



CITY OF MORRO BAY HARBOR ADVISORY BOARD A G E N D A

The City of Morro Bay provides essential public services and infrastructure to maintain a safe, clean and healthy place for residents and visitors to live, work and play.

Meeting - Thursday, March 5, 2020 Veteran's Memorial Building – 5:30 P.M. 209 Surf Street, Morro Bay, CA

Ron Reisner, Chair	Marine Oriented Business
Mark Blackford, Vice Chair	Member at Large
Lynn Meissen,	Member at Large
Gene Doughty	South Bay/Los Osos
Cherise Hansson	Waterfront Leaseholders
Dana McClish	Recreational Boating
Jeremiah O'Brien	Morro Bay Commercial Fishermen's Organization
Peter Griffin	Alternate to Jeremiah O'Brien (MBCFO)
Owen Hackleman	Alternate to Jeremiah O'Brien (MBCFO)

ESTABLISH QUORUM AND CALL TO ORDER

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

CHAIR, ADVISORY BOARD MEMBER & LIAISON ANNOUNCEMENTS & PRESENTATIONS

PUBLIC COMMENT PERIOD

Members of the audience wishing to address the Board on City business matters not on the agenda may do so at this time. For those desiring to speak on items on the agenda, but unable to stay for the item, may also address the Board at this time.

Public comment is an opportunity for members of the public to provide input to the advisory body. To increase the effectiveness of the Public Comment Period, the City respectfully requests the following guidelines and expectations be followed:

- When recognized by the Chair, please come forward to the podium to speak. Though not required, it is helpful if you state your name, city of residence and whether you represent a business or group. Unless otherwise established by the Chair, comments are to be limited to three minutes.
- All remarks should be addressed to Board, as a whole, and not to any individual member thereof.
- The Board respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commission and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the Board to carry out its meeting will not be permitted, and offenders will be requested to leave the meeting.
- Your participation in Board meetings is welcome and your courtesy will be appreciated.
- The Board in turn agrees to abide by its best practices of civility and civil discourse according to Resolution No. 07-19.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Harbor Department's Office Assistant at (805) 772-6254. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CONSENT CALENDAR

Unless an item is pulled for separate action by the Board, the following actions are approved without discussion. The public will also be provided an opportunity to comment on consent agenda items.

- A-1 Approval of Minutes from the Harbor Advisory Board meeting held on December 5, 2019.
RECOMMENDATION: Approve as submitted.
- A-2 Harbor Department Status Report.
RECOMMENDATION: Receive and file report.

B. BUSINESS ITEMS

- B-1 Update from the Boatyard/Marine Services Facility Ad-Hoc Committee on Committee's Recent Activities
RECOMMENDATION: Receive and file committee report.
- B-2 Update from the Finance & Budget Ad-Hoc Committee on Committee's Recent Activities
RECOMMENDATION: Receive and file committee report.
- B-3 Update from the Eelgrass Ad-Hoc Committee on Committee's Recent Activities
RECOMMENDATION: Receive and file committee report.
- B-4 Update on Harbor Department Lease Management Policy Update Process
RECOMMENDATION: Receive and file update.
- B-5 Prioritize Findings of Harbor Department Strengths, Weaknesses, Opportunities and Threats ("SWOT") Analysis for Development of Action Plans to Assist in Achieving City Council Goals
RECOMMENDATION: Prioritize the findings of the recent Harbor-related Strengths, Weaknesses, Opportunities and Threats ("SWOT") analysis identified by the Harbor Advisory Board, and identify working group assignments to begin development of action plans using the prioritized SWOT findings to assist in achieving the remaining Council goal/action items.
- B-6 Presentation on "Join the Conversation" Community Outreach
RECOMMENDATION: Receive and file the "Join the Conversation" presentation and provide feedback.

C. DECLARATION OF FUTURE AGENDA ITEMS

Pending items previously declared:

- Goals and Objectives – Working Waterfront Designation
- Measure D
- Explore Benefits of Becoming a Harbor or Port District
- Wind Energy Generation off the Coast of Morro Bay
- Creation of an Embarcadero Business District to Fund Harbor Infrastructure
- Review of TBID Assessment funding
- Identify/review responsible parties for cleanliness of waterfront ground lease sites, public restrooms, light posts, and concern for public safety
- Eelgrass Committee to propose an action plan to be included in the GPLCP update
- Allocating Board Members to specific areas to increase public engagement
- Discussion of the Castle Wind Community Benefit funds

D. ADJOURNMENT

This agenda is subject to amendment up to 72 hours prior to the date and time set for the meeting. Please refer to the agenda posted at the Morro Bay Harbor Department, 1275 Embarcadero, for any revisions or call the department at 772-6254 for further information.

Materials related to an item on this Agenda are available for public inspection during normal business hours at the Harbor Department, 1275 Embarcadero Road, or online at www.morrobayca.gov. Materials related to an item on this Agenda submitted to the Board after publication of the Agenda packet are available for inspection at the Harbor Department during normal business hours or at the scheduled meeting.

AGENDA NO: A-1

MEETING DATE: March 5, 2020

MINUTES-MORRO BAY HARBOR ADVISORY
BOARD MEETING – December 5, 2019
VETERAN'S MEMORIAL HALL – 5:30 P.M.

PRESENT: Ron Reisner Chair
Mark Blackford Vice-Chair
Gene Doughty Member
Jeremiah O'Brien Member
Dana McClish Member
Cherise Hansson Member

ABSENT: Lynn Meissen Member

STAFF: Eric Endersby Harbor Director
Lori Stilts Harbor Business Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/yEoGA4MtHPU?t=38>

The meeting was called to order at 5:30 p.m., with a quorum present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

CHAIR AND ADVISORY BOARD MEMBER, LIAISON ANNOUNCEMENTS

<https://youtu.be/yEoGA4MtHPU?t=134>

PRESENTATIONS

<https://youtu.be/yEoGA4MtHPU?t=548>

Presentation by Morro Bay Tourism Manager Jennifer Little on Morro Bay Tourism and the Tourism Business Improvement District (TBID) as they relate to the Morro Bay waterfront.

PUBLIC COMMENT

<https://youtu.be/yEoGA4MtHPU?t=1754>

The public comment period was opened.

Dan Murphy, who has a boat in Morro Bay, believes the quality of life for Morro Bay residents is being negatively impacted by tourism.

The public comment period was closed.

A. CONSENT AGENDA

<https://youtu.be/yEoGA4MtHPU?t=1850>

Unless an item is pulled for separate action by the Board, the following actions are approved without discussion. The public will also be provided an opportunity to comment on consent agenda items.

Chair Reisner pulled item A-2.

A-1 APPROVAL OF MINUTES FROM THE HARBOR ADVISORY BOARD MEETING HELD ON SEPTEMBER 5, 2019.

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Doughty moved approval of item A-1. The Motion was seconded by Board Member Hansson and carried unanimously, 6-0.

A-2 HARBOR DEPARTMENT STATUS REPORT

RECOMMENDATION: Receive and file.

Chair Reisner requested more information regarding the lease site updates in item A-2. Director Endersby presented the staff report for item A2 and answered Member inquiries.

MOTION: Board Member Blackford moved approval of the consent agenda. The Motion was seconded by Board Member McClish and carried unanimously, 6-0.

B. BUSINESS ITEMS

<https://youtu.be/yEoGA4MtHPU?t=3986>

B-1 UPDATE FROM THE BOATYARD/MARINE SERVICES FACILITY AD-HOC COMMITTEE ON COMMITTEE'S RECENT ACTIVITIES

Chair McClish stated there is no update at this time.

B-2 UPDATE FROM THE FINANCE & BUDGET AD-HOC COMMITTEE ON COMMITTEE'S RECENT ACTIVITIES, INPUT ON IMPORTANCE AND PRIORITIZATION OF HARBOR INFRASTRUCTURE NEEDS SHOULD FUNDING BE MADE AVAILABLE, AND CONSIDERATION OF UTILIZING A PORTION OF THE CASTLE WINDS COMMUNITY BENEFIT AGREEMENT PAYMENT TO FUND A PORTION OF THE NEEDED COLEMAN PARK RESTROOM REBUILD

<https://youtu.be/yEoGA4MtHPU?t=4026>

Director Endersby provided an update on the Harbor Department's current fiscal budget.

Chair Reisner explained that Staff has asked the Board to rank the importance of the four infrastructure needs identified in the staff report using the provided score sheet.

Director Endersby provided background on the needs and funding for the Coleman public restroom rebuild and requested Board input on consideration to use a small portion of the Castle Winds Community Benefit Agreement payment to fund a portion of the rebuild.

MOTION: Board Member Blackford moved the Harbor Advisory Board recommends as appropriate the allocation of up to \$40,000 of the Castle Winds Community Benefit Agreement funds as matching funds to the State Parks Grant of \$200,000 for the rehabilitation or replacement, as determined by Staff, of the Coleman Restroom Project. The Motion was seconded by Board Member McClish and carried unanimously, 6-0.

Director Endersby presented the results of the Board's infrastructure needs ranking scores.

Ranking #1 - Maintaining existing commercial fishing-serving infrastructure such as the City's 50

slips and two t-piers, ice machine and miscellaneous items.

Ranking #2 - Existing Harbor Department infrastructure and capital needs such as the Harbor Office, storage/work yard and patrol boat replacement.

Ranking #3 - Maintaining existing general public-serving landside waterfront infrastructure such as public restrooms, observation piers, parking lots, sidewalks and the like.

Ranking #4 - Maintaining existing general boating public-serving infrastructure such as day use docks, the launch ramp and miscellaneous items.

B-3 UPDATE FROM THE EELGRASS AD-HOC COMMITTEE ON COMMITTEE'S RECENT ACTIVITIES

<https://youtu.be/yEoGA4MtHPU?t=5649>

Member Hansson requested the Eelgrass committee submit a plan of action for the Board to weigh in the near future.

B-4 UPDATE ON HARBOR DEPARTMENT LEASE MANAGEMENT POLICY UPDATE PROCESS, AND HARBOR ADVISORY BOARD REVIEW AND INPUT ON DRAFT POLICY DOCUMENT

<https://youtu.be/yEoGA4MtHPU?t=5994>

The public comment period was opened.

Dan Murphy, requested Harbor Patrol pick up trash on the Sandspit, reduce use of the Harbor Patrol boats to help minimize climate change and for the Harbor Office to address jet aircraft traffic over the bay.

The public comment period was closed.

Director Endersby presented the staff report for item B-4 an update on harbor department lease management policy, requested input and responded to Member questions.

B-5 DISCUSSION AND PRIORITIZATION OF RESULTS OF HARBOR DEPARTMENT STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS ("SWOT") ANALYSIS AS DISCUSSED BY THE HARBOR ADVISORY BOARD ON NOVEMBER 7, 2019

<https://youtu.be/yEoGA4MtHPU?t=7270>

The Board took a short break.

The public comment period was opened and closed with no comments.

Director Endersby presented the staff report for item B-5 the results of the SWOT from November 7, 2019.

Chair Reisner requested the Board use the provided score sheet and prioritize the SWOT goals from the bullet-point summation list attached to the agenda staff report.

Members shared their SWOT priorities and provided feedback.

Chair Reisner stated he would tabulate the score sheets and provide the list of priorities at the February HAB meeting.

There was continued Board discussion.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/yEoGA4MtHPU?t=8851>

There was Board consensus to add the following to future agenda items:

Eelgrass Committee to propose an action plan to be included in the GPLCP update
Allocating Board Members to specific areas to increase public engagement
Discussion of the Castle Wind Community Benefit funds

Director Endersby provided an update on the Lighted Boat Parade and weather conditions.

Pending items previously declared:

- Goals and Objectives – Working Waterfront Designation
- Measure D
- Explore Benefits of Becoming a Harbor or Port District
- Wind Energy Generation off the Coast of Morro Bay
- Creation of an Embarcadero Business District to Fund Harbor Infrastructure
- Review of TBID Assessment funding
- Identify/review responsible parties for cleanliness of waterfront ground lease sites, public restrooms, light posts, and concern for public safety

D. ADJOURNMENT

This meeting was adjourned at 8:14 p.m. The next Regular Meeting will be held on Thursday, February 6, 2020 at 5:30 p.m. in the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by,

Lori Stilts
Harbor Business Coordinator



AGENDA NO: A-2

MEETING DATE: March 5, 2020

Staff Report

TO: Harbor Advisory Board
FROM: Eric Endersby, Harbor Director
SUBJECT: Harbor Department Status Report

DATE: February 21, 2020

RECOMMENDATION

Receive and file report.

DISCUSSION

Recent Department Activity:

Harbor Patrol statistics for February 2020 were 13 emergency responses, 64 calls for service, 25 assists of other agencies, 12 enforcement contacts, and 5 weather warnings.

On a busy February 1st Harbor Patrol responded to a medical aid at Dockside restaurant, then were dispatched to a commercial fire alarm at the Great American Fish Company (GAFCO) which turned out to be a false alarm, and finally a call for a vessel dead in the water (DIW) near the south T-Pier. Patrol towed that 18-foot vessel back to the launch ramp.

February 3, Harbor Patrol responded to another commercial fire alarm at Rose's Landing, and it luckily turned out to be a false alarm as well.

February 4, Harbor Patrol responded to another commercial fire alarm at GAFCO and again the call was canceled as a false alarm.

February 7, Harbor Patrol responded to rescue a distressed stand-up paddle boarder who had fallen in the water inside the harbor. The victim was located in the water near the City's Dunes street slips, pulled to safety, transported back to a dock, evaluated and released. Later that afternoon Patrol Officers were dispatched to a vessel reported on fire near the harbor entrance. Patrol responded with one Morro Bay Firefighter aboard, where they found the vessel merely overheated with visible steam but no fire.

February 8, Harbor Patrol responded to a sailing vessel DIW near the harbor entrance. The vessel was safely towed back to its slip.

February 9, Harbor Patrol responded to the North Rock parking lot to check the welfare of a person reported needing medical attention among the rocks at the base of the Rock. The patient was located and after treatment by Patrol and Fire personnel was transported to the hospital.

February 12, Harbor Patrol responded to yet another commercial fire alarm, this time at the Harbor Hut restaurant. Again, it was a false alarm.

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____

February 15, Harbor Patrol responded to the Rock for a medical aid as the result of an assault. Harbor Patrol assisted with evaluation of the elderly patient who was kneed in the face, while the MBPD arrested the assailant.

On February 15, the annual Big, Bad, & Ugly Invitational Surf Event was held in neither big, bad or ugly conditions, with proceeds benefiting the Morro Bay High School Surf team.

On February 27 to March 1 the SLO Cal Open was held with surfers from around the world competing in the World Surf League (WSL) qualifying series.

Recent City Council Activity

On February 11, Council Approved Resolution No. 11-20 Authorizing Execution of a Deed and Lease Restriction and Certificate of Acceptance for Lease Site 87-88/87W-88W (TLC Family Enterprises, 833 Embarcadero) to Incorporate California Coastal Commission permit conditions into the leased property deed.

On February 25, Council was presented the draft agenda for the California Marine Affairs and Navigation Conference (C-MANAC) Annual “Washington Week” Meetings in Washington, D.C.

Also at the February 25 Council meeting, Council adopted Resolution No. 17-20, approving the assignment and assumption by Cihan Corporation (John and Joan Solu) of the Anderson Inn lease site (Lease Site 91-92/91W-92W), and conditionally authorizing execution of a deed of trust for a new loan for the purchase of the lease site.

In addition, on February 25 Council adopted Resolution No. 18-20 approving the assignment and assumption by Smith Livestock, LLC (owners of the Port House Restaurant sublease) of the lease site where Port House is located (Lease Site 90/90W), and conditionally authorizing execution of a deed of trust for a new loan for the purchase of the lease site.

Upcoming Events:

- March 28-29 Morro Bay Yacht Club Big Rock Regatta
- April 3-5 17th Annual Citywide Yard Sale
- April 13-16 Inaugural Morro Bay Plein Air Festival
- April 24-26 Morro Bay Kite Festival 2020
- April 30-May 3 24th annual Cruisin’ Morro Bay Car Show
- June 27 Jesse King Memorial Paddle Race
- June 27 Annual Marine Swap Meet

Status of Pending HAB Recommendations:

	HAB Recommendation	Date	Status
1	Staff draft letter to Council encouraging the City to pursue negotiating with State Parks the City assume both marina and café concessions.	5/7/15	Staff’s last contact with Parks indicated no Parks interest in giving up the café concession. Since that time, all of Parks’ key personnel on the SPM have either retired or positions turned over. Staff’s current thinking is we’re at a “start-over” point with Parks to begin talks anew and are acting accordingly before taking anything back to the Council. 11/1/17. Staff have reached out to Parks to renew discussions.

			<p>12/20/17. Spoke with office of Director for State Parks; tentative meeting set for week of January 8-12.</p> <p>2/13/18. Spoke with office of Director of Concessions office left message with assistant for our concession specialist to set up conference call. No response. 2/22/18 Called again left message.</p> <p>2/23/18. new Parks concession specialist contacted department.</p> <p>4/23/18. Harbor Director email sent to Parks.</p> <p>4/27/18. Contacted Parks staff, discussions underway.</p> <p>5/17/18. Harbor Director met with Dan Falat, District Superintendent, regarding reviving discussions, putting concessions out to bid and prospects for City taking over operation and management of the marina.</p> <p>Staff was recently informed by the district superintendent that State Parks in Sacramento is potentially bringing this item off the back burner.</p> <p>4/26/19 Meeting still pending.</p> <p>No new updates.</p>
2	Staff provide Council with modified sections of MBMC 15.24 (harbor sanitation) and develop environmental BMP's.	7/22/15	<p>Staff have incorporated this BMP effort into the ongoing Rules & Regs/MBMC updating project.</p> <p>11/1/17. Work ongoing; tentatively scheduled to come to HAB Feb or March 2018.</p> <p>1/18/18. Review at HAB 2/1/18 meeting item C7.</p> <p>4/27/18. Pending Council consideration.</p> <p>No new updates.</p>
3	City Council to approve issuance of the final draft Marine Services Facility/Boatyard Request for Qualifications document.	2/2/17	<p>2/14/17. Council approved the release of a Request for Qualifications (RFQ) document as proposed. RFQ is out, and responses due July 14, 2017.</p> <p>7/27/17. No responses to RFQ.</p> <p>8/3/17. HAB meeting to consider next steps.</p> <p>11/3/17. Put together a RFP for a financial feasibility study to go to Council for approval.</p> <p>12/1/17. Draft proposal in process for HAB review 2/2018.</p> <p>12/18/17. Tentatively on Council agenda for 1/23/18. to lay out scope of work and get authorization for a financial feasibility study.</p> <p>1/18/18. Discussing at HAB meeting 2/1/18 during item C1.</p> <p>4/27/18. Working on draft RFP to go to Council. Tentatively on 6/26/18 City Council agenda for consideration of issuance.</p> <p>Tentatively on 8/28/18 City Council agenda for consideration of issuance.</p> <p>8/28/18. Council approved issuance of a financial feasibility RFP. RFP to be issues asap.</p> <p>Request for Proposals issued for financial feasibility study services for the proposed</p>

			<p>boatyard. RFP due February 1, 2020. No proposal submissions received. HAB to consider next steps 3/13/19. 4/26/19 Staff not recommending any further expenses be undertaken on boatyard financial feasibility study at this time. 5/31/19 Boatyard/Marine Services Facility remains on the City Council's goals.</p>
4	<p>City to share tax revenues that are collected in the Harbor fund (and not currently going to the Harbor Fund) and used for Harbor Capitol maintenance and improvements.</p>	6/1/17	<p>Pending until a new Finance Director and City Manager are in place. 10/30/17. Per the SLC it is normal for these taxes to go into the City's General municipal funds. 4/5/18. Chair Reisner requesting City Manager to provide a memorandum on this item. Chair Reisner met with the City Manager. No new updates.</p>
5	<p>City Council to include proposed eelgrass language into General Plan/Local Coastal Plan updates, and to review the proposed outline for the eelgrass policy to decide if the elements are appropriate.</p>	6/7/17	<p>7/28/17. Consultant Anchor QEA is developing a proposal to review existing information and documentation, research typical projects that have eelgrass issues, interview NEP personnel, and meet with Eelgrass Ad-Hoc committee members to discuss Newport Beach management plan. 11/1/17. Staff engaged with Anchor on eelgrass proposal. 12/1/17. Update to HAB on 12/7/17 on revised consultant contract scope of work. 12/18/17. Draft eelgrass consultant agreement submitted to legal for review and approval. 1/18/18. executed contract with Anchor QEA. 4/27/18. Anchor QEA beginning project. 4/25/18. Eelgrass Ad-Hoc committee met with Anchor QEA reps in Morro Bay Draft Anchor QEA eelgrass mitigation report on HAB agenda for consideration 8/2/18. 8/18 final Morro Bay Conceptual Eelgrass Plan report issued by Anchor QEA for ad-hoc and HAB consideration. Next step of hiring Anchor QEA to approach pertinent regulators with Morro Bay eelgrass mitigation plan concept pending Council consideration on January 8, 2020. 2/19/19. staff, eelgrass committee and MBNEP exploring new possible in-lieu mitigation path, as Morro Bay Eelgrass Plan as currently outlined by Anchor QEA is likely not viable. No new updates.</p>
6	<p>Incorporate Working Waterfront land area and uses into General Plan/Local Coastal Plan updates.</p> <p>In General Plan/Local Coastal Plan updates, consideration be given to a list of uses provided, and that the</p>	6/1/17	<p>Tentatively on the July 11, 2017 City Council agenda for consideration with Measure D recommendation above. 7/27/17. City Council on 7/11/17 authorized PC subcommittee to jointly work with HAB ad-hoc committee on Measure D ambiguities and Working Waterfront policy language for consideration of</p>

	<p>Measure D area and its uses be incorporated into Morro Bay's Working Waterfront.</p>	<p>incorporation into GP/LCP update process. 9/1/17. First joint HAB/PC subcommittee meeting to consider Measure D and Working Waterfronts scheduled for September 8, 2017, at the Community Center Studio room from 3:00-5:00 pm. 9/8/17. First joint subcommittee meeting held. General discussion and public input. Second meeting TBD, likely late October or early November. 12/18/17. 1/11/18. PC/HAB joint meeting, recommendations made to GPAC. 4/27/18. Pending GPAC action. Currently at Coastal for comments. Document link on City's Website: https://www.morrobayca.gov/943/PlanMB No new updates. See HAB 5/2/29 agenda item B-6</p>
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AGENDA NO: B-1

MEETING DATE: March 5, 2020

Staff Report

TO: Harbor Advisory Board

DATE: February 21, 2020

FROM: Eric Endersby, Harbor Director

SUBJECT: Update from the Boatyard/Marine Services Facility Ad-Hoc Committee on Committee's Recent Activities

RECOMMENDATION

Receive and file committee report.

BACKGROUND, DISCUSSION & CONCLUSION

The committee will be presenting an oral update on their activities, if any. This is a standing committee report agenda item.

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____



AGENDA NO: B-2

MEETING DATE: March 5, 2020

Staff Report

TO: Harbor Advisory Board

DATE: February 21, 2020

FROM: Eric Endersby, Harbor Director

SUBJECT: Update from the Finance & Budget Ad-Hoc Committee on Committee's Recent Activities

RECOMMENDATION

Receive and file committee report.

BACKGROUND, DISCUSSION & CONCLUSION

The committee will be presenting an oral update on their activities, if any. This is a standing committee report agenda item.

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____



AGENDA NO: B-3

MEETING DATE: March 5, 2020

Staff Report

TO: Harbor Advisory Board

DATE: February 21, 2020

FROM: Eric Endersby, Harbor Director

SUBJECT: Update from the Eelgrass Ad-Hoc Committee on Committee's Recent Activities

RECOMMENDATION

Receive and file committee report.

BACKGROUND, DISCUSSION & CONCLUSION

The Eelgrass Ad-Hoc Committee will be presenting an oral update on their activities, if any. This is a standing committee report agenda item.

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____



AGENDA NO: B-4

MEETING DATE: March 5, 2020

Staff Report

TO: Harbor Advisory Board

DATE: February 21, 2020

FROM: Eric Endersby, Harbor Director

SUBJECT: Update on Harbor Department Lease Management Policy Update Process

RECOMMENDATION

Receive and file update.

BACKGROUND & DISCUSSION

The Harbor Advisory Board representatives to the Lease Management Policy Update Group will be presenting an oral update on the status of their progress.

This is a standing report agenda item.

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____



AGENDA NO: B-5

MEETING DATE: March 5, 2020

Staff Report

TO: Harbor Advisory Board

DATE: February 25, 2020

FROM: Eric Endersby, Harbor Director

SUBJECT: **Prioritize Findings of Harbor Department Strengths, Weaknesses, Opportunities and Threats (“SWOT”) Analysis for Development of Action Plans to Assist in Achieving City Council Goals**

RECOMMENDATION

Prioritize the findings of the recent Harbor-related Strengths, Weaknesses, Opportunities and Threats (“SWOT”) analysis as identified by the Harbor Advisory Board, and identify working group assignments to begin development of action plans using the prioritized SWOT findings to assist in achieving the remaining FY 2019/2020 City Council goal/action items.

BACKGROUND

The Harbor Advisory Board (HAB) recently completed a “SWOT” analysis of the Morro Bay Harbor in terms of its current Strengths, Weaknesses, Opportunities and Threats. The SWOT analysis followed the City Council’s approved Goals and Action Items for FY 2019/2020, which feature four macro goals:

1. Achieve Economic and Fiscal Sustainability
2. Improve Public Infrastructure
3. Complete Updates to the City Land Use Plans and Zoning Policies and Address Affordable Housing Issues
4. Improve Communication and Engagement with Community

The intent of the SWOT analysis was to guide current and future work on the HAB’s work plans as they relate to the Council/HAB goal and action item-setting and execution processes. On November 7, 2019 the HAB completed its analysis by prioritizing its SWOT findings, which are summated in a January 3, 2020 memo from HAB Chair Ron Reisner to the City Council. That memo is included as an attachment to this report.

On the February 6, 2020 HAB agenda was an item to discuss application of those prioritized items to the remaining Council goal items. This agenda item is a continuation and modification of the February 6 discussion, as that discussion was not concluded.

DISCUSSION

The existing Council goals and action items will carry through the 2020 calendar year, and not until a new Council is seated in 2021 will a new, two-year goal/action item-setting process begin.

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____

As a follow-on activity of the SWOT analysis, the HAB is requested to:

1. Collectively agree on the *top two* SWOT items from each goal item as identified in the January 3 memo from Chairman Reisner. These are the items identified in red in the memo.
2. Identify HAB member working group assignments that will develop action plan ideas using the top two items identified in each SWOT category. The purpose of those action plan ideas is to generate HAB recommendations to achieve the remaining goal items.

It is suggested the working group assignments be based on the outstanding/continuing goal/action items relative to or related to the Harbor and Harbor Department, which are as follows:

- A. Goal #1, Action Item #1 – complete and implement the fee study and cost allocation plan.
- B. Goal #1, Action Item #5 - bring forward a comprehensive set of revenue enhancement options for City Council consideration.
- C. Goal #1, Action Item #6 – Conduct outreach on the current opportunity sites within Morro Bay, including, but not limited to the decommissioned power plant.
- D. Goal #1, Action Item #8 – continue to pursue locating a new aquarium in the waterfront area, in partnership with Cal Poly and the Central Coast Aquarium.
- E. Goal #1, Action Item #9 – establish waterfront lease site policies and implementation plan.
- F. Goal #1, Action Item #10 – continue to pursue offshore wind farm development, with a short-term focus on ensuring Federal Government approves a wind farm lease site near Morro Bay.
- G. Goal #2, Action Item #3 – begin work on a parking management plan to address parking issues in the downtown and waterfront areas.
- H. Goal #2, Action Item #4 – Complete RFQ for marine services facility (boatyard) feasibility study and bring forward information to City Council for next steps.
- I. Goal #3, Action Item #1 – Work to develop stronger coordination, and processes, with community groups in support of advancing mutually beneficial initiatives and goals.
- J. Goal #4, Action Item # 1 – Complete the General Plan/Local Coastal Program rewrite (staff note: this item is relative to the HAB by way of the Working Waterfront and Measure D work the HAB provided to the GP/LCP update process)

As an example of an action item, Goal #1, Action Item #5 is “bring forward a comprehensive set of revenue enhancement options for City Council consideration.” If SWOT Goal #1 strength Item A (“the natural resources of the Harbor and Bay as a public attraction”) is identified as one of the top two SWOT items in that goal category, with this strength in mind, is there a new revenue-generating option we could identify (and/or previously identified) that capitalizes on this strength, or perhaps leverage an existing revenue stream to capitalize on it? And if there are such options, what weaknesses, opportunities and threats identified in the SWOT for Goal #1 should we take into consideration if when attempting to capitalize on that new or improved revenue-generating idea?

CONCLUSION

It would be the working group members’ assignments to develop action plans or ideas, using the top two SWOT items as identified, to assist in achieving the remaining goal action items. Results of such HAB considerations, and any recommendations resulting from them, will be provided to the City Council and/or City staff, as appropriate.

ATTACHMENT

January 3, 2020 SWOT analysis results memo from HAB Chair Ron Reisner

City of Morro Bay Harbor Advisory Board

Report to City Council

January 3, 2020

(~~Six~~ Pages)

FIVE

Re. HAB Meeting November 7, 2019 – Agenda Item B-5 – Harbor SWOT Analysis

Early in the Fall of 2019 the HAB declared a future agenda item to conduct a “SWOT” analysis concerning Morro Bay Harbor related Strengths, Weaknesses, Opportunities and Threats. The framework for the analysis was four City Council FY 2019/2021 declared goals and objectives, selected for their relevance to the Harbor. The purpose of the analysis was to provide the City Council with feedback in preparation for its FY 2020/2021 planning process in terms of Harbor related issues and opportunities, and to help shape the HAB’s current and future work planning efforts.

The four City Council goals and objectives were: No. 1 – Achieve Economic and Fiscal Sustainability; No. 2 – Improve Public Infrastructure; No. 3 – Complete Updates to City Land Use Plans and Zoning Policies and Address Affordable Housing Issues; No. 4 – Improve Communication and Engagement with Community.

The literal definition of a SWOT is: “a study undertaken by an organization to identify its (in this case the Harbor at large) internal strengths and weaknesses, as well as its external opportunities and threats”. The goal of this current SWOT analysis was the development of strategies to optimize the utilization and functions of Morro Bay Harbor. Each of the SWOT elements are as follows: “S” – identify strengths; “W” – identify weaknesses; “O” – identify opportunities; and “T” – identify threats. Each element was be applied as follows.

- Strengths (“S”): Identify Harbor related internal and external strengths, in order to develop strategies to optimize the Harbor’s utilization and infrastructure.
- Weaknesses (“W”): Identify existing weaknesses in the Harbor’s optimal utilization and function, including infrastructure, in aid of developing a strategy to minimize and/or mitigate those weaknesses.
- Opportunities (“O”): Identify opportunities to optimize the Harbor’s utilization and functions.
- Threats (“T”): Identify threats to the Harbor’s optimized utilization and function, so that strategies can be developed to eliminate and/or mitigate those threats through the strategic application of identified strengths and opportunities.

A main objective of this SWOT analysis was to identify strategies that can be used by the City and the Harbor Department to build on the Harbor’s strengths, eliminate its weaknesses, and make the most of opportunities while effectively countering threats. Given that the subject of this SWOT is the City of Morro Bay Harbor at large, strategies resulting from the SWOT analysis might include but not be limited to: purpose; infrastructure; economic development; working waterfront; Measure D; finance; operations; regulation; and politics.

Below please find the results of this current Harbor related SWOT analysis:

Harbor Advisory Board – Harbor SWOT Analysis
November/December 2019

*Note: Recorded below are the results of the Harbor Advisory Board’s “Strengths, Weaknesses, Opportunities and Threats” (SWOT) analysis of matters relating to the City of Morro Bay Harbor. In each SWOT category, under each of the four City Council FY 2019/2020 Goals included in the analysis, the aggregated top three items of importance to HAB members are indicated by **red highlighting** of the bullet item. Bullet items of secondary importance to HAB members are indicated by **blue highlighting**. Bullet items in black text were initially identified by one or more HAB member, but received one or less vote during tabulation.*

Council Goal No. 1 – Achieve Economic and Fiscal Sustainability

Strengths:

- A. The natural resources of the Harbor and the Bay as a public attraction.
- B. A protected and navigable harbor.
- C. An active commercial and recreational fisheries port.
- D. Tidelands Trust lease sites, and the Tidelands Trust Act requirement that revenues derived from Tidelands Trust lands go to the Harbor Fund.
- E. The City’s historic image as a quaint fishing village, and the continued presence of a commercial fishing small boat fleet.
- F. The presence of the Morro Bay National Estuary Program.

Weaknesses:

- A. Lack of a strategic long-term plan, including its capital component, relative to maintaining and augmenting existing sources of Harbor revenue.
- B. Insufficient partnering with leasees and waterfront business to enhance/optimize Harbor revenue.
- C. Insufficient budget to pursue and maximize Harbor related economic opportunities for the Harbor Fund.
- D. The City not effectively marketing Harbor lease site opportunities.
- E. Not actively pursuing beach and water-based business revenue via licensing, permitting, etc.
- F. Staff manpower and business expertise.
- G. Morro Bay’s aging commercial fishing fleet in terms of its operators, as well as increasing limitations on West Coast commercial fishing opportunities.

Opportunities:

- A. To implement a long-term strategic plan for the Harbor, which would include planning for national and/or regional economic downturns.
- B. Improve the Harbor related visitor serving strategy with San Luis Obispo County.
- C. Improve and enhance the City’s efforts to market Harbor lease site opportunities.
- D. Provide a range of waterfront services that optimizes local and visitor interest and utilization.
- E. Improved partnering with existing lessees and other businesses to enhance Harbor revenue.

- F. Convene an annual economic status and development summit with elected officials, the Morro Bay Chamber of Commerce, private sector waterfront businesses and other involved and interested groups to assess and recommend solutions to economic challenges.
- G. Pursue beach and water-based business revenue via licensing, permitting, etc. for boating activities, sport fishing, sightseeing and such.
- H. Collaborate with the Morro Bay yacht Club, maritime non-profits, and the waterfront businesses to attract boating related events and maritime educational activities.
- I. Utilization of all Tidelands Trust lease sites for generation of Harbor Fund revenues.
- J. Facilitate long-term storage for commercial fishing products (cold storage facility).
- K. Develop a marine services facility (boat yard, etc.)
- L. Potential revenue from a regional off-shore wind farm.

Threats:

- A. Regional and/or national economic downturns.
- B. Not understanding who our Harbor visitors are, and not attracting the optimal market sectors.
- C. Entering into Tidelands Trust lease agreements that do not optimally contribute to the Harbor Fund.
- D. The Harbor and significant portions of the Bay being dependent upon continued dredging.
- E. CALPERS impacts.
- F. The General Fund extracting funds from the Harbor Fund.
- G. Political considerations.
- H. Potential community resistance to additional revenue activities.
- I. Losing sight of small-town Morro Bay, and becoming a Pismo Beach in a desire for revenue and profits.

Council Goal No. 2 – Improve Public Infrastructure

Strengths:

- A. The majority of Harbor related infrastructure exists.
- B. The City's knowledge of the history and needs of Harbor infrastructure.
- C. The ongoing capital needs projections for Harbor infrastructure as generated by the Harbor Department.

Weaknesses:

- A. A lack of programmed professional assessment of Harbor infrastructure physical conditions.
- B. A lack of dedicated funding for Harbor infrastructure maintenance, repair and replacement (the City's waterfront bathrooms being widely criticized, etc.).
- C. A lack of effective and consistent coordination between the Harbor Department and Public Works, as it relates to Harbor infrastructure maintenance, repair and replacement.
- D. Parking issues – a sufficiency of parking, and whether some parking should be paid or not paid.

Opportunities:

- A. Accurately and consistently identifying and defining Harbor related infrastructure needs and requirements.
- B. Establishing a defined process for City departments to execute Harbor related infrastructure projects.
- C. Establishing a City staff resource whose sole responsibility is to pursue public and private funding for Harbor infrastructure maintenance, repair and improvement – including rehabilitation of the Harbor Office.
- D. Developing a marine services facility (boat yard, etc.)

Threats:

- A. Aging useful life of Harbor infrastructure elements, as identified in the Harbor Department's capital projections.
- B. The inability to generate excess Tidelands Trust lands revenue for contribution to the Harbor accumulation fund.
- C. Lack of effective City action regarding infrastructure needs.
- D. A marine environment hostile to Harbor infrastructure.
- E. The inevitable silting of the Harbor and its navigation areas.

Council Goal No. 3 – Complete Updates to City Land Use Plans and Zoning Policies, and Address Affordable Housing Issues

Strengths:

- A. An engaged and passionate citizenry.
- B. The City's current commitment to updating the General Plan and Local Coastal Plan.

Weaknesses:

- A. Overly complicated City codes, requirements and regulations.
- B. Moving targets in terms of City development and construction – planning and guidelines being reactionary, rather than proactive.
- C. The high cost of construction as it relates to affordable housing.
- D. Lack of an effective eelgrass mitigation program.

Opportunities:

- A. Pursuing the betterment of an effective and relevant Working Waterfront through the GP/LCP update.
- B. Zoning and waterfront development guidelines being more flexible regarding alternative designs.
- C. Achieving Measure D clarity.
- D. The City committing to an effective eelgrass mitigation program.
- E. The City incentivizing affordable housing.
- F. Effectively channeling and utilizing the engaged and passionate citizenry.

Threats:

- A. Ineffective City bureaucracy.
- B. City inaction concerning the needs of the Harbor, and the opportunities it affords.

- C. Continued Measure D ambiguities.
- D. The lack of an effective City eelgrass mitigation program.

Council Goal No. 4 – Improve Communication and Engagement with Community

Strengths:

- A. An engaged and passionate citizenry.
- B. The Harbor Department's practice of being open to public engagement.
- C. The Harbor Department staff's knowledge of and experience with Harbor related matters and concerns.

Weaknesses:

- A. The City Council not focusing on Harbor related issues.
- B. A lack of effective City initiative in engaging waterfront leasees and businesses to improve the City's understanding of the needs and concerns of those leasees and businesses.
- C. A disconnect between public expectations regarding the Harbor versus available revenues and funding.
- D. A lack of effective City initiative in engaging locals and visitors concerning their Harbor experiences, and their Harbor related needs and desires.

Opportunities:

- A. Train and actively utilize Harbor Patrol personnel as good will ambassadors for Morro Bay and for the Harbor.
- B. Utilizing social media and other electronic media as an effective tool in communicating with waterfront leasees and businesses.
- C. Utilizing social media and other electronic media as an effective tool in promoting the Harbor.
- D. Improving and enhancing Council's utilization of the Harbor Advisory Board as a means to: provide public input regarding Harbor related matters; assess Harbor related environmental issues; serve as a sounding board relative to potential new Harbor initiatives and business ventures; annually review and report on the state of the Harbor.

Threats:

- A. Council, City staff and/or citizenry unwillingness to consider options, opinions and viewpoints as expressed by others, which effectively shuts down thoughtful engagement regarding the Harbor.
- B. A lack of meaningful City and public dialogue concerning what is working for the Harbor, and what is not.
- C. Harbor Patrol personnel not being recognized (as a resource) to serve as good will ambassadors for Morro Bay and the Harbor.



AGENDA NO: B-6

MEETING DATE: March 5, 2020

Staff Report

TO: Harbor Advisory Board

DATE: February 26, 2020

FROM: Eric Endersby, Harbor Director

SUBJECT: Presentation on “Join the Conversation” Community Outreach

RECOMMENDATION

Receive and file the “Join the Conversation” presentation and provide feedback.

BACKGROUND, DISCUSSION & CONCLUSION

On August 27, 2019 the Morro Bay City Council entered into agreements with FM3 and The Lew Edwards Group to conduct community polling and outreach related to community priorities and concerns. The survey was conducted between October 28, 2019 and November 7, 2019. The City Manager presented the survey results to the Citizens Finance Advisory Committee (CFAC) on January 18, 2020. The next step is to engage in further community outreach as we would like to hear from as many of our community members as possible. As such, we are asking the Harbor Advisory Board (HAB) to join with us in the conversation and to assist staff with obtaining as much feedback on community priorities as possible.

City staff will provide a presentation on “Joining the Conversation” and how HAB members can assist with this over the next several months.

ATTACHMENTS

1. Join the Conversation Presentation
2. Join the Conversation E-mail

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____

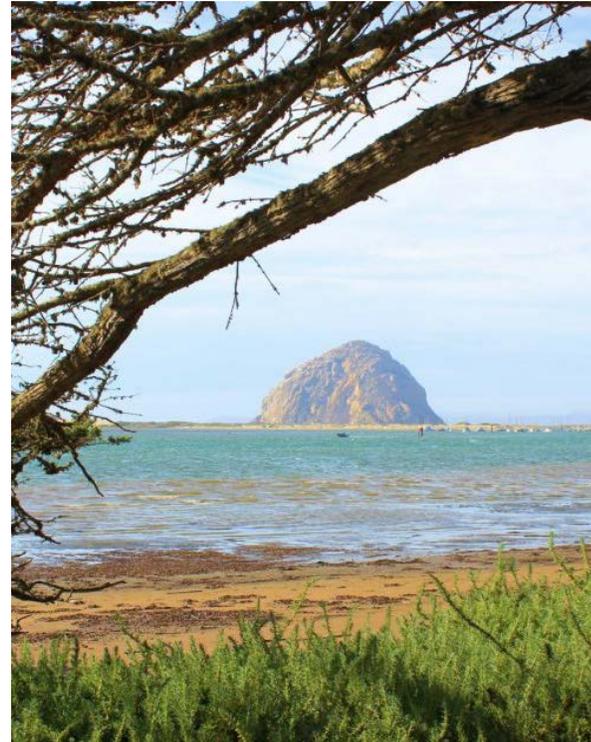


Morro Bay
California



We want to hear from YOU!
Join the Conversation!

Winter/Spring 2020



Maintaining Our Public Safety &
Quality of Life Services



**You have a
voice!**

**We want to
hear it!**

- The City of Morro Bay continually strives to maintain the quality of life you expect and deserve.
- In a survey conducted last year, residents told us that they highly value our public safety and quality of life services.
- Now we want to expand the conversation and hear from you!



Maintaining Morro Bay's Charming Character

- Many of our residents live here because Morro Bay has a small harbor town feel.
- Residents and visitors value the open space, natural areas, parks and outdoor recreational opportunities.
- We must protect Morro Bay's character by keeping our streets and waterfront safe and clean.
- Residents have also told us they want to maintain our own local police and fire departments and preserve open space and local property values.



What are your neighbors saying?

- Recently residents have identified maintaining local public safety services and keeping beaches and public areas safe and clean as top priorities.
- Residents also identified local priorities that they would like the city to continue to address, including:
 - Maintaining 24/7 911 emergency response
 - Maintaining 24/7 paramedic services
 - Maintaining 24/7 police services
 - Maintaining fire protection services
 - Keeping beaches, public areas and public restrooms safe and clean
 - Protecting Morro Bay's financial stability
 - Requiring public disclosure of all spending
 - Keeping the harbor and waterfront clean and safe



Our Locally Controlled Public Safety Services



City of Morro Bay Police & Fire Departments



- Morro Bay has our own, locally controlled Police and Fire Departments.
- Last year's Community Survey showed 81% of respondents preferred maintaining our own local Police and Fire Departments than contracting these services to outside agencies.
- The City strives to maintain these locally controlled public safety services.



Morro Bay's Fire Department Faces Significant Service Reductions

Did you know, nearly 70% of calls to the Morro Bay Fire Department are related to emergency rescue and medical emergencies?

We are actively seeking to prevent significant service reductions of our local Morro Bay Fire Department, so our skilled, local firefighter-paramedics can continue to respond to our local life-threatening emergencies.



Tourist Impacts

- Of course we encourage visitors to our small hometown community to enjoy our beaches and harbors as much as we do.
- In the past, residents have asked that visitors do their part to pay their fair share for using our services roads and beaches.
- We agree! Visitors are welcome to our community and we will continue to evaluate options to have visitors pay their fair share while visiting our community.



Join the Conversation!

- Understanding the community's priorities is a critical part of our responsible City budget and future planning process.
- We are engaging residents and stakeholders to continue to hear your priorities.
- The most important input into this process comes from YOU.



How can you
*Join the
Conversation?*

Join your neighbors and complete a survey today!

Fill out the form and hand it back to us or complete it online at: <https://www.surveymonkey.com/r/2SGTJMC>

Stay Informed and Follow Us!

Visit us at:

www.morrobayca.gov

And follow us on social media!



Join the Conversation Email

Dear Neighbor,

As a member of the **Morro Bay Citizens Finance Committee**, I am working with the City on the City's economic viability, financial stability, and the overall quality of life of our residents. The City prides itself on offering great quality of life while maintaining Morro Bay's small harbor town character. Our committee is a partner in the City's effort to continue to provide the essential city services that residents expect and deserve.

Last year, the City conducted a community survey to hear resident feedback on issues facing Morro Bay and identify community needs and service priorities. Residents identified local priorities that they would like the City to continue to address, including:

- maintaining 24/7 911 emergency response,
- maintaining 24/7 paramedic services,
- maintaining 24/7 police services,
- maintaining fire protection services,
- keeping beaches, public areas and public restrooms safe and clean,
- protecting Morro Bay's financial stability,
- requiring public disclosure of all spending, and
- keeping the harbor and waterfront clean and safe.

We live here because Morro Bay has a small harbor town feel with open space, natural areas, parks and outdoor recreational opportunities. We must protect Morro Bay's character by keeping our streets and waterfront safe and clean, maintaining our own local police and fire departments and preserving open space and local property values.

The City has launched *Join the Conversation*– a community engagement survey to hear your feedback on City service needs and priorities. I am helping to spread the word on this engagement opportunity to my networks. *If you live or do business in Morro Bay, please take a moment to share YOUR perspectives and complete a survey online at <https://www.surveymonkey.com/r/2SGTJMC>.* It will only take a couple of moments!

Thank you in advance for taking the time to *Join the Conversation* and I look forward to keeping you updated on our team efforts towards Morro Bay's fiscal stability and economic development.