

Harbor Committee Meeting Minutes
Wednesday, April 6th, 2016 10:00 AM
Paul J. Bertschinger Community Center
7860 STH 42
Egg Harbor, Wisconsin 54209

1. Call meeting to order and roll call

Dickson called the meeting to order at 10:01 a.m. Those in attendance are Robert Dickson, Jeff Meyer, Karl Klug, William Freyman, Denny Phillips, Ryan Heise, and Megan Vandermause. Committee member Robert Dunworth is excused from attending. Those in attendance in the audience are Alyssa Rasmusson and Jeff Larsen from the Egg Harbor Business Association, and Kim Jensen. Also in attendance from Siegel-Gallagher Management Company is Chris Marx.

2. Approval of the agenda

Heise requested to amend the agenda to move open session between agenda items 6 and 7, Freyman moved to approve the agenda, second by Klug, motion carried.

3. Approval of February 24th, 2016 Minutes.

Freyman moved to approve the minutes from February 24th, 2016, second by Phillips, motion carried.

4. SG Marina Updates

- Marx discussed the SG Marina weekly report document, which is a week by week financial report, so that the committee can see what SG Marina is doing week by week. This document could begin to include waiting lists and other items.
- Currently SG Marina is in the process of making this transition. They are learning the Village of Egg Harbor's market, history, and needs of the facility.
- SG Marina's number one priority is filling the roll of marina manager.
- Marx provides an update on the marina manager, SG Marina has a candidate that is an option, however this option has not been pursued yet. They do not want to rush the process because they realize how challenging and competitive the employment market is in the Village of Egg Harbor.
- They have a candidate available to them, but they do have other candidates as well and each candidate is being fully explored.
- SG Marina's intention is to utilize existing SG Marina support staff from other locations within the upcoming weeks to start getting the marina ready to open.
- When the selected candidate begins everything will turn over to them.
- In the meantime, support staff will be taking care of the operations of the marina.
- SG Marina knows how critical the staffing issue is, they believe returning staff are very valuable based on experience, and they realize the importance of securing seasonal staff.
- SG Marina will begin hiring seasonal staff this week.
- The Logical system is the system the marina currently has in place to use.

- There has been discussion in the past regarding using SG Marina's software, however there were budgeting concerns regarding this issue, so it was determined the Logical software system would continue to be used.
- SG Marina is going through the system head to toe and will figure out how to utilize the Logical system.
- The Logical system has an upgrade available. Does the marina have the upgrade and know how to run it? Does the upgrade have to be used? The marina does not currently have the upgrade and whether the upgrade is necessary to use the program needs to be researched. SG Marina will research the Logical system upgrade and decide if it is necessary in order to make the Logical program work.
- The committee would like the marina to run better than it has in the past.
- The marina has one year experience with the logical system, and the village is financially invested in this program.
- Marx said there are other efficient methods of managing transient transactions and if the logical system doesn't work a manual process could be an option to put in place in order to efficiently manage the marina.
- Marx also pointed out that there is not a map at the marina, and most effective marinas have a visual map on display. This type of map can be used to point out traffic patterns in the marina.
- Maps are available in paper form but there is not a visual tool posted at the marina.
- The committee wants a management system in place that provides reliable statistics, and there could be concerns with whether a manual system would provide as reliable statistics as a computer system. If you do not record transactions in a manual system or a computer system, you will not receive reliable statistics.
- SG Marina hopes to make head way on some of these concerns this week.
- Additional thoughts on the computer system include: the same Logical software system is used in Fish Creek, and the Fish Creek marina has been successful. The Egg Harbor Marina has a small amount of available slips and although there may be a learning curve to overcome, the Logical software system is used in a lot of other marinas that are much larger. Also, the writer of the software lives in the area and if there are issues that do not meet the needs of SG Marina, the writer could be flexible to work with SG Marina in order to overcome the issues.
- Phillips states he would hate to see more money spent on a different software system when the marina already has a software system to use.
- There is a support system in Sturgeon Bay for the Logical software system that SG Marina could utilize in order to make this system work for them.
- Dickson offered to help show SG Marina the logical software system because he has experience using it.
- SG Marina will figure out the best way to run the Logical software and will tailor it to meet their needs.
- Other transitional items that SG Marina will begin to look into this week include: accounting, establishing a financial process with banking, and reviewing the POS system.

- SG Marina can work on adding items the committee may like to see to the report.
- Dickson stated he would like to see this weekly report even though the committee only meets once a month.
- The SG Marina report will evolve as time goes on.
- Marx states that communication is key and SG Marina has been holding back a little because they would like to make a connection with the marina manager.
- SG Marina will be pushing letters out so that people know who to contact with marina issues. Website, phone, email, and any other form of communication will be addressed within the week.
- Public works will have the marina running by the end of the month, including: bathrooms open, water running to the slips, and lights getting turned on.
- Public works has done a walkthrough of the marina and there does not seem to be any winter damage.
- Marina will be opened and fully operating on May 15th.
- There are some concerns with some of the boat yards getting boats in the marina early because of the bridge closure in Sturgeon Bay.
- Some sailors would like to bring boats in to the marina early without expecting any service in order to avoid making a 90-mile trip around Death's Door to get boats into the marina after the bridge is closed.
- There are a number of boats having this same problem and are requesting to get boats in the marina early.
- The committee agrees to allow these boats to come into the marina early with no expectation of service.
- In the past, the committee has allowed boats to enter the marina without expectation of service starting May 1st, and the committee thinks that allowing the boats to enter a few weeks earlier will not be a problem.
- Klug asks if it is a fact that the bridge will be open until May 1st. It is to most of the committee members understanding that the bridge will operate until May 1st.
- Klug asks Marx when SG Marina thinks they will have a manager because the committee was told in February that a manager would be hired by April.
- Marx explained that SG Marina does not want to put someone in place just to fill the quota they would like to explore every option they have.
- SG Marina should have a decision regarding a marina manager made within a few weeks.

5. Wine Trail event information

- Jeff Larsen, from the Egg Harbor Business Association makes a brief presentation regarding the new Wine Trail event in the Village of Egg Harbor.
- Larsen explains that the Wine Trail event has taken off and they are working with 8 local wineries for this event.
- 1,200 tickets have been sold so far and tickets are continuing to sell.
- Larsen is in need of some help in order to find a solution to accommodate the large amount of people attending this event.
- Tickets can be capped at any point and it is getting close to the point where tickets may need to be capped or the location needs to expand.

- The first option includes utilizing the marina by expanding the event location to include not only Harbor View Park, but also a portion of the marina parking lot.
- This expansion would double the space available for this event.
- This becomes a large interference for the operations of the marina.
- The EHBA would provide a shuttle service for boaters to bring them to and from the parking lot at the dog park.
- The EHBA would be willing to lease this space at a reasonable price.
- The EHBA has also received a JEM grant that is intended to be used specifically for marketing the Wine Trail event. The EHBA believes that if they do not utilize this grant they would not be offered this type of grant again. The EHBA may be in need of JEM grants for future events.
- Festival hours are from 12 p.m. to 5 p.m. Set up for the event will need to begin around 9 a.m. or 10 a.m. Clean up of tents usually goes pretty quick.
- All attendees will have ID's checked and receive wrist-bands upon entry. The bigger the event gets more check-in locations may be necessary. There may need to be multiple check-in locations depending on the size of the event.
- The EHBA may need to invite wineries from outside of the county because the event has become so big, and the 8 current wineries will not be enough.
- The second option would include closing highway 42 like the Village does for the Pumpkin Patch event.
- The closure of highway 42 for Pumpkin Patch has less interference with the marina because most of the slip holders are gone by then.
- On June 25th there is a race at the marina and slip holders that are coming will want to park by their boats.
- There needs to be a plan in place in order for both events can take place side by side.
- If highway 42 is closed off or Horseshoe Bay Road by G is closed off there are other ways to get to the marina.
- Back gates at the marina could be managed.
- Dickson thinks that closing any part of the marina should be avoided. Road closure would work better than closing any part of the marina.
- Klug asks Larsen why the EHBA is putting on this event.
- Larsen explains that the EHBA is creating this event as another draw to the Village, like other events such as Pumpkin Patch and the Girlfriends Great Eggscape weekend. Most often more than half of the people that attend these events have never been to Door County. The EHBA monitors the revenue brought in after these events, and reviews how much money people spend in the village at these events.
- Larsen states that when the event was started he had no idea it would grow this big and this fast.
- 1200 tickets are sold as of today and there is no sign of ticket sales slowing down.
- Ticket prices are: \$75 for VIP tickets and \$25 for general admission.
- Heise asks if the EHBA would be willing to offer free tickets to the marina slip holders. Larsen said that the EHBA could look into doing something like this.
- Larsen explains that a lot of revenue will be brought to the village from the event

- Klug stated that when the Village is very busy during events, people could tend to stay away from the marina.
- Marx states that he has had experiences with other marinas in similar situations. When you hold an event on a peak weekend it can be very ill received by slip holders. Slip holders pay a lot of money for a seasonal space, and they would be upset with the interference.
- If roads were closed the marina could find a way to deal with it.
- How does the village feel about highway 42? The idea will be presented at the next Village Board meeting.
- This event could be a huge event for Egg Harbor and if the Village of Egg Harbor chooses to support the event, the access to the marina needs to be managed.
- As long as parking can be controlled and boaters can expect to get down to the marina in some way there will not be as big an impact as using the portion of the marina's parking lot.
- Dickson believes that the event should be kept out of the marina proper.
- Larsen states that his first preference is to close highway 42.
- Committee agrees that the marina proper should not be used for this event.
- There is potential for 3,000 to 4,000 people to attend this event. How will this many people be accommodated?
- The committee thinks that this event needs to be looked at similarly to the pumpkin patch event.
- Closing out the marina should not be used as the proposal for event accommodation.
- Phillips asked if the Peg Egan location has been explored as an alternative location.
- Larsen explained that the Peg Egan location was explored, but that location does not have the water view that was advertised.
- This Wine Trail event will become an annual event, as the years go on there could be a ticket cap added.

6. Open Session (limit ten minutes)

- Kim Jensen explained how much revenue she makes on Pumpkin Patch weekend, and that she believes another event would bring the same amount of revenue to her business. She also asks if a committee member would go to the Village Board meeting on Monday in order to show support for the event.

7. Next meeting time and date

The next meeting is May 4th, 2016 at 10:00 a.m.

8. Adjourn

Phillips moved to adjourn, second by Klug, motion carried.

Respectfully submitted by, Megan Vandermause