

City of Alpena Harbor Advisory Committee

Meeting Minutes 4:30 p.m., Thursday, October 6, 2022

The meeting was called to order at 4:33 p.m.

Committee members present: Steve Wilson, Tanner Kostelic, Don LaBarre, Rick Konecke, Wayne Lewis (arrived 4:42), Jason Luther (arrived 4:50)

Committee members absent: Al Moe, Brian Peterson

Staff present: Shannon Smolinski, Rachel Smolinski (left 5:34) , Anne Gentry (virtual) Cassie Stone,

APPROVAL OF AGENDA – Motion to approve the agenda with the grant material modification by Wilson, Second by Luther, Motion carried.

APPROVAL OF MINUTES –September 1, 2022 – Motion by Wilson, Second by Luther, Motion carried.

BUSINESS:

1. Marketing and Advertising Update –Mary Beth Stutzman was unable to join the meeting again tonight but is scheduled for a phone meeting with Shannon next week. Shannon is hoping that Mary Beth can add the marina in with some add campaigns that she currently has going on. Wilson stated that he might have help in his office that could provide some assistance with the social media part. Wilson doesn't feel taking away money from repairs and maintenance to advertise in a magazine is worth it. Social media has become the most popular tool these days. Anne stated that through the downtown's page they run paid campaigns all the time and maybe they could add in the marina and split the campaign costs. Anne added that her and Katie could help over the winter and maybe get some videos and pictures out from the downtown perspective. Shannon is going to double check but she thinks January 10th, 2023 is the first day that you can go on the DNR website and start reserving slips. That could be a good day to advertise to reserve a slip

and come stay at our marina and see what our downtown has to offer. Kostelic suggested buying a list of transient boaters in Petoskey and Traverse City and sending them postcards. Shannon stated that Mary Beth has already suggested that but do the members feel like that is a effective way to get boaters to come here. LaBarre suggested the City hiring a communication specialist. Rachel stated there was money put in the budget this past year to be able to hire a communication/grant specialist which is currently listed in the City's Strategic Plan. Shannon is going to follow up with Mary Beth and Katie about analytics for social media and will check on mailing lists. Lewis added that the Secretary of State should be able to supply a list of all boats that are 20 feet and longer. Shannon is also going to reach out to Bayview Yacht Club and Chicago Yacht Club to possibly obtain information on how to advertise during their races and report back to the members on how much it would cost to do some of that stuff.

2. Commercial Business SOP/Agreement - Rachel explained that she has reached out to Connie Munson from Michigan Municipal League (insurance carrier) regarding liability for businesses operating out of the marina. Basically, all marinas have charters that are run out of marinas so that is not an issue. An agreement must be reached with them, and Rachel could look into getting some examples on them. Rachel added that as far as the air b-n-b's, the insurance carrier was not familiar with that. Members of the committee need to agree if they want to have them run out of the marina and if there will be a cap set on the number of them, which could include the number of charter companies as well. Shannon added that there is company that comes up and does a five year inspection on charter boats and is going to check with them and see if they have any information on air b-n-b's and if they do inspections on them as well. There is still some more research to be done. Shannon is hoping to have a policy in place by the time she sends out bills and has people calling and asking if there are available slips in February. Shannon is going to work on a SOP for members to review and is hoping to bring that back to the next meeting in November.
3. Grant Opportunity - Shannon explained there is a grant opportunity offered from the state that will pay up to 75% of the cost for a new pump out. Some money would have to be reallocated in order to pay the match. The grant is due October 31st. There are two options

of pump outs. A dockside pump costs \$14,000 (match of just under \$5,000). The other one costs \$6,000. Members agreed to go with the dockside pump. Motion made by Lewis, seconded by Kostelic for a recommendation to council to pursue the grant. Motion carried.

HARBORMASTER'S REPORT: Shannon reminded members that all boats have to be out by October 31st. There can't be any boat storage in front of the fixed docks because the crane needs to get in there and pull out the docks. Winter storage in the marina is going to super tight. May have to store some boats at DPW. The dock house no longer has full time staffing. Could possibly be hosting some food trucks down at the marina for next season.

PUBLIC COMMENT: Tom Cutler stated he is very thankful for everything that is being done at the marina. He has had a boat off and on in the marina for the last 35 years. The improvements look great. Cutler also discussed some marketing ideas that he had used back when he was working and also recommended some options that could be used such as offering free night stay, being able to provide them with downtown coupons, rides to stores. Things that people will remember that were offered during their stay which would keep them coming back.

MEMBERS COMMENT: Wilson stated that the goose squeaker can be turned off and feels we need to revisit that topic next year to see if the marina will use them again or not. Lewis stated that they seem to be effective, but he has had some complaints on them and the times they are being run should be changed. Kostelic asked if the shed on Prentiss Street was coming down. Shannon said she is working on it but it is hard to get rid of a City asset. LaBarre is going to reach out to Rachel and let her know the committee has made a recommendation to have the building be removed. Kostelic asked if the railing could get painted going up to the apartment. Shannon stated that will get addressed next summer.

STAFF COMMENT: None

NEXT MEETING: Next meeting will be November 3, 2022, at 4:30 p.m.

ADJOURNMENT: Motion by Kostelic, Second by Luther. Motion carried.