
MARINA ADVISORY COMMITTEE

December 12, 2022





Marina Advisory Committee
December 12, 2022 at 6:00 p.m.
City Hall or Remote
Committee Members
Ken Hulett, Chairman
J.J. Jones, Vice-Chairman
Ryan Bradley
Curtis Adams
Byron Skubi

We will be meeting in person and the public is welcome to attend. If you prefer to remotely listen to the live meeting, please call 1(650)242-4929, Meeting ID: 540 416 2643
(NOTE: Audio Only, No Comments - For Comments, Email csublet@oakharbor.org)

1. Mr. Brian Smith, City of Oak Harbor Parks & Recreation Director - Introduction
2. Public Comment
3. Review of the November 7, 2022, meeting notes
4. Marina Business Plan Questions & Answers with Paul Sorenson BST Associates - Discussion
5. Mariners Haven Business Plan Scope Overview from Paul Sorenson BST Associates - Update
6. General Marina Update
7. Marina Advisory Committee Comments
8. Next Meeting – January 9, 2023
9. Adjourn

REVIEW OF MEETING NOTES

November 7, 2022

Marina Advisory Committee
Regular Meeting Agenda

6:00 p.m.
In Person & Virtual Meeting

Roll Call: Mr. K. Hulett X Mr. J. Jones X Byron Skubi X Mr. Ryan Bradley X
Mr. Curtis Adams X

Staff: Mr. Blaine Oborn & Mr. Chris Sublet

Public: Mr. Paul Sorenson, BST & Associates

1. Public Comment:

- No public comments.

2. Review of the November 7, 2022, Meeting Minutes:

- Approved as written

3. Marina Business Plan Financial & Rate Comps from Paul Sorenson BST Associates - Update

Mr. Hulett introduced the agenda item and Mr. Sorenson gave a presentation on marina revenue, rates and ability to fund capital improvement projects. He explained that the marina is not generating enough “net income” to fund capital improvement projects. Mr. Sorenson also compared the OHM rates to other marinas and explained that in most cases the OHM rates are 30% - 40% lower. He concluded by showing images of other marinas that have come up with creative ways to manage their marinas which has increased the net income.

Discussion

The MAC discussed the presentation and some of the findings. They also discussed options for generating more net income as well as some reconfiguration options. The MAC concluded by discussing other marina management options.

Action

No action was taken

4. Mariners Haven Business Plan Scope Overview from Paul Sorenson BST Associates - Update

This was tabled until the December 12, 2022 meeting

Discussion

Action

5. General Update

- None given.

6. MAC Comments

- There were not any comments.

7. Next regular meeting—December 12, 2022

**MARINA BUSINESS PLAN
QUESTIONS & ANSWERS WITH
PAUL SORENSON BST
ASSOCIATES**

Discussion

Memo

To: Marina Advisory Committee
From: Chris Sublet, Harbormaster
CC:
Date: 12/12/2022
Re: Marina Business Plan – Questions & Answers

In October Mr. Paul Sorenson from BST Associates presented market trends for the Oak Harbor Marina and Puget Sound area. In November he presented Oak Harbor Marina Finance/Options. In both presentations he presented in depth, detailed information about the marina trends and finances.

Now that the MAC has had time to analyze and review the information as well as speak with Mr. Sorenson, it may be prudent for there to be a question & answer session. It may also be helpful for each MAC member to give a recap of their individual discussions with Mr. Sorenson.

Please contact Chris Sublet at 360.279.4576 if you have any questions.

**MARINERS HAVEN BUSINESS PLAN
SCOPE OVERVIEW WITH PAUL
SORENSEN BST ASSOCIATES**

Update

Memo

To: Marina Advisory Committee
From: Chris Sublet, Harbormaster
CC:
Date: 12/12/2022
Re: Mariners Haven Business Plan – Scope Overview Update

Mr. Paul Sorenson from BST Associates will present an overview of the scope of the Mariners Haven business plan.

Please contact Chris Sublet at 360.279.4576 if you have any questions.

Attachments

A. Oak Harbor Mariners Haven BST Associates Scope of Work

EXHIBIT A

Oak Harbor Assessment of Purchase of Mariners Haven

The scope of work for the business plan includes the following elements:

Analysis/Outreach

- Review Mariners Haven site/operations
 - Site visit, gather relevant data
- Demand assessment
 - Define demand for marina-related uses of the site (storage, boatyard, other).
 - Describe competition from other facilities (storage, boatyard, other).
 - Evaluate likely use patterns (seasonal and annual).
 - Define market capture rates of uses.
- Outreach
 - Meet with selected City staff, officials, and stakeholders,
 - Survey marina tenants using SurveyMonkey (could be included with marina plan),
 - Meet with key marina stakeholders (Advisory Committee, businesses serving the marina, et al.),
 - Conduct SWOT analysis (strengths, weaknesses, opportunities and threats).
- Evaluate financial performance
 - Historic trends and future projected revenues/expenses,
 - Evaluate financials provided by the owner as well as other sources of information (publicly owned boatyards etc.).
 - Evaluate capital improvement plan,
 - Describe sources of funding (bonds, grants etc.),
 - Recommendations on improving financial performance and financing needed improvements:
 - Evaluate potential opportunities to increase net operating income:
 - Revenue enhancement (rates, other revenue sources, etc.)
 - Opportunities to reduce expenses.

Report/Presentation

- Prepare draft report:
 - Market status and opportunities,

- Operations review,
- Financial performance,
- Recommendations.
- Present findings to staff, stakeholders and City Council.
- Final report - Revise draft with input from staff and stakeholders

Budget & Schedule

The budget for this project is \$20,380, and it can be completed by mid-February 2023 if notice to proceed occurs by the beginning of November.

Table 1 – Project Budget

Task	Budget
Analysis/Outreach	
Review Port operations	\$720
Demand assessment	\$5,400
Outreach	\$3,600
Evaluate financial performance	\$5,400
subtotal	<u>\$15,120</u>
Report/presentation	
Prepare draft report,	\$2,700
Present findings	\$1,260
Prepare final report	\$1,300
subtotal	<u>\$5,260</u>
Total	<u>\$20,380</u>

GENERAL UPDATE

Discussion
November Occupancy
Report

MARINA ADVISORY COMMITTEE COMMENTS

Discussion
