

City of Alpena Harbor Advisory Committee

Meeting Minutes 4:30 p.m., Thursday, September 1, 2022

The meeting was called to order at 4:30 p.m.

Committee members present: Al Moe, Wayne Lewis, Steve Wilson, Tanner Kostelic, Jason Luther, Rick Konecke, Brian Peterson

Committee members absent: Don LaBarre

Staff present: Shannon Smolinski, Rachel Smolinski, Steve Shultz, Cassie Stone

APPROVAL OF AGENDA – Motion to approve the agenda by Wilson, Second by Lewis, Motion carried.

APPROVAL OF MINUTES –August 4, 2022 – Motion by Wilson, Second by Moe, Motion carried.

BUSINESS:

1. Marketing and Advertising Update –Mary Beth Stutzman was unable to join the meeting tonight and is planning to attend next months meeting. She still recommended the committee discuss where to advertise. Wilson stated electronically is probably the best way. Rachel mentioned advertising that the Marina has a Facebook account on the City’s page. Wilson added to make sure our Facebook account is following local businesses. Peterson added that photo opportunities is great for marketing. Shannon is going to work on getting the Instagram account figured out. It was agreed upon that social media was the best way to start advertising and getting the marina’s name out there. Rachel added maybe contacting Steve Jakubcin for advice on what social media to target and to ask Mary Beth if she could tag the Alpena Marina in her posts.
2. Commercial Business SOP/Agreement – Shannon stated we are now in the process of consulting insurance companies as far as what is allowed and what isn’t allowed. Rachel

added that she is checking with the insurance company on liability for the City. Wilson added that any boats that are in the marina running a business need to have a working/running boat. Rachel also added that the city isn't qualified to inspect boats. Boat inspections could be hired out. Will have time to get something ready and in place for next season.

3. Charter Captain Bathroom Access– Konecke stated that it is his customers biggest complaint that that they are not allowed to use the boaters' restrooms and there are no public restrooms located down there anymore. People want to wash their hands and must use the porta johns which are usually full. He is not opposed to paying a fee if its reasonable. Peterson suggested charging a \$100.00 fee for a key card. That would help in the cost towards the restroom cleanings. Although not sure if all charters would be interested in the bathroom key cards there could be a possibility of five companies that would. Motion made by Lewis to offer charter captains bathroom access card for \$100.00. Seconded by Moe. Motion carried.
4. Student Committee Member – Shannon stated back when we were approving the standard operating procedures language was included to add a student member to the committee. The DDA also has a youth member. Rachel added preferably a student that is interested in the marina/fishing/boating etc. Students are not able to vote but are encouraged to voice their opinions. They must also follow the same guidelines as the other members do. Shannon is going to reach out to Liam and see if he will help us find interested people for the committee as well as include in her newsletter that we are looking for students/youth members to join the committee.

HARBORMASTER'S REPORT: Shannon stated that it's been a year running the marina. The marina didn't have as many boats as it did in the past but a lot of bigger boats. Shannon thanked the members for getting us to the point that we are at now. The marina is heading in the right direction. People have been saying good things about the marina. Most complaints that are heard are out of our control. Shannon stated that the marina would need 11 boats every day to hit the 25 % goal for transient. Only had 11 % for this month. Shannon is going to look into

advertising at other marinas to get the word out about the marina.

PUBLIC COMMENT: None

MEMBERS COMMENT: Lewis stated the Yacht Club building is not in good shape and isn't going to last forever. One of the ideas that came up during his previous discussion was tearing down the marina building and constructing a new building with stories and having the Yacht Club on one story, retail in another and possibly an air b-n-b. Rachel wouldn't be opposed to putting it into the CIP for long range but right now it's not feasible for the City to do short term. Just trying to keep the marina repairs going with what funding that's available. Lewis added maybe looking into MEDC grants as the marina building is a mixed use building. Lewis would like the city to consider it. Moe added that he would like to compliment Rachel and Shannon on the effort they have put in on the marina and being able to negotiate with the council to support it has been phenomenal. Rachel added that there has been great progress in only a year and didn't expect it to happen this fast and is excited to see what is going to look like in three to five years. Everyone has been willing to step in and help and it has been very much appreciated. Unfortunately, Shannon stated that used oil is still being dumped in the garbage by the compressor. She is going to put in the newsletter to please take it to the mechanic shop. They are collecting it for the winter so it can be used in a oil burner for heat. Peterson stated that the break wall lights are extremely bright down there now. When you walk the break wall its almost blinding and you can't take pictures down there anymore because of them. Shannon added that seven trees on Prentiss Street need to be taken down and is going to ask if anyone would be willing to adopt a tree in the newsletter.

STAFF COMMENT: None

NEXT MEETING: Next meeting will be October 6, 2022, at 4:30 p.m.

ADJOURNMENT: Motion by Moe, Second by Lewis. Motion carried.