

AGENDA NO: A-2

MEETING DATE: February 6, 2020

MINUTES-MORRO BAY HARBOR ADVISORY  
BOARD MEETING – November 7, 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/gdnsdom-7\\_A?t=61](https://youtu.be/gdnsdom-7_A?t=61)

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 & PRESENTATIONS

[https://youtu.be/gdnsdom-7\\_A?t=126](https://youtu.be/gdnsdom-7_A?t=126)

PUBLIC COMMENT

[https://youtu.be/gdnsdom-7\\_A?t=1113](https://youtu.be/gdnsdom-7_A?t=1113)

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

A. CONSENT AGENDA

[https://youtu.be/gdnsdom-7\\_A?t=1129](https://youtu.be/gdnsdom-7_A?t=1129)

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 AUGUST 1, 2019.

**RECOMMENDATION: Approve as submitted.**

A-2 HARBOR DEPARTMENT STATUS REPORT

**RECOMMENDATION: Receive and file.**

Member McClish pulled item A-2.

Director Endersby presented information from item A-2.

MOTION: Board Member O'Brien moved approval of the consent agenda. The Motion was seconded by Board Member Doughty and carried unanimously, 6-0.

B. BUSINESS ITEMS

[https://youtu.be/gdnsdom-7\\_A?t=1863](https://youtu.be/gdnsdom-7_A?t=1863)

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

Chair McClish stated there are no updates at this time.

B-2 UPDATE FROM THE FINANCE & BUDGET AD-HOC COMMITTEE ON COMMITTEE'S RECENT ACTIVITIES

[https://youtu.be/gdnsdom-7\\_A?t=1882](https://youtu.be/gdnsdom-7_A?t=1882)

Director Endersby indicated the Triangle Lot boat storage is full and responded to Member inquiries regarding revenue received from storage users.

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

[https://youtu.be/gdnsdom-7\\_A?t=2164](https://youtu.be/gdnsdom-7_A?t=2164)

Director Endersby spoke to his last conversation with Anchor QEA where the consultant recommended not going to the regulators at this time with a full eel grass mitigation bank due to expense, but to keep with the status quo on a case by case basis.

B-4 CONTINUED DISCUSSION OF HARBOR ADVISORY BOARD WORK PLANNING THE ROLE OF THE HARBOR ADVISORY BOARD IN THE CITY COUNCIL GOAL, OBJECTIVE AND WORK PLANNING PROCESS

[https://youtu.be/gdnsdom-7\\_A?t=2272](https://youtu.be/gdnsdom-7_A?t=2272)

Director Endersby presented the staff report for item B-4 and requested the Board to provide input on four different methods for setting the work planning process with Council. Those four methods:

- A. The Council sets its goals objectives and gives the HAB its work plan items to execute to achieve those goals with some input from the HAB.
- B. The Council sets its goals and objectives and working collaboratively and directly with the HAB, sometimes with joint meetings, sets the HAB's work plan.
- C. The Council sets its goals and objectives and working with indirect HAB input (essentially, from HAB-member public comment and staff input), the Council sets the HAB work plan.
- D. The Council has its goal and objective-setting process, and concurrently the HAB establishes a set of its own goals and objectives, and the two are merged with the Council deciding what HAB goal, objective and work plan items will carry forward.

Member McClish chose to create a hybrid between C & D, with Council setting their goals and objectives and concurrently the HAB establishes a set of its own goals.

Member Hansson chose D, with possibly including HAB declared future agenda items as appropriate.

Member Blackford chose B, which would create better communication and collaboration.

Member O'Brien chose C, which would have indirect HAB input to Council from staff and public input.

Member Doughty stated C will work, but strongly feels the Board should hear from the waterfront community and take their concerns to the City Council to be included into the goals and objective and the Council should take the Boards input more seriously.

Member Hansson suggested adding item E, stating the Council has its goal and objective setting process concurrently the HAB establishes a set of its own goals and objectives, both goals are then added to the work plan with the Council's goals taking priority.

Member McClish read the current Advisory Board by-laws and questioned the authority of the HAB versus a commission in creating the goal and objective process.

Member Reisner would like to pursue a model that's consistent with the Advisory By-laws and provides the opportunities outlined in that policy but doesn't see that reflected in any of the four methods presented by staff.

There was Board discussion.

Member Doughty recommended adding item F, stating the HAB sets its goals and objectives and recommends to the Council its work plan items to be executed and to achieve those goals with some input from the Council.

Council Member McPherson explained to the Board why method B does not work with the Council's schedule and are currently working with method C, with staff conducting a session with their Advisory bodies to bring collaborative goals and objectives to Council as it pertains to their area and issues and included in the public goal setting process.

There was Board consensus for Chair Reisner to draft a synopsis of the Boards input for item B-4 and send to Council in a memo.

B-5 DISCUSSION ON HARBOR DEPARTMENT STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS ("SWOT") AS THEY RELATE TO CITY COUNCIL – HARBOR ADVISORY BOARD WORK PLANNING

[https://youtu.be/gdnsdom-7\\_A?t=4641](https://youtu.be/gdnsdom-7_A?t=4641)

Chair Reisner gave a brief summary of the purpose of the staff report.

Director Endersby detailed the SWOT as it relates to the Harbor goals and objectives.

Chair Reisner requested the Board give a summary of their input on the SWOT elements as it relates to achieve the City established goals and objectives listed below:

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

Member Doughty felt that the friendly waterfront personnel, the community on the bay and Morro Bay's beautiful location is clearly left out of the entire workplan.

Member O'Brien identified the following SWOT elements for Goal #1:

Strengths -Robust tourist attraction, active commercial & sportfishing, recreational watersports, support from the City, community and coastal recognition.

Weakness -Finance.

Opportunities -Fishing, tourism and strong community support.

Threats -Not able to afford improvements, important to remember who we are and not attracting the wrong demographic.

Goal #2:

Strengths -Boardwalk, and bike bridge.

Weakness -Finance, red tape and cost of permits.

Opportunities -Enhancing visitor experience, insure boating and fishing growth.

Threats -Finances, cost of deferred maintenance, and no action to fix weaknesses.

Goal #3:

Strengths -Knowing there is a problem to be solved.

Weakness -Cost, red tape, permit process and contractor support.

Opportunities -Fix what's broken, working with the industry to insure affordable housing.

Threats -Inactions.

Goal #4:

Strengths -Excellent communication between Harbor Officers and staff, always helping and engaging, and exciting programs and events.

Weakness -Need for new Harbor and Coast Guard facilities.

Opportunities -Realizing our strengths and honing our skills.

Threats -Finances, not catering to the right user groups and losing focus on what's working and what's not.

Vice-Chair Blackford identified the following SWOT elements for Goal #1:

Strengths -Overall consistency of the revenue stream, dependable and long-term leases reduce risk, and day to day operations with few surprises in the expense category.

Goal #2:

Strengths -Public beach, back bay, Sandspit, public access to water activities, and closed protected harbor with low maintenance walls, Sandspit and the Rock.

Weakness -Financial, not keeping pace with our infrastructure. Cost continues to raise, and revenue can't keep pace. Creating and maintaining financial reserves for capital projects.

Member Hansson identified the following SWOT elements for Goal #1:

Strengths -Budget in the Black

Weakness -Cleanliness, marketing, lack of public benefits and docks need maintenance.

Opportunities -Charging for Harbor Department aid, vendors paying their dues, license agreements and camping revenues.

Threats -Finances.

Goal #2:

Strengths -Harbor Department, dredging.

Weakness -City facilities, curbs, lighting, trash, and sidewalks.

Threats -Finances.

Goal #3:

Strengths -Tourism.

Weakness -Too expensive to live in Morro Bay.

Opportunities -Affordable housing.

Threats -Vacation rentals.

Goal #4:

Strengths -Community voices are heard.

Weakness -Emails and mailing are working to get the word out and cost of living.

Opportunities -Social media, hiring of Morro Bay residents for City jobs.

Member McClish identified the following SWOT elements for Goal #1:

Strengths -Commercial fishing, recreational boating, Maritime Museum, NEP and tourism

Weakness -High infrastructure cost and lack of facilities.

Opportunities -Continued restructuring of lease sites, parking, power plant, wind farm, marine facility and tall ships.

Threats -Recession impact on tourism, sea level rise, pollution, NEP, loss of working waterfront and over development.

Goal #2:

Strengths -Boardwalk, parking, T-Piers, mooring field, marinas, facilities access for Harbor Department and the Coast Guard.

Weakness -Aging facilities, maintenance and needed repairs.

Opportunities -Boatyard, rebuild of launch ramp and wind farm.

Threats -Finances and sea level rise.

Goal #3:

Strengths -Implement the working waterfront plan and liveaboards.

Weakness -Expensive to live on the coast.

Opportunities -Implement the updates to the City Land Use Plan, campsites and marine facility.

Threats -Cost of living and high prices.

Goal #4:

Strengths -Happy people of Morro Bay, HAB, Harbor Department, Chamber of Commerce, Maritime Museum, FMBHD and MB Yacht Club.

Weakness -Lack of interest by larger part of community.

Opportunities -Lynn Meissen podcast "On the Bay."

Threats -Disengagement.

Member Reisner identified the following SWOT elements for Goal #1:

Opportunities -Implement a long-term strategic plan for the Harbor, improve visitor serving with SLO County and provide a range of waterfront services that optimizes local and visitor interest and utilization. Improve partnerships with leasees and other businesses to enhance Harbor revenue, convene an annual economic status and development summit with elected officials, the Morro Bay Chamber, private sector, waterfront businesses and other involved and interested groups to access and recommend solutions to economic challenges. Utilize all the Tidelands Trust lease sites for generation of harbor fund revenues.

Goal #2:

Opportunities -Identify and define harbor related infrastructure needs and requirements, establish a defined process for the City departments to execute harbor related infrastructure projects, and establish a City staff resource whose sole responsibility is to pursue public and private funding for harbor infrastructure maintenance repair and improvement including rebuild of the Harbor Office.

Goal #3:

Opportunities -Pursue the betterment of an effective and relevant working waterfront and clarify measure D.

Goal #4:

Opportunities -Utilize our engaged citizenry and use social media and other electronic media as a tool to communicate with leasees and businesses and to promote the Harbor. Improve and enhance the Councils utilization for the HAB as to provide public input regarding Harbor related matters.

Chair Reisner requested the Board to provide him with an electronic version of their input for document to be submitted to the City Council.

C. DECLARATION OF FUTURE AGENDA ITEMS

[https://youtu.be/qdnsdom-7\\_A?t=7052](https://youtu.be/qdnsdom-7_A?t=7052)

There were no new future agenda items declared.

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
- ~~Mini “SWOT”~~

D. ADJOURNMENT

This meeting was adjourned at 7:28 p.m. The next Regular Meeting will be held on Thursday, December 5, 2019 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