

**HARBOR COMMISSION MINUTES
MEETING OF JUNE 20, 2017**

A regular meeting of the Manistee Harbor Commission was held on Tuesday, June 20, 2017 at 1:00 p.m. in the Municipal Marina’s Boaters Lounge, 480 River Street, Manistee MI 49660. The meeting was called to order by the Chair.

Roll Call	Present	Excused Absence	Unexcused Absence
Commissioner Fritz Boehm	✓		
Commissioner Ty Cook	✓		
Commissioner Tim Kozal	✓		
Commissioner Jim Smith			✓
Commissioner Alex Zaccanelli	✓		
Commissioner Glenn Zaring	✓		
Commissioner Roger Zielinski			✓
City Manager Thad Taylor	✓		

OTHERS PRESENT: Marketing Vendor Maralee Cook

APPROVAL OF AGENDA

MOTION by Glenn Zaring, second by Fritz Boehm, to approve the agenda as presented. Voice vote - Motion carried.

PUBLIC COMMENTS ON AGENDA ITEMS

- None

APPROVAL OF MINUTES

MOTION by Tim Kozal, second by Glenn Zaring, to approve the minutes for the April 18, 2017 meeting as presented. Voice vote - Motion carried.

STAFF REPORTS

Harbormaster. Marina patio area received a dry well, gutters and downspout to address this wet area. Looking at options for a hard surface in this area, funding remains the issue. Installed a fire extinguisher and stand near the west end of the docks. Two marina attendants attending Clean Marina training in Frankfort. Budget utility issues were resolved. Laura will operate the marina with five part-time employees, down from six last year. Contacted by Lakeland Boating magazine for an article this season. Thanked Mickey McCann and Mark Hansen for their assistance on marina grounds and facility. Revenues are still down and fishing tournaments have reduced the number of days boats will be at the marina. Arranging for CPR training for marina staff by the Fire Department. Discussed potential seasonal slip rental, freezer issue last year, and an incentive currently running until June 30 (if a boater rents for two days, the third day is free).

City Manager. Launch ramp revenue report was included in the agenda packet. Manager reported that at the end of May seasonal receipts were up, daily receipts were down. Discussed various economic development activities in the City.

Marketing Vendor. Maralee Cook provided an update on her efforts to market the marina. The current agreement with Maralee expires June 30, 2017. General consensus that Facebook marketing has made a positive impact; the number of Facebook followers has increased 47% since this campaign was started. We will need to wait until the end of the season to see if it increases boater traffic to the marina. Discussed continuing marketing efforts in the 2017-2018 budget. Ms. Cook will work with the Harbormaster on a renewal to be brought back for Harbor Commission consideration at their July meeting. Commission requested that the marina survey card be updated to include a question: How did you hear about us? Also requested that the Harbormaster request his staff to ask this question directly of boaters when they register to allow better feedback on these marketing efforts. Harbor Commission members will also stop down periodically to check in with boaters in an effort to determine the success of this expenditure of marketing funds.

UNFINISHED BUSINESS

- **Marina Patio Area.** Glenn Zaring will work with Ty Cook researching the feasibility of sponsorship(s) for patio area improvements from area corporations. If it appears this kind of campaign would be successful, the concept will be written up for City Council consideration.
- **Discussion on Ideas / Opportunities to Partner with the DDA.** Maralee has been working with the DDA on various efforts. The DDA Director has been talking with the downtown businesses encouraging their participation.
- **Discussion on Ideas / Opportunities to Partner with the Parks Commission.** Ty Cook is keeping in contact with the Parks Commission.

NEW BUSINESS

- None

PUBLIC COMMENTS

- None

OTHER COMMENTS

- Ty Cook – asked about status of website updates that include marina information. Kozal reported that some have been updated and Ty was able to get the Chicago Yacht Club website updated.
- Glenn Zaring – Discussed forming a Port Authority to increase shipping and revenue. Consensus for Glenn Zaring to do some research on Port Authorities for further discussion.

ADJOURNMENT

Next meeting is scheduled for July 18, 2017 at 1:00 p.m. in the Second Floor Conference Room, City Hall, 70 Maple Street, Manistee, Michigan.

MOTION to adjourn by Glenn Zaring, second by Tim Kozal at 1:50 p.m.

Cynthia Lokovich, CAP-OM
Recording Secretary