



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.

Regular Meeting Thursday, March 4, 2021 – 5:30 P.M. Held Via Teleconference

Gene Doughty	South Bay/Los Osos
Cherise Hansson	Waterfront Leaseholders
Dana McClish	Recreational Boating
Lynn Meissen	Member at Large
Jeremiah O'Brien	Morro Bay Commercial Fishermen's Organization
Christopher Vaile	Member at Large
Vacant	Marine Oriented Business
Vacant	Alternate to Jeremiah O'Brien (MBCFO)
Vacant	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

Pursuant to Section 3 of Executive Order N-29-20, issued by Governor Newsom on March 17, 2020, this Meeting will be conducted telephonically through Zoom and broadcast live on Cable Channel 20 and streamed on the City website (click [here](#) to view). Please be advised that pursuant to the Executive Order, and to ensure the health and safety of the public by limiting human contact that could spread the COVID-19 virus, the Veterans' Hall will not be open for the meeting.

Public Participation:

In order to prevent and mitigate the effects of the COVID-19 pandemic, and limit potential spread within the City of Morro Bay, in accordance with Executive Order N-29-20, the City will not make available a physical location from which members of the public may observe the meeting and offer public comment. Remote public participation is allowed in the following ways:

- *Community members are encouraged to submit agenda correspondence in advance of the meeting via email to the Harbor office at lstilts@morrobayca.gov prior to the meeting and will be published on the City website with a final update one hour prior to the meeting start time. Agenda correspondence received less than an hour before the meeting start time may not be posted until after the meeting.*
- *Members of the public may watch the meeting either on cable Channel 20 or as streamed on the City [website](#).*
- *Alternatively, members of the public may watch the meeting and speak on a specific agenda item by logging in to the Zoom webinar at the **beginning** of the meeting using the information provided below. Please use the **"raise hand"** feature to indicate your desire to provide public comment. Each speaker will be allowed three minutes to provide input.*

Please click the link below to join the webinar:

➤ <https://us02web.zoom.us/j/82722747698?pwd=aWZpTzcwTHlRTk9xaTlmWVNWRWFUQT09>
Password: 135692

Or Telephone Attendee: (408) 638-0968 or (669) 900 6833 or (346) 248 7799; Webinar ID: 827 2274 7698; Password: 135692; Press * 9 to “Raise Hand” for Public Comment

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 February 4, 2021.
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, and Discussion of Other Marine/Commercial Fishing-Related Needs for Possible Boatyard/Marine Facilities Ad-Hoc Committee Consideration
RECOMMENDATION: Receive and file update from committee, and discuss additional marine/commercial fishing-related needs the ad-hoc committee could pursue.
- B-2 Update from the Finance & Budget Ad-Hoc Committee on Committee’s Recent Activities
RECOMMENDATION: Receive and file committee update.
- B-3 Re-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: Re-prioritize the findings of the Harbor-related Strengths, Weaknesses, Opportunities and Threats (“SWOT”) analysis conducted by the Harbor Advisory Board, and re-identify working group assignments to develop action plans using the prioritized SWOT findings to assist in the City Council goal/action items process.

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
- Eelgrass Committee to propose an action plan to be included in the GPLCP update
- Discussion of the Castle Wind Community Benefit funds
- Review the RV Camping Program

- Consideration of a RV Camping Program AD-Hoc Committee

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.

MINUTES-MORRO BAY HARBOR ADVISORY
BOARD MEETING – February 4, 2021
TELECONFERENCE – 5:30 P.M.

AGENDA NO: A-1
MEETING DATE: March 4, 2021

Harbor Advisory Board conducted this meeting in accordance with Section 3 of California Governor Newsom's Executive Order N-29-20 issued on March 17, 2020 in response to the present State of Emergency in existence due to the threat of COVID-19. This meeting was held via teleconference for all participants.

PRESENT: Cherise Hansson Chair
Lynn Meissen Vice-Chair
Gene Doughty Member
Dana McClish Member
Scott Mather Member
Jeremiah O'Brien Member
Christopher Vaile Member

STAFF: Eric Endersby Harbor Director
Lori Stilts Harbor Business Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/JVYGIIFGSA0?t=21>

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

Member Meissen welcomed the new Board members and thanked Chair Reisner and Vice-Chair Blackford for their previous contributions to the Board.

MOMENT OF SILENCE

<https://youtu.be/JVYGIIFGSA0?t=445>

PLEDGE OF ALLEGIANCE

CHAIR AND ADVISORY BOARD MEMBER, LIAISON ANNOUNCEMENTS

<https://youtu.be/JVYGIIFGSA0?t=503>

New Members Mather and Vaile introduced themselves to the Board and provided background on their interest in serving on the Board.

Member Meissen introduced the Boards new Council Liaison Addis. Council Liaison Addis introduced herself to the Board and gave a brief council update from their last meeting.

PRESENTATIONS

<https://youtu.be/JVYGIIFGSA0?t=1380>

The Executive Director of the Morro Bay National Estuary Program, Lexi Bell, presented an update and highlights on their activities.

PUBLIC COMMENT

<https://youtu.be/JVYGIIFGSA0?t=3099>

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

A. CONSENT AGENDA

<https://youtu.be/JVYGIIFGSA0?t=3122>

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

A-1 APPROVAL OF MINUTES FROM THE SPECIAL HARBOR ADVISORY BOARD MEETING HELD ON OCTOBER 8, 2020.

RECOMMENDATION: Approve as submitted.

A-2 APPROVAL OF MINUTES FROM THE HARBOR ADVISORY BOARD MEETING HELD ON NOVEMBER 5, 2020.

RECOMMENDATION: Approve as submitted.

A-3 APPROVAL OF MINUTES FROM THE HARBOR ADVISORY BOARD MEETING HELD ON DECEMBER 3, 2020.

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Doughty moved approval of item A-1 through A-3 on the consent agenda. The Motion was seconded by Board Member Mather and carried 7-0.

A-4 HARBOR DEPARTMENT STATUS REPORT.

RECOMMENDATION: Receive and file report.

B. BUSINESS ITEMS

<https://youtu.be/JVYGIIFGSA0?t=3192>

B-1 ELECTION OF HARBOR ADVISORY BOARD CHAIR AND VICE CHAIR, AND ESTABLISHMENT OF SUB-COMMITTEE CHAIR AND MEMBER APPOINTMENTS

There was Board discussion to determine Chair and Vice Chair.

MOTION: Board Member Doughty moved to nominate Member Hansson as Chair of the Harbor Advisory Board for 2021. The Motion was seconded by Board Member O'Brien and carried unanimously, 7-0.

MOTION: Board Member O'Brien moved to nominate Member Meissen as Vice-Chair of the Harbor Advisory Board for 2021. The Motion was seconded by Board Member Hansson and carried unanimously, 7-0.

There was Board discussion to establish subcommittee members for the Budget & Finance Ad-Hoc committee.

MOTION: Board Member Meissen moved to nominate Member Vaile as a subcommittee member for the Budget & Finance Ad-Hoc committee. The Motion was seconded by Board Member O'Brien.

MOTION: Board Member Mather moved to nominate Members Meissen and Vaile as subcommittee members for the Budget & Finance Ad-Hoc committee. The Motion was seconded by Board Member O'Brien and carried, 6-1, with Member Vaile opposed.

B-2 UPDATE FROM THE BOATYARD/MARINE SERVICES FACILITY AD-HOC COMMITTEE ON COMMITTEE'S RECENT ACTIVITIES

<https://youtu.be/JVYGIIFGSA0?t=3608>

There was Board discussion to establish subcommittee members for the Marine Services Ad-Hoc committee.

MOTION: Board Member Meissen moved to nominate Members McClish and Vaile as subcommittee members for the Marine Services Ad-Hoc committee. The Motion was seconded by Board Member O'Brien and carried unanimously, 7-0

Committee Chair McClish stated there is nothing new to report and is open to binging on new members.

B-3 UPDATE FROM THE FINANCE & BUDGET AD-HOC COMMITTEE ON COMMITTEE'S RECENT ACTIVITIES, AND PRESENTATION OF THE 2021 CITY COUNCIL CALENDAR AND BUDGET DEVELOPMENT SCHEDULE

<https://youtu.be/JVYGIIFGSA0?t=3834>

Director Endersby presented the staff report for item B-3.

B-4 ESTABLISHMENT OF HARBOR ADVISORY BOARD MEMBER ASSIGNMENTS FOR PUBLIC ENGAGEMENT OPPORTUNITIES

<https://youtu.be/JVYGIIFGSA0?t=4069>

Chair Hansson presented the staff report and asked the Board to chose up to three public engagement assignments.

There was Board consent on the following Member assignment's:

Chair Hansson

Morro Bay Chamber of Commerce, Embarcadero Leaseholders, and Local schools.

Member Doughty

Recreational fishing and mariculture businesses.

Member O'Brien

Morro Bay Rotary & Lions Club, Friends of the Morro Bay Harbor Department, and CMB Morro Bay Recreation Department.

Member Meissen

Environmental organizations (Pacific Wildlife, Marine Mammal Center, ECOSLO, Coastwalk, etc.) and NEP

Member Vaile

Quota International

Member Mather

CA State Parks and Coast Guard Auxiliary

Member McClish

Cal Poly Sailing, MB Youth Sailing Foundation and Central Coast Regional Water Quality Control Board

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

MOTION: Board Member Doughty moved to accept establishment of Harbor Advisory Board member assignments as discussed and approved. The Motion was seconded by Board Member Vaile and carried unanimously, 7-0

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/JVYGIIFGSA0?t=5658>

There was Board consensus to add “Consideration of a RV Camping Program AD-Hoc Committee” to the future agenda items.

Pending items previously declared:

- Goals and Objectives – Working Waterfront Designation
- Measure D
- Explore Benefits of Becoming a Harbor or Port District
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- Creation of an Embarcadero Business District to Fund Harbor Infrastructure
- Review of TBID Assessment funding
- Eelgrass Committee to propose an action plan to be included in the GP/LCP update
- Discussion of the Castle Wind Community Benefit funds
- Review the RV Camping Program

D. ADJOURNMENT

This meeting was adjourned at 7:23 p.m. The next Regular Meeting will be held on March 4, 2021 at 5:30 p.m. via teleconference.

Lori Stilts
Harbor Business Coordinator



AGENDA NO: A-2

MEETING DATE: March 4, 2021

Staff Report

TO: Harbor Advisory Board

DATE: February 24, 2021

FROM: Eric Endersby, Harbor Director

SUBJECT: Harbor Department Status Report

RECOMMENDATION

Receive and file report.

DISCUSSION

Recent Department Activity:

Harbor Patrol statistics for February 2021 were 12 emergency responses, 106 calls for service, 27 assists of other agencies, 38 enforcement contacts, 6 weather warnings, and 1 hazardous bar warning.

Of the 12 emergency responses by the Department, here are some notable events:

February 4, Harbor Patrol responded on foot to a runner down in the middle of the roadway on the Embarcadero behind the Harbor Office. The fall victim's spouse refused treatment for her husband.

Also, on February 4, Harbor Patrol responded by boat to a report of a boat dead in the water north of the Rock 250 yards from shore. Two passengers aboard were brought aboard the Harbor Patrol vessel while Coast Guard took the boat in tow.

February 12, Harbor Patrol responded to the launch ramp to assist Morro Bay Fire to load a patient, weak and struggling to breathe, into an ambulance from a boat docked at the launch ramp.

Also, on February 12, Harbor Patrol responded by boat to a capsized kayak with two individuals in the water. Harbor Patrol retrieved a father and daughter out of the water and returned them back to the dock from where they departed. While on scene, Harbor Patrol received another report of an overturned kayaker. That victim was safely returned to land with their kayak.

February 14, Harbor Patrol responded by boat to a vessel needing assistance near the State Park Marina. The vessel had run aground on the south side of Museum Point and Harbor Patrol pulled them free.

Recent City Council Activity

On February 9, Council reviewed the Waterfront RV Camping Pilot Program, and provided input and recommendations on the future of the Program. The program was authorized to continue through September 30, 2021, provided the Coastal Commission concurs, and two new sites were approved to be considered for additional camping sites. In addition, the Council directed staff to undertake

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____

screening and beautification of sites to minimize the impacts on the community.

On February 23, Council authorized for “virtual” attendance at the C-MANC Annual Washington D.C. “Washington Week” meetings by the Mayor, City Manager and Harbor Director. Those meetings are to take place on February 25 and 26, 2021.

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	<p>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.</p> <p>11/1/17. Staff have reached out to Parks to renew discussions.</p> <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	Marine Services Facility/Boatyard	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</p>

			<p>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.</p> <p>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 boatyard. RFP due February 1, 2020.</p> <p>No proposal submissions received. HAB to consider next steps 3/13/19.</p> <p>4/26/19 Staff not recommending any further expenses be undertaken on boatyard financial feasibility study at this time.</p> <p>5/31/19 Boatyard/Marine Services Facility remains on the City Council's goals.</p>
3	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.	6/1/17	<p>Pending until a new Finance Director and City Manager are in place.</p> <p>10/30/17. Per the SLC it is normal for these taxes to go into the City's General municipal funds.</p> <p>4/5/18. Chair Reisner requesting City Manager to provide a memorandum on this item.</p> <p>Chair Reisner met with the City Manager.</p> <p>No new updates.</p>
4	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.	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.</p> <p>11/1/17. Staff engaged with Anchor on eelgrass proposal.</p> <p>12/1/17. Update to HAB on 12/7/17 on revised consultant contract scope of work.</p> <p>12/18/17. Draft eelgrass consultant agreement submitted to legal for review and approval.</p> <p>1/18/18. executed contract with Anchor QEA.</p> <p>4/27/18. Anchor QEA beginning project.</p> <p>4/25/18. Eelgrass Ad-Hoc committee met with Anchor QEA reps in Morro Bay</p> <p>Draft Anchor QEA eelgrass mitigation report on HAB agenda for consideration 8/2/18.</p> <p>8/18 final Morro Bay Conceptual Eelgrass Plan report issued by Anchor QEA for ad-hoc and HAB consideration.</p> <p>Next step of hiring Anchor QEA to approach pertinent regulators with Morro Bay eelgrass mitigation plan concept pending Council</p>

			<p>consideration on January 8, 2020.</p> <p>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.</p> <p>No new updates.</p>
5	<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 Measure D area and its uses be incorporated into Morro Bay's Working Waterfront.</p>	6/1/17	<p>Tentatively on the July 11, 2017 City Council agenda for consideration with Measure D recommendation above.</p> <p>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 incorporation into GP/LCP update process.</p> <p>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.</p> <p>9/8/17. First joint subcommittee meeting held. General discussion and public input. Second meeting TBD, likely late October or early November.</p> <p>12/18/17.</p> <p>1/11/18. PC/HAB joint meeting, recommendations made to GPAC.</p> <p>4/27/18. Pending GPAC action.</p> <p>Currently at Coastal for comments.</p> <p>Document link on City's Website: https://www.morrobayca.gov/943/PlanMB</p> <p>No new updates.</p> <p>See HAB 5/2/29 agenda item B-6</p> <p>12/3/21 estimated going to Council late Winter early Spring then to Coastal end of Summer.</p>



AGENDA NO: B-1

MEETING DATE: March 4, 2021

Staff Report

TO: Harbor Advisory Board

DATE: January 26, 2021

FROM: Eric Endersby, Harbor Director

SUBJECT: Update from the Boatyard/Marine Services Facility Ad-Hoc Committee on Committee's Recent Activities, and Discussion of Other Marine/Commercial Fishing-Related Needs for Possible Boatyard/Marine Facilities Ad-Hoc Committee Consideration

RECOMMENDATION

Receive and file update from committee, and discuss additional marine/commercial fishing-related needs the ad-hoc committee could pursue.

BACKGROUND, DISCUSSION & CONCLUSION

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

In addition, since the boatyard process is largely dormant with no new activity or grants having been identified to continue work, staff believe it a good use of the ad-hoc committee's time and effort to pursue additional harbor infrastructure needs, including but not limited to:

- Cold storage for commercial fishing products
- Off-boat direct-to-the-public sales
- Grant or loan opportunities to fund infrastructure needs

The above three items are certainly not an all-inclusive list, and if the Harbor Advisory Board concurs and the committee members willing, any work product would be brought back to the full board as appropriate.

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____



AGENDA NO: B-2

MEETING DATE: March 4, 2021

Staff Report

TO: Harbor Advisory Board

DATE: February 25, 2021

FROM: Eric Endersby, Harbor Director

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

RECOMMENDATION

Receive and file committee update.

BACKGROUND, DISCUSSION & CONCLUSION

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

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____



AGENDA NO: B-3

MEETING DATE: March 4, 2021

Staff Report

TO: Harbor Advisory Board

DATE: February 25, 2021

FROM: Eric Endersby, Harbor Director

SUBJECT: Re-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

Re-prioritize the findings of the Harbor-related Strengths, Weaknesses, Opportunities and Threats (“SWOT”) analysis conducted by the Harbor Advisory Board, and re-identify working group assignments to develop action plans using the prioritized SWOT findings to assist in the City Council goal/action items process.

BACKGROUND

In 2019 and early 2020, the Harbor Advisory Board (HAB) 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 December 5, 2019, the HAB completed its analysis by prioritizing its SWOT findings, which are summated below under their respective Council goal items:

Council Goal No. 1 – Achieve Economic and Fiscal Sustainability

Strengths:

A. Tidelands Trust lease sites, and the Tidelands Trust Act requirement that revenues derived from Tidelands Trust Lands go to the Harbor Fund.

B. The City’s historic image as a quaint fishing village, and the continued presence of a commercial fishing small boat fleet.

Weaknesses:

A. Lack of a strategic long-term plan, including its capital component, relative to maintaining and augmenting existing sources of Harbor revenue.

Prepared By: EE

Dept Review: EE

City Manager Review: _____

City Attorney Review: _____

B. 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. Provide a range of waterfront services that optimizes local and visitor interest and utilization.

Threats:

A. The General Fund extracting funds from the Harbor Fund.

B. 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 City's knowledge of the history and needs of Harbor infrastructure.

B. The ongoing capital needs projections for Harbor infrastructure as generated by the Harbor Department.

Weaknesses:

A. A lack of dedicated funding for Harbor infrastructure maintenance, repair and replacement (the City's waterfront bathrooms being widely criticized, etc.).

B. A lack of effective and consistent coordination between the Harbor Department and Public Works, as it relates to Harbor infrastructure maintenance, repair and replacement.

Opportunities:

A. Establishing a defined process for City departments to execute Harbor-related infrastructure projects.

B. 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.

Threats:

A. Aging useful life of Harbor infrastructure elements, as identified in the Harbor Department's capital projections.

B. Lack of effective City action regarding infrastructure needs.

Council Goal No. 3 – Improve Communication and Engagement with Community

Strengths:

A. The Harbor Department's practice of being open to public engagement.

B. 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 lessees and businesses to improve the City's understanding of the needs and concerns of those leases and businesses.

Opportunities:

A. Utilizing social media and other electronic media as an effective tool in communicating with waterfront lessees and businesses.

B. 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.

Council Goal No. 4 – 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. Moving targets in terms of City development and construction-planning and guidelines being reactionary, rather than proactive.
- B. Lack of an effective eelgrass mitigation program.

Opportunities:

- A. Zoning and waterfront development guidelines being more flexible regarding alternative designs.
- B. The City committing to an effective eelgrass mitigation program.

Threats:

- A. City inaction concerning the needs of the Harbor, and the opportunities it affords.
- B. The lack of an effective City eelgrass mitigation program.

On the February 6, 2020 HAB agenda was an item to discuss application of those prioritized items to the remaining Council goal items, which was concluded at the March 5, 2020 HAB meeting.

DISCUSSION

At the March 5, 2020 HAB meeting, members agreed to “working group” assignments to apply the HAB’s SWOT priority items to the remaining Goal action items as follows:

- Goal #1, Action Item #1 – Member O’Brien
- Goal #1, Action Item #5 – Member Blackford & Hansson
- Goal #1, Action Item #6 – Chair Reisner & Member Hansson
- Goal #1, Action Item #9 – Member Doughty
- Goal #1, Action Item #10 – Member Hansson
- Goal #2, Action Item #3 – Member O’Brien
- Goal #2, Action Item #4 – Chair Reisner & Member Hansson
- Goal #3, Action Item #1 – Member McClish
- Goal #4, Action Item # 1 – Member Meissen
- Goal #4, Action Item # 1 – Member Doughty

Because the COVID-19 pandemic took center stage shortly thereafter and many of 2020’s HAB’s meetings were not held, the SWOT exercise was largely set-aside.

The existing Council goals and action items/objectives continue to carry in 2021, and new goals would normally be established with the new Council about this time of the year as the new fiscal year budget process is beginning to get underway. This year, primarily because of the continuing pandemic, the

new goal-setting process is being delayed until later this spring. The HAB's SWOT application to the current goals and objectives, however, is still a valuable exercise to complete as many of the existing goals and objectives will have application beyond a new goal-setting process.

Therefore, as a continued follow-on activity of the SWOT analysis, the HAB is requested to re-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, or new, goal items.

It is suggested the reestablished 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 #5 - bring forward a comprehensive set of revenue enhancement options for City Council consideration.
- B. Goal #1, Action Item #6 – Conduct outreach on the current opportunity sites within Morro Bay, including, but not limited to the decommissioned power plant.
- C. 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.
- D. Goal #1, Action Item #9 – establish waterfront lease site policies and implementation plan.
- E. 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.
- F. Goal #2, Action Item #3 – begin work on a parking management plan to address parking issues in the downtown and waterfront areas.
- G. Goal #2, Action Item #4 – Complete RFQ for marine services facility (boatyard) feasibility study and bring forward information to City Council for next steps.
- H. Goal #3, Action Item #1 – Work to develop stronger coordination, and processes, with community groups in support of advancing mutually beneficial initiatives and goals.
- I. 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 SWOT items as identified, to assist in achieving the remaining goal action items. Staff will work with the respective working groups on process and ideas to be brought back to the HAB. The results of such HAB considerations, and any recommendations resulting from them, will be provided to the City Council and/or City staff, as appropriate.