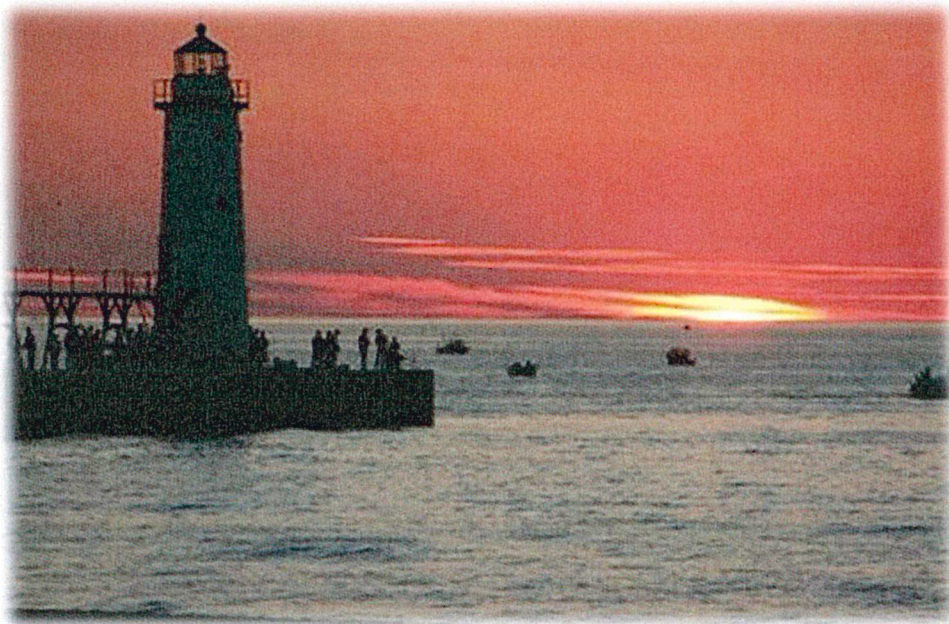


**City of Manistee  
Harbor Commission  
Strategic Plan  
2013 – 2016**



**Adopted January 21, 2014**

## Strategic Plan Purpose and Use

Manistee's Harbor is an important gateway to the City of Manistee and Manistee County. Approximately 1,000 jobs directly rely upon the use of the harbor for commercial navigation. The harbor is traditionally one of the most significant in the entire Great Lakes for landings of migratory species of trout and salmon, a \$4 billion industry in Michigan. The harbor is also the attraction and destination for countless events, vacations, beach-goers, shoppers, joggers and for people who simply want to escape to our Lake Michigan and Manistee River shores.

This is the first Strategic Plan of the Manistee Harbor Commission. The Commission created under the Codified Ordinances – Part Two Administrative Code, Chapter 266 of the City of Manistee

Consistent with that charter and the Strategic Plan of Manistee's City Council, it is the intent of the Harbor Commission that this Strategic Plan:

- Covers the period 2013 – 2016 and be subject to annual review and update as conditions warrant.
- Serve as the "guiding light" for decisions and stewardship of the City's harbor and harbor facilities.
- Provides a vehicle for input from all interests as well as recommendations to City Council and City government about needs and priorities involving Manistee's harbors.

We are pleased to offer this Strategic Plan for input and participation by all who have an interest in the City of Manistee's harbor.

Sincerely,

Dave Bachman, Harbormaster

Ty Cook

Rosemary Daniels

Mitch Deisch, Ex-Officio

Shelly Memberto

Thom Smith

Alex Zaccanelli

Roger Zielinski

The image shows seven handwritten signatures in blue ink, each written over a horizontal line. The signatures correspond to the names listed to the left of the lines. From top to bottom, the signatures are: Dave Bachman, Ty Cook, Rosemary Daniels, Mitch Deisch, Shelly Memberto, Thom Smith, and Roger Zielinski. The signature of Dave Bachman is the largest and most prominent, featuring a large circular flourish.

## **Purpose of the Harbor Commission**

It is important for all interests in the City of Manistee's harbor to understand the purposes of the City's Harbor Commission. The City's Codified Ordinance establishes that the Harbor Commission's purposes are to provide recommendations to City Council concerning:

- Operation, maintenance and policy about the City Municipal Marina and City owned boat launches
- Improvements involving the City Municipal Marina and boat launches
- Acquisition of waterfront property, wharves and docks
- Use of waterways, channels, municipal docks and other city navigational facilities
- Ordinances/rules regarding public safety

## **Relationship to City Strategic Plan**

In addition to the City Charter, the City of Manistee's Strategic Plan establishes an important focus for the Harbor Commission. Specifically, the current Strategic Plan of the City establishes that the vision of the City is to be "a community of choice along the Lake Michigan shoreline" and that a strategic goal is to have the "finest port facilities" along the Lake Michigan coast. In forming its strategic plan, the Harbor Commission is mindful of this vision and goal that establish overarching direction for the City.

## **What Does the Manistee "Harbor" Include?**

In keeping with the City Charter and Strategic Plan of the City, the Harbor Commission is concerned with:

- The Municipal Marina located on the Manistee River Channel
- The Arthur Street boat launch and fishing pier located on Manistee Lake
- The 9<sup>th</sup> Street Boat Launch located on Manistee Lake
- All developments, improvements and the safe use and operations involving the Manistee harbor from its point of entry through the Federally owned navigation structure into Manistee Lake within the physical boundary of the City.

It's important to note that the Harbor Commission does not currently become involved with beach or park maintenance or signage.

## **Strategic Goals**

The Strategic Goals of the Harbor Commission encompass the 2013 – 2016 period and will be addressed as noted in the following:

## **Commission Representation**

**Goal:** To identify, recruit and develop representation on the Harbor Commission that reflects a cross-section of participation by key stakeholders and/or stakeholder groups.

**Action:** Beginning in 2013, continue the open process to seek nominations to fill vacant Commission positions but also ensure contact is made with key stakeholder groups such as: U.S. Coast Guard; Manistee County Sheriff's Department; downtown businesses with a relationship to the harbor; the Little River Band of Ottawa Indians and others. In addition, the Commission will also encourage all interests to provide input and participate in meetings of the Commission, including an annual seasonal kickoff meeting, and assist the Commission in achieving its goals.

## **Facility Improvements**

**Goal:** Consistent with the City's priority on universal access, seek funding beginning in 2014 to widen the skid piers at the First Street Boat Launch to support both universal access and safety in general.

**Action:** Pursue funding with AES support beginning in 2014.

**Goal:** To continue to pursue opportunities to improve the 9<sup>th</sup> Street Boat Launch at such time as long-term arrangements for use of adjacent property can be made to enable and justify site improvements.

**Action:** Request AES to assist in facilitating renewal of discussions with private property owners toward a long-term access agreement enabling pursuit of grant funding for site improvement.

**Goal:** To make the 1<sup>st</sup> Street Boat Launch Auto Attendant user friendly.

**Action:** A new kiosk will be in place in 2014 to distribute stickers. In the event the system is not functioning the Commission will pursue an envelope-self pay facility that relies upon the integrity of launch users.

## **Participation and Collaboration**

**Goal:** To encourage and lead in "around the Lake" discussions with neighboring communities to support a unifying plan for the Lake regarding access and development and use of complimentary facilities.

**Action:** Begin/renew discussions in 2014 with facilitation support of AES.

**Goal:** To assess and pursue added opportunities which enhance use and enjoyment of the harbor and generate revenues for harbor facilities.

**Action:** Beginning in 2014, identify a "menu" of possibilities for enhancement with initial priority on the potential installation and rental of mooring balls to support transient boating, increased tourism, and revenue generation. Discuss with users and other communities to identify best practices.

**Goal:** Encourage cooperation among Manistee County's three port communities (Manistee, Onekama, and Arcadia) and expand marketing efforts.

**Action:** Develop a tri-port collaborative to work with the Manistee County Visitors Bureau to promote our coastline and the three unique harbor resources available. Additionally, explore options for a “Sister City” program with communities on Wisconsin’s coastline for possible boater reciprocity. Review possibilities of “Welcome” signage at port entries.

### **Forward Looking**

**Goal:** To engage Commission members and all harbor interests in discussions that form the basis for new goals and areas of focus that may include but not be limited to:

- Linkages between the work of the Commission and economic development priorities, such as implementation of the Peninsula Plan.
- Ways to further promote the harbor and capture more market share
- An expansion of seasonal dockage in keeping with promotion that brings more boaters to our Harbor
- Ways to address vandalism and ongoing maintenance needs
- Understanding “best practices” for Harbor Commissions and Harbor Commission accomplishments in other ports
- Leveraging all resources to encourage boater safety and voluntary boat safety inspections