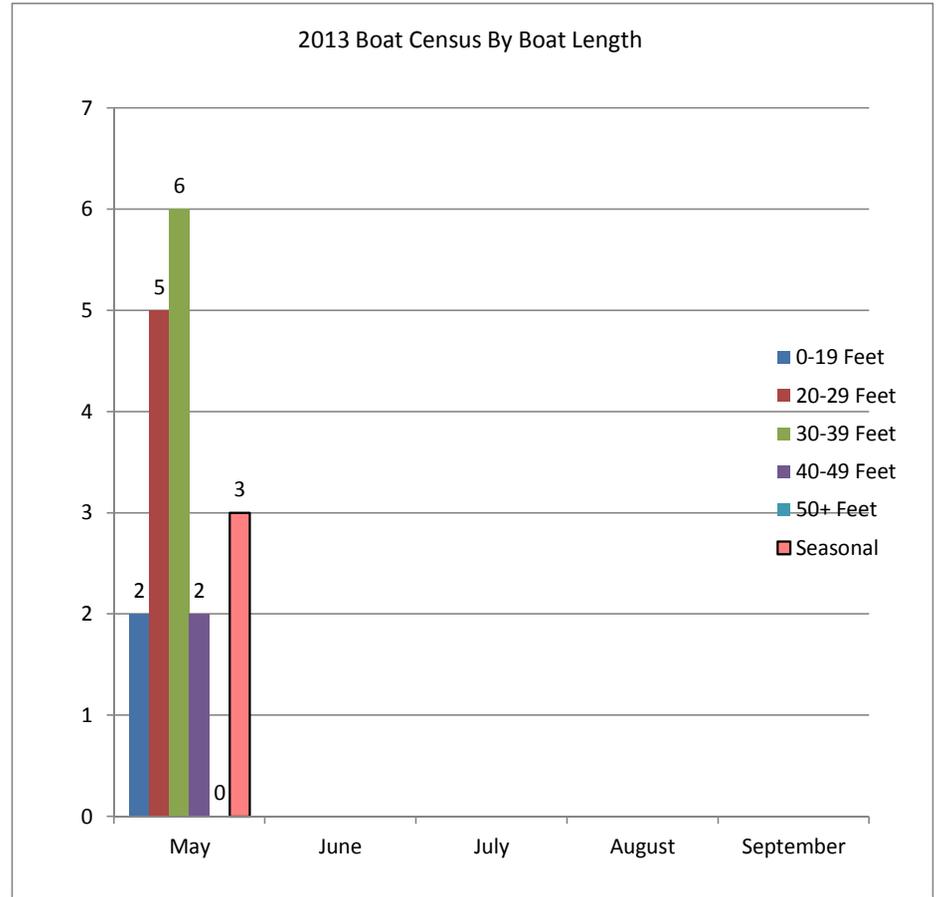
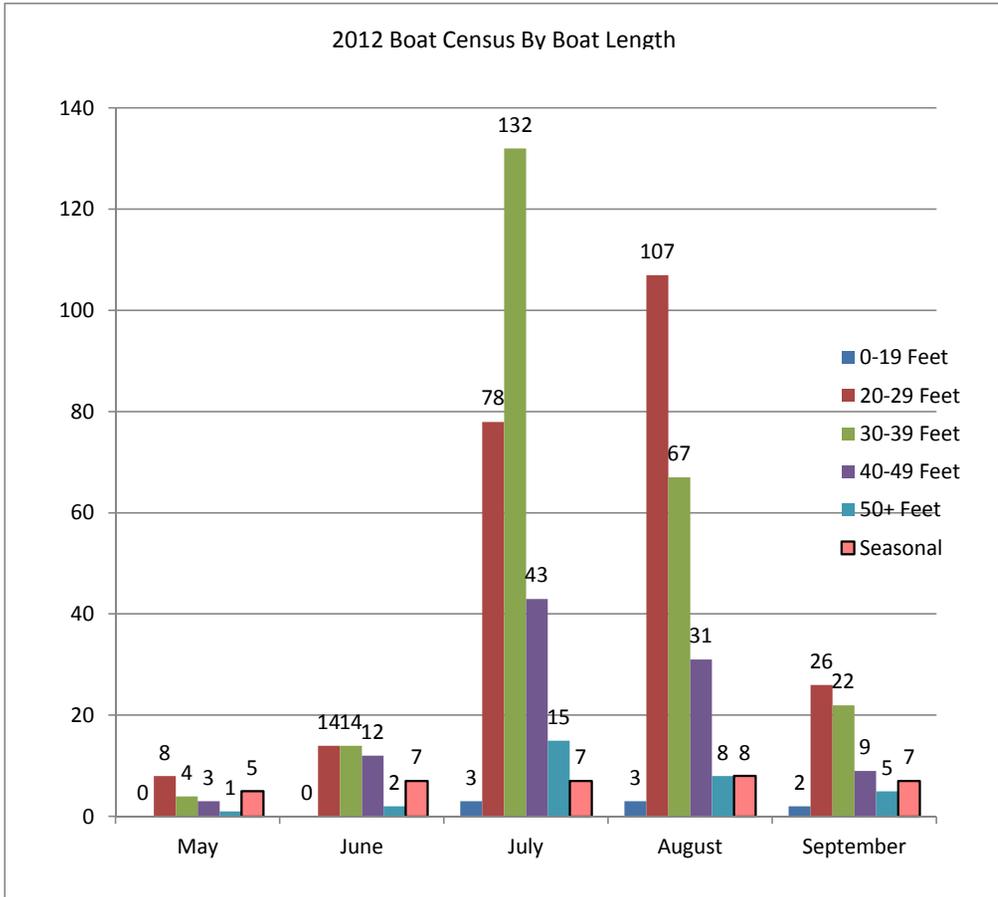
2012	May	June	July	August	September
0-19 Feet	0	0	14	6	3
20-29 Feet	11	23	177	323	55
30-39 Feet	6	20	217	100	35
40-49 Feet	3	17	65	48	10
50+ Feet	1	2	22	11	7
Seasonal	75	210	217	248	217
Totals	96	272	712	736	327

Number of Boat
Days

2013	May	June	July	August	September
0-19 Feet	4	0	0	0	0
20-29 Feet	5	0	0	0	0
30-39 Feet	14	0	0	0	0
40-49 Feet	2	0	0	0	0
50+ Feet	0	0	0	0	0
Seasonal	45	0	0	0	0
Totals	70	0	0	0	0



Manistee Municipal Marina



NOTE: The aforementioned numbers do not reflect the seasonal boats at the Manistee Municipal Marina.

Seasonal Dockage

3 Slips for Private Individuals

United States Coast Guard

United States Coast Guard Auxillary

Michigan Department of Natural Resources

Manistee Municipal Marina

Boaters Survey's for May 2013

How would you rate your experience in Manistee (1-Lowest to 5-Highest)

Docking and cast off assistance	5.00
Pump out and fueling services	5.00
Were the marina staff courteous and displayed professionalism	5.00
Marina lounges were clean and orderly	5.00
Marina restrooms and showers were clean and well maintained	5.00
The overall condition and level of maintenance of the marina	5.00
Are you likely to return to Manistee Municipal Marina	5.00
Will you recommend our Marina to your friends or other boaters	5.00

Avg. Score Number of Returned Cards: **1**

Your Home Port and State:

Leland, MI

What made you Choose Manistee?

On my way to Leland

While in Manistee, did you

Buy Groceries	0
Buy Hardware	0
Visit Museums	0
Go to Casino	0
Walk the River Walk	1
Go to the Beaches	0
Eat on Boat	0
Eat at a Restaurant	1

Your comments /suggestions are welcomed!

Manistee Municipal Marina

Commodities Sold as of 2012 vs 2013

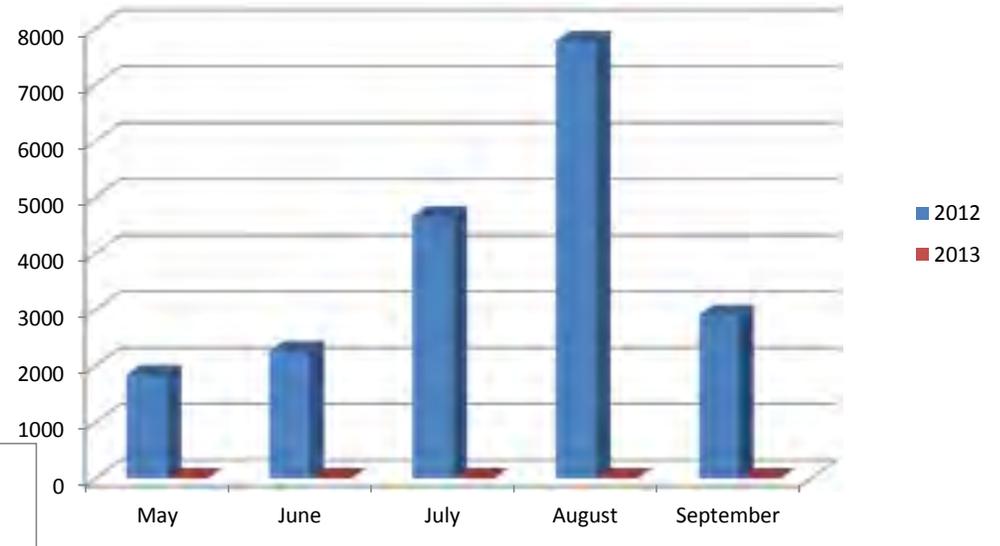
	2012		2013	
	Gas	Diesel	Gas	Diesel
May	1,840	0	0	0
June	2,262	650	0	0
July	4,661	2,239	0	0
August	7,772	1,184	0	0
September	2,904	1,559	0	0
Total Gallons	19,439	5,632	0	0

May
June
July
August
September

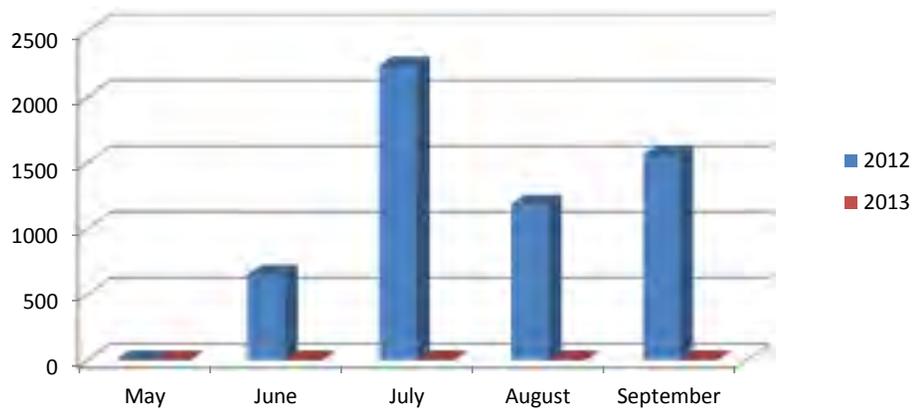
Total Gallons

Fuel Numbers from Bills of Lading

Marine Gas Sales 2012 vs 2013

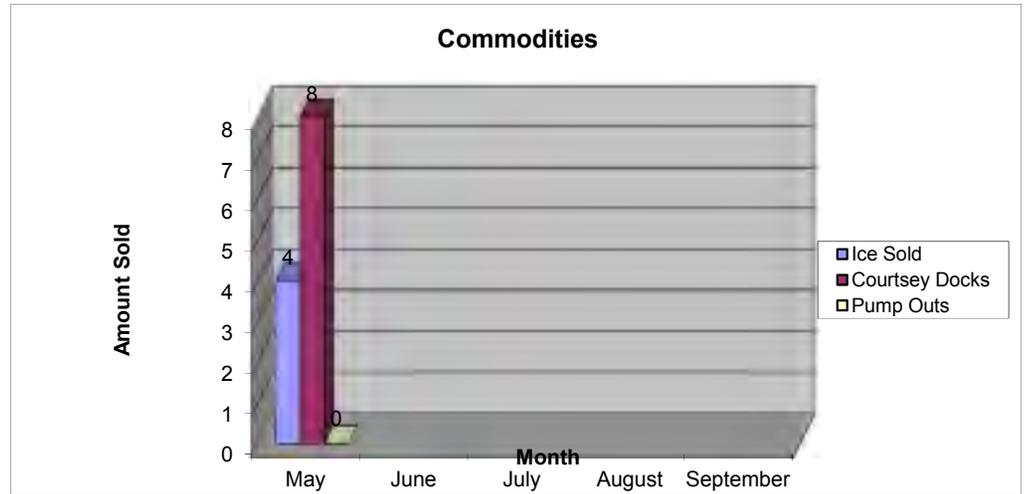


Marine Diesel Sales 2012 vs 2013



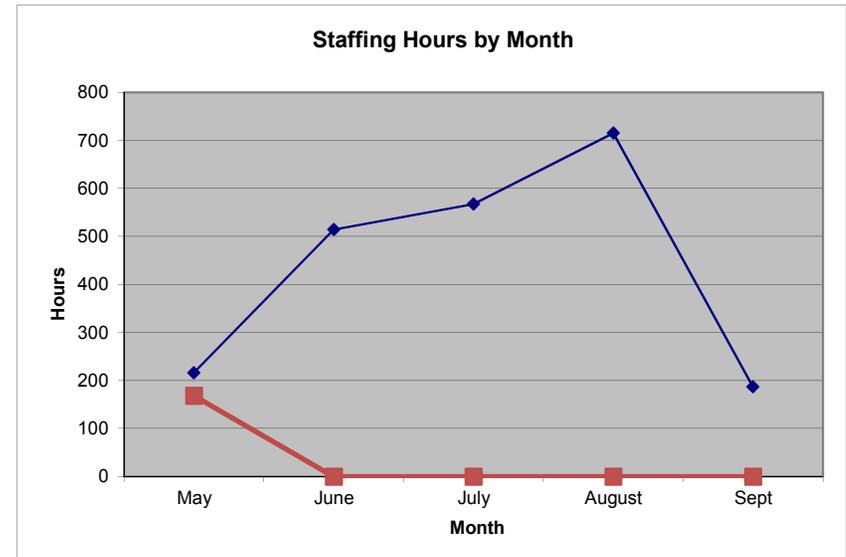
Manistee Municipal Marina

Commodities Sold					
	May	June	July	August	September
2012					
Ice Sold	10	38	394	290	61
Courtsey Docks	0	13	43	41	8
Pump Outs	3	11	34	19	21
2013					
Ice Sold	4				
Courtsey Docks	8				
Pump Outs	0				



Marina Staffing Hours 2012 and 2013

Staffing Hours by Month						
Year	May	June	July	August	Sept	Total
2012	216	514	567	715	186.5	2198.5
2013	168	0	0	0	0	168



Scheduled Shifts and Open Hours for 2013

5/15 to 6/10 8am-2pm 2pm-6pm	6/11 to 9/2 8am-3pm 3pm to 10pm 10am-6pm	9/4 to 9/29 8am-3:30pm 3:30pm-6pm
Open Hours 8am-6pm	Open Hours 8am to 10pm	Open Hours 8am-6pm

7 days a wk.