

PORT AND SOLID WASTE DEPARTMENT



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PORT AND SOLID WASTE DIRECTOR

PROCEEDINGS OF THE BROWN COUNTY HARBOR COMMISSION

A meeting was held on **June 14, 2010**, 11:30 a.m., at Holiday Inn – City Centre, Green Bay, WI. The meeting was officially called to order by President McKloskey.

Roll Call:

Present: President Neil McKloskey
Commissioner Ron Antonneau
Commissioner John Hanitz
Commissioner Bernie Erickson
Commissioner Hank Wallace
Commissioner John Gower
Commissioner Tom Klimek
Commissioner Craig Dickman

Excused: Commissioner Bill Martens

Also Present: Charles Larscheid, Brown County Port & Solid Waste
Dean Haen, Brown County Port & Solid Waste
Chip McDonald, South Bay Marina

The Harbor Commission would like to welcome their newest Harbor Commissioner Mr. Tom Klimek.

3. **Approval/Modification – Meeting Agenda**

A motion was made by Ron Antonneau and seconded by Bernie Erickson to approve the agenda. Unanimously approved.

4. **Approval/Modification – May 10, 2010 Meeting Minutes**

The question was asked whether or not the board has received a response from the letter that was sent to the Executive Committee regarding the County Meal Reimbursement plan. At this time the committee has not received a response. Staff feels that this issue needs to go to be put on July's Executive Committee agenda in order to receive a response. Director Larscheid added that if the Harbor Commission wants to take up this issue, the letter should also be sent to Human Resources or Administration to assure that the plan is reviewed.

A motion to approve the May 10, 2010 minutes was made by Ron Antonneau and seconded by Hank Wallace. Unanimously approved.

5. **Election of Officers**

A nomination of Neil McKloskey to continue to serve as President was made by Ron Antonneau and seconded by Craig Dickman. Unanimously approved.

A nomination of Ron Antonneau for Vice-President was made by John Hanitz and seconded by Bernie Erickson. Unanimously approved.

6. Strategic Plan

a. 2011 Operating plan for the 2010 Strategic Plan – *Request for approval*

Last month the Port Strategic Plan that Harbor Commission and Staff had composed was adopted. This plan has not gone through County Board at this time but is scheduled to be addressed at the June 16, 2010 meeting. From this plan, as part of the budget, it was discussed that an operating plan would be put together by July 1st because the July/August Harbor Commission agenda is the budget. To move forward, Dean Haen has put together rough estimates of what the budget items will cost and has included the information in the packet.

The Operating Plan is basically the Strategic Plan with the four themes listed (Open Markets, Sustainable Economics, Expand Markets and Revenues and Autonomous and World Class Operations), strategic initiatives under each theme and also operating objectives in each category to meet the specific strategic theme. The amount associated with each theme was determined after deciding what possibilities could be accomplished under each theme. Approval of this document will allow the committee to see these dollars carry forward into the Ports budget.

While the Strategic Plan is a strategy, the Operating Document is laying out how to achieve these strategies. In the current operating environment there is not going to be the money for each initiative. Staff will need to either find new sources of funding, prioritize what is important or understand that not everything is going to get accomplished and give staff the discretion to decide what is important. Staff felt that most objectives seemed do-able.

Director Larscheid stated that the Operating Plan had passed through the Planning Development Committee without having numbers attached. At this point, should the Harbor Commission approve the Strategic Plan it will set a direction for the budget.

A motion was made by John Gower and seconded by Hank Wallace to approve the Operating Plan.
Unanimously approved.

b. Port Logo – *Request for Approval*

Commissioner Craig Dickman stated that one of the things to come out of the Strategic Plan meetings was that the Port of Green Bay had a confusing identity. One thing highlighted in the Strategic Plan was to begin to become more consistent and professional in trying to building grand equity. A need that was identified was to develop a visual image or logo for the Port of Green Bay. Dean Haen worked with an ad group to develop a logo. Included in the packet is the logo that came as a recommendation from meetings with the subcommittee. Dean Haen states that the block lettering and black and gold colors are the same as the Harbor Prosperity effort. The bridge and ship are also great identifiers for the initiative. With approval of the logo this will be the identity that will be carried forward to do the strategic initiatives that are beginning and will hopefully be a 5 to 10 year long term identity for the Port of Green Bay. President McKloskey stated that there is concern that there is not room for identification for communication purposes. However, Dean Haen replied that this is just the visual that will accompany contact information.

A motion to approve the Port Logo was made by Hank Wallace and seconded by Bernie Erickson.
Unanimously approved.

c. Port 2010 Media Campaign – *Request for approval.*

Leonard and Finco, a Public Relations firm in Green Bay, is proposing as a public relations effort to utilize the Port of Call logo on Green Bay Metro buses and indoor billboards. This is an inexpensive way to inform the public on how important the Green Bay Port is to the local economy. The advertising on the Green Bay Metro buses would use full color ads and rotate among 13 routes throughout the metro area. The indoor billboards would use high impact advertising, located in restrooms in family oriented establishments.

The function of the media campaign is to renew efforts to make people aware about the Green Bay Port. The campaign could also show that the Port is important to jobs, economic impact and the tax base. The media campaign would also allow the public to associate the wellness of the Port instead of only associating the Port with negative information. Staff found that using the Green Bay Metro buses as a media tool was acceptable** however, they found using the indoor billboards to be objectionable.

A motion to approve the budget for advertising on the buses only and give staff discretion to spend the rest when an appropriate venue is determined was made by Craig Dickman and seconded by John Gower.
Unanimously approved.

7. **Tall Ships Memorandum of Understanding** – *Request for Approval*

It was discussed at last months meeting that PMI would like to utilize Dean Haen's assistance with the Tall Ships Festival. At the meeting Dean Haen presented a Memorandum of Understanding (MOU) from PMI to address some of the issues where Brown County can provide PMI with assistance but not take on any additional risk. At staff's recommendation, Dean Haen went back to the Corp. Council to discuss the agreement and concerns some of the commissioners had with liability issues associated with participating in the Tall Ships Festival.

In speaking with John Leutscher with Corp. Council, it was concluded that an MOU is not a binding contract but simply an agreement that spells out the services Dean Haen and the county are willing to provide for the good of the public. Since the contract is not binding, rather an agreement, then issue does not need to go to the county board. Dean Haen stated that the MOU is not necessary and there doesn't have to be an understanding. However, should something go astray Dean did not want himself or the county to be liable and only wanted to assist at a community festival that is happening in the Port of Green Bay.

Discussion ensued regarding what, if any benefit Dean Haen assisting with the Tall Ships Festival would have for the Port of Green Bay. Dean Haen felt this was a golden opportunity for the Port of Green Bay to showcase itself. Also of concern is what type and how much insurance PMI has for the event and if they have a certificate of insurance that they could provide. President McKloskey is still quite concerned that Dean Haen or the county could be held liable for issues associated with the festival.

A motion to approve the Tall Ships MOU, pending proof of insurance was made by Hank Wallace and seconded by Craig Dickman. President McKloskey voted against the motion. Motion approved.

8. **Beneficial Reuse of Dredged Material** – *Update*

Dean Haen updated the committee on the Highway 41/141 project. The D.O.T. has taken samples and completed physical testing on the dredge material to determine if the material is useful for this project. Samples were to be made available for staff at this meeting however the samples had not been made available as of the Harbor Commission meeting time. Dean Haen is optimistic about this project.

9. **Participation in NE Wisconsin Freight Study** – *Update*

Dean Haen reported to the Harbor Commission that he has been asked to be on the N.E. Wisconsin Freight Advisory Council. This Council is put on by the East Central Regional Planning Commission. Dean plans on attending meetings and assisting the Freight Advisory Council with a study on the freight transportation pattern in the valley – either by trucks, planes, trains or boats.

10. **Audit of Bills** – *Request for Approval*

Motion to approve the bills was made by Hank Wallace and seconded by Neil McKloskey. Unanimously approved.

11. **Tonnage Report**

Included in the package was the Tonnage Report through May 2010 showing a significant increase in domestic cargo. Overall there were 30 ships so far this year as opposed to 19 in 2009 with a total increase of over 70% of cargo moved through May. With the information given we are actually tracking 2007/2008 levels.

12. **Directors Report**

- **Budget**

The budget has to be submitted to administration the last week of July. To accommodate approval of the draft budget the Harbor Commission needs to move their July meeting from the second Monday in July to July 19th.

- **Fox River Clean Up**

There is no additional information on the Fox River litigation. Director Larscheid did see in the Press Gazette that two of the paper mills were successful in obtaining some insurance to cover some of the Fox River liability. However, he has no independent confirmation of this.

- **Project Manager Position**

The Project Manager Position will be going to the County Board for approval Wednesday June 16th. After approval from County Board the recruitment and interviewing phase can begin. Director Larscheid is hopeful to have the position filled by September. The Project Manager Position has already been approved by Planning Development, the Executive Committee and Management Team.

- **Bay Lakes Regional Planning**

At their last meeting, Planning Development has elected to dissolve their partnership with Bay Lakes Regional Planning due to high cost. With the approval of this motion, the Harbor Commissions Economic Impact Study and Mobile Shift Study will be complicated. The Harbor Commission may choose to make a statement to the total board outlining the benefits Bay Lakes Regional Planning has to the Harbor Commission.

13. **Such Other Matters as are Authorized by Law**

No other matters were discussed.

14. **Adjourn**

A motion to adjourn was made by John Gower and seconded by John Hanitz. Unanimously approved.

Neil McKloskey, President
Harbor Commission

Charles Larscheid, Director
Port & Solid Waste Department