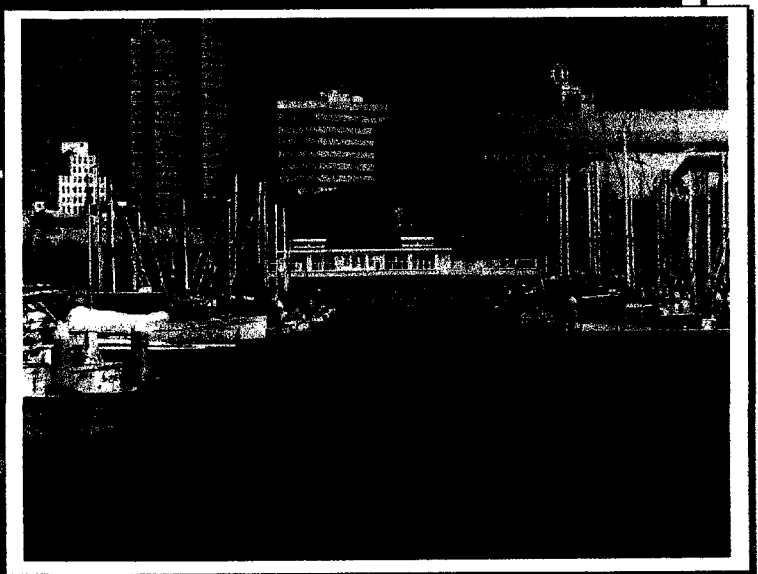
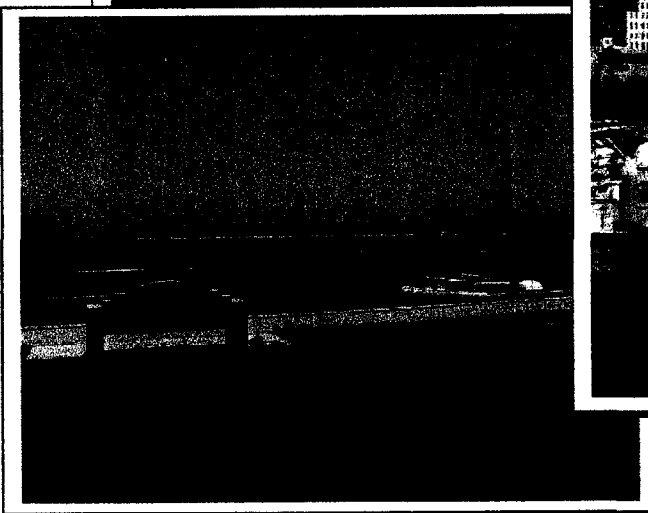
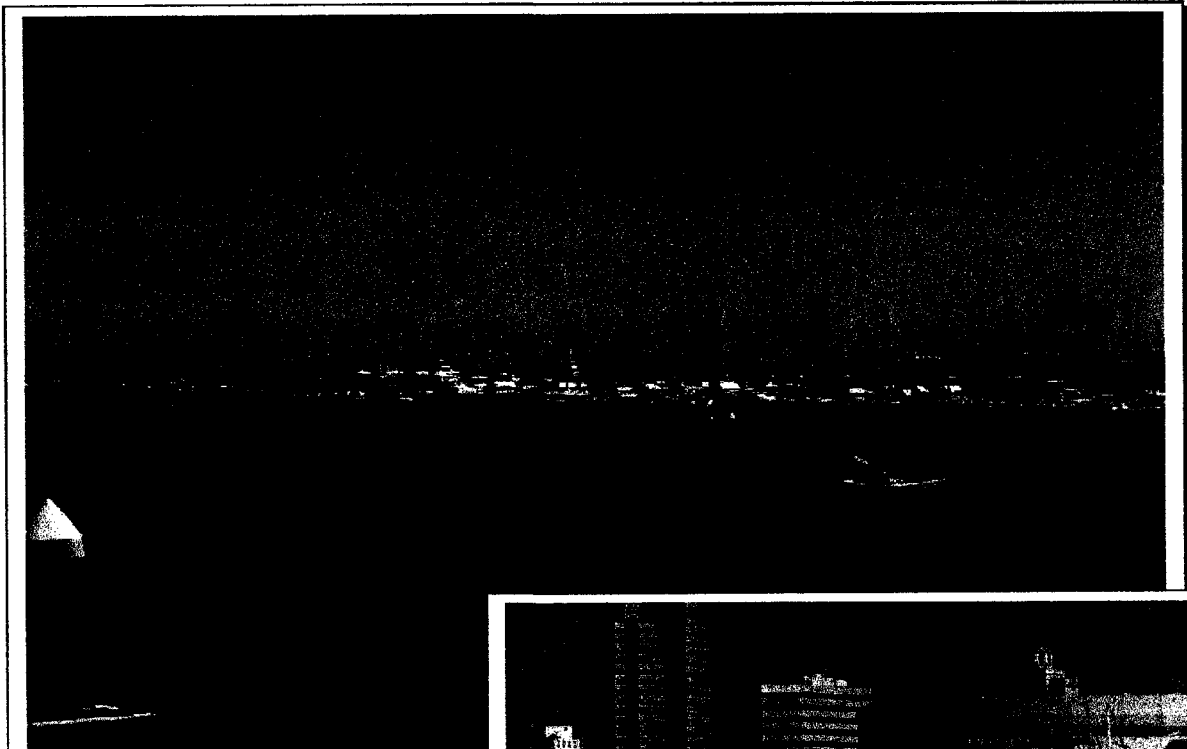


MARINE ADVISORY COMMISSION 2003 ANNUAL REPORT



**Long Beach Department of
Parks, Recreation & Marine**

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PARKS, RECREATION AND MARINE

Mission and Goals

Mission

We create community and enhance the quality of life in Long Beach through people, places, program, and partnerships.

Goals

- Ensure open space, parks, and recreational facilities meet community needs.
- Ensure City parks and recreational facilities provide a positive experience and image.
- Ensure recreational programming, leisure opportunities, and community services meet the diverse needs and interests of residents and visitors.
- Ensure beaches, waterways, and marine amenities are accessible and provide a positive experience and image.
- Ensure marinas are fiscally sound and meet boat owner and community needs.

MARINE ADVISORY COMMISSION

Mission

To enhance and preserve the beaches, waterways and adjoining facilities of the City of Long Beach.

MARINE ADVISORY COMMISSION ANNUAL REPORT

Membership

The Marine Advisory Commission was established by the City Council by minute order on May 1, 1956, LBMC Chapter 2.48. Commission members serving in calendar year 2003 were:

*Michelle Spence, Chairwoman
Richard Miller, Vice Chairman
Mike Malbon
Mike Reed
Holly Carpenter
Mike Vescovi
Harry Hutton
Bradley Whyte
Robert Weeks*

Powers and Duties of the Commission

The duties and responsibilities of the Marine Advisory Commission are as follows:

- To consult with and advise the City Council and/or City staff on matters in formulating City policies regarding marinas, beaches, waterways, near shore areas adjacent thereto and facilities thereon.
- To study and analyze problems referred to it by the City Council and/or City staff, for the purpose of evaluation and recommendation of policy to the City.
- To perform such other functions as are specifically conferred on the Commission by the City Council.
- To conduct hearings of appeal of any cancellation of a permit issued pursuant to Chapter 16.08 of the Municipal Code 16.08.330.
- To analyze requests of special interest groups or individuals, and make recommendations designed to insure that areas within the Marine Bureau's jurisdiction provide the widest possible benefits to the greatest number of people.

FORMAL ACTIONS OF THE MARINE ADVISORY COMMISSION
FOR CALENDAR YEAR 2003

January 9, 2003

It was moved by Commissioner Whyte and seconded by Commissioner Carpenter that the MAC support the rules and regulations for reserve areas. The motion passed unanimously.

February 13, 2003

It was moved by Vice Chairman Miller and seconded by Commissioner Hutton that the MAC receive and file the Annual Marina Survey. All were in favor. The motion passed unanimously.

It was moved by Commissioner Hutton and seconded by Vice Chairman Miller that the MAC approve the changes in the Long Beach Municipal Code pertaining to the Belmont Veterans Memorial Pier. All were in favor. The motion passed unanimously.

March 13, 2003

It was moved by Vice Chairman Miller and seconded by Commissioner Reed that the MAC support the Municipal Code Changes for kite surfing activity as presented by the Marine Bureau. The motion passed unanimously.

It was moved by Commissioner Whyte and seconded by Vice Chairman Miller that the MAC support the marina attrition program in order to create vacancies needed for the ABM and LBSM rebuild, subsequent to the revisiting of the process. The motion passed unanimously.

April 17, 2003

It was moved by Commissioner Malbon and seconded by Commissioner Whyte that the MAC support the conceptual mooring plan as presented with the understanding that a financial analysis be conducted so that the program pays for itself and possibly be privately funded and operated. The motion passed unanimously.

May 8, 2003

It was moved by Commissioner Vescovi and seconded by Commissioner Hutton that the MAC support in concept the ShoreFest events. The motion passed unanimously.

It was moved by Commissioner Reed and seconded by Commissioner Malbon that the MAC approve the plans for the Bluff project as presented. The motion passed unanimously.

It was moved by Commissioner Hutton and seconded by Commissioner Vescovi, that the MAC write a letter of support for Marine Patrol, as their duties refer to service to the customers, to the City Council. The motion passed unanimously.

June 12, 2003

It was moved by Commissioner Reed and seconded by Commissioner Malbon that the MAC adopt and submit the MAC Annual Report, with the addition of comments under the Finance Section regarding the MAC's continued overview of the Public Works Department. The motion passed unanimously.

July 10, 2003

It was moved by Commissioner Malbon and seconded by Commissioner Vescovi that the MAC approve a 15-minute variance at a level of 115db, for the 2003 Long Beach Sprint Nationals, to be held August 9. The motion passed unanimously.

August 14, 2003

None

September 11, 2003

It was moved by Vice Chairman Miller and seconded by Commissioner Malbon to approve the fee changes as proposed. The motion passed with Commissioner Hutton opposing.

October 9, 2003

None

November 20, 2003

It was moved by Commissioner Malbon and seconded by Commissioner Carpenter that the MAC support the proposed Marine Stadium Rules and Regulations. The motion passed unanimously.

It was moved by Commissioner Reed and seconded by Commissioner Malbon that the MAC support the extension of daylight hours for the use of the Dog Zone, and to afford the Director the ability to modify those hours downward. The motion passed unanimously.

It was moved by Commissioner Malbon and seconded by Commissioner Whyte that the MAC move forward with the changes to the rules and regulations, and that at the next MAC meeting, Mark Sandoval will give a report on any reaction or any need for further change. The motion passed with four in favor and two (Commissioners Hutton and Reed) against.

It was moved by Commissioner Carpenter and seconded by Commissioner Whyte that the MAC support the recommendation not to allow motorized bikes on the bike path. The motion passed unanimously.

December 2003

- No meetings held in December 2003

**MARINE ADVISORY COMMISSION
ATTENDANCE RECORD
January – December 2003**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	<u>Present</u>	<u>Absent</u>
Richard Miller	X	X	X	A	X	X	X	X	X	X	A	0	9	2
Michelle Spence	X	X	X	X	A	X	A	X	X	X	X	0	9	2
Mike Malbon	X	X	X	X	X	X	X	A	X	X	X	0	10	1
Mike Reed	X	X	X	X	X	X	X	X	X	X	X	0	11	0
Holly Carpenter	X	X	X	X	X	A	A	X	X	X	X	0	9	2
Mike Vescovi	X	X	A	A	X	A	X	A	A	X	A	0	5	6
Bradley Whyte	X	X	X	X	X	X	X	A	X	X	X	0	10	1
Harry Hutton	X	X	X	X	X	A	X	A	X	X	X	0	8	3
Robert Weeks	X	X	A	X	X	X	X	A	X	X	A	0	8	3

Note:

X = Present

A = Absent

0 = No Meetings Held

0 = No Meetings Held

CITY PERSONNEL ASSISTING THE MARINE ADVISORY COMMISSION:

Phil Hester - Director of Parks, Recreation and Marine

Mark Sandoval – Manager of Marinas and Beaches

E. Douglas Parsons - Superintendent of Marina Operations

Vivian Crook - Marine Bureau Secretary

Dennis Eschen – Manager of Planning & Development

Tom Shippey – Manager of Maintenance Operations Bureau

Ramon Arevalo – Superintendent of Marine Facility Maintenance

Sergeant Kevin King - LBPD Marine Patrol Division

Sergeant Tim O'Donnell – LBPD Marine Patrol Division

Mark Boone - LBFD Marine Safety Division Chief

Grant Jeffries - LBFD Marine Safety Division Lieutenant

MARINE BUREAU – STRATEGIC PLAN

Mission Statement

It is the mission of the City's Marinas to enhance the quality of life of users of the City's beach and marine environment through continuous, cost efficient and effective delivery of needed services as characterized by safe, clean, well-maintained, attractive and secure beach and marine facilities.

Goals and Objectives

Goal #1 – To ensure both short and long term financial stability of the City's Marinas through the use of competitive fees and charges supplemented by other needed revenues to support operating expenditures and capital.

Objective 1 – To identify the three Marina facilities: Downtown, Alamos Bay and Rainbow Harbor, as three separate cost and revenue centers within the overall framework of the City's Marina Enterprise Fund.

Objective 2 – To identify the City's beaches and other marina environment as independent cost and revenue centers within the City's Marina Enterprise Fund.

Objective 3 – Maintain a minimum occupancy rate of (October 1, 1998) 85% for available slips at the Downtown Marina and 93% at Alamos Bay.

Objective 4 – Identify and allocate support services costs, including administration, police, fire and maintenance to the Bureau's four cost centers.

Objective 5 – Establish user fees and charges at the three facilities that cover the costs reasonably born by the City and Bureau in providing desired services while maintaining competitive position in private market place.

Goal #2 – To ensure desired amenities are made available to the Marina's users.

Objective 6 – Develop a Master Plan for the Downtown and Alamos Bay facilities that will guide current and future infrastructure renewal and expansion for 1999-2020.

Objective 7 – Secure needed funding for implementing adopted Master Plans at both Downtown and Alamos Bay facilities.

Goal #3 – To provide outstanding services to Marina users.

Objective 8 – Conduct customer services training for Marine Bureau Staff

Goal #4 – to provide for the safety and well being of users at the City's Marina facilities.

Objective 9 – Establish a Trust Fund to support needed capital improvements to eliminate current and future deferred maintenance of an annual appropriation of 10% of gross income.

Objective 10 – Maintain minimum staffing levels for police and fire services to ensure timely response to calls for service at Marina facilities.

COMMISSION COMMITTEES

Operations Committee, for both marina and beaches, continues to meet once a month. This committee dealt with many issues.

Regarding beaches, the committee dealt with restriction of access, increased usage (such as a dog zone), and those programs that would enhance the perception and use of the beaches.

Regarding marinas, the committee dealt with the continuing deterioration of the infrastructure, the need for refurbishment, and enhancing the marketability of the marinas through increased customer service, stricter rules regarding problem tenants, and a myriad of rule evaluations, many of which are somewhat controversial.

Facilities Committee met 11 times during the year. Through the year the Committee followed the progress of the Alamitos Bay Master Plan, and provided input on the mix of slip sizes in the proposed rebuilding plan for the Marina and provided advice on development sequencing. The Committee also followed the progress of several capital improvement projects including:

- Basin 8 completion,
- Belmont Pier (construction bidding began February 2002),
- Bluff Erosion Mitigation,
- Beach Erosion Mitigation (sand bag groins installation and annual beach nourishment),
- Marine Stadium and Davies launch ramp improvements, and
- Shoreline and Rainbow Marina Refurbishment.

A continuing discussion during the year was how processes and practices could be changed so that the capital development projects could be delivered in less time without construction cost overruns. The Committee supports the Marine Bureau staff managing the refurbishment of the Shoreline and Rainbow Marinas, utilizing an outside construction management firm, which will most likely reduce costs and project timing, and will hopefully provide a blueprint for future marina development.

Finance Committee delved deeply into the Tidelands Fund budgets and continues to support efforts to convince the City of the need to reconsider the allocation of monies that are currently being directed into the General Fund versus the Tidelands. After many years of an abundance of funds from oil revenues, the Tidelands Funds are now suffering a continual deficit.

The Finance Committee also evaluated fee change proposals, and continues to support the annual Consumer Price Index Adjuster for slip fee changes, which provides a consistent, incremental adjustment to slip fees, tied to an economic indicator which is representative of the cost of doing business, including the business of running marinas, in Southern California.

OBSERVATIONS

The City and the Marine Advisory Commission were criticized during the budget process for 2002 by members of the Long Beach Marina Boat Owner's Association (LBMBOA), due to the fact that very little time is afforded the public for discussion on marina related fee change proposals. The problem occurred because the City made public fee change proposals only after the Mayor and City Council had a copy of the proposed budget, which allowed roughly one month, or one Marine Advisory Commission meeting, for public discussion on fee proposals. The criticism by the LBMBOA was legitimate, and in fact the Marine Advisory Commission recommended a change in this practice. In FY 2003, the City Manager supported early public discussion of proposed fee changes, which provided the Marine Advisory Commission more time to evaluate proposed changes, and positively addressed legitimate criticism by some of the marina customers.

The current condition of the facilities within the marinas has reached the point that maintenance is nearly an impossible task. Trying to repair facilities that are well beyond their useful life is not only costly, but also ineffective. The infrastructure within Alamitos Bay Marina must be dealt with, and to do this, additional funding must continue to be sought.

The Marine Advisory Commission has worked diligently with the Marine Bureau to evaluate the fiscal condition of the City's marinas and other tideland assets. During this process, the Commission recognized that the marinas should be self-sufficient. As a result, the Marine Advisory Commission worked with the Marine Bureau to develop a Marina Slip Pricing Strategy, which uses a market-based approach to slip pricing, but which also states that the Long Beach Marinas should not be a market leader with regards to slip pricing.

During the fiscal evaluation process, the Marine Advisory Commission also recognized that other areas of the City's tidelands, such as the beaches and Rainbow Harbor area, are a fiscal drain on the Tidelands Funds, but are valuable to the City as a whole in defining the City's culture and by providing recreational opportunities to City residents and guests. However, the Marine Advisory Commission has also questioned the past practice of transferring sales tax, transient occupancy tax, utility tax, and property taxes generated within the Tidelands area to the General Fund. The total funds involved are approximately \$13 million annually. Altering this practice to maintain some or all of these funds in the Tidelands Funds would provide needed funding to continue to maintain the tidelands' assets that the City holds dear.

The majority of the objectives in the Marina Strategic Plan have been met, or are in the process of being met. Costs for marina management have been isolated in the Marina Fund, occupancies have exceeded the Plan objectives for over a year, conceptual plans for refurbishing or rebuilding the aging marinas have been completed, a rebuild funding plan has been developed and is being implemented, and service continues to achieve high marks in the annual marina customer survey.

However, one objective has yet to be met - the objective to set aside 10% of annual gross revenue from the marinas in a Trust Fund to support needed capital improvements to eliminate current and future deferred maintenance. Using the 10% objective, the annual set-aside would approximate \$1.5 million per year, and only \$300,000 has been set aside in each of the past two years. Since it is not clear how the 10% target was established, it is the recommendation of the Marine Advisory Commission to commission the services of a professional to perform a marina reserve analysis. Since such an analysis is normally performed during the early stages of an assets life, the Commission further recommends that the first analysis be done for Basin 8 in the Alamitos Bay marina, and then subsequent analyses be performed once rebuilds are completed. Once the requisite reserve determined, the City should make every attempt to set aside the reserve, particularly when slip demand is high.

DEPARTMENT PREAMBLE

The Department of Parks, Recreation and Marine believes that recreation is a basic human need. It provides social, cultural, physical and intellectual activities for all to enjoy in a quality environment, with inherent values beyond the scope of the activity.

People in the developed nations of the world have achieved an awesome technological capability that has relieved them of considerable effort in attaining their physiological needs, while giving them leisure. Simultaneously, our social structure has become increasingly urbanized; removing us from direct contact with the natural resources that still must sustain us. However, individuals have not yet completely achieved the ability to use their leisure time to stimulate the mind of the individual, as well as to enhance his society. Increased population and the rapid growth of cities have resulted in loss of prime open space and created environmental problems almost beyond comprehension. The need to provide open space, including the continued provision of usable waterfront space, continues to be challenge. Further, the need to educate a diverse urban populace as to how to fully appreciate and utilize waterfront recreational opportunities, must be recognized and addressed.

The City of Long Beach has both the opportunity and the responsibility to work with private enterprise and other levels of government to fill these needs, while serving every segment of society, through the provision of a balanced program of leisure service opportunities, and environmental education. Youth will be helped to grow physically, mentally and spiritually while developing positive attitudes, which will help them avoid mistakes leading to the further degradation of the environment and society. Adults will have an outlet from the tensions of a competitive, industrialized urban life, and a chance to express their individuality and creativity, while becoming aware of their dependency upon, and inter-relationship with natural resources. Older adults will find meaning and purpose in their retirement years.

Provision of basic leisure service opportunities and facilities is a major responsibility of government. In addition, voluntary and special interest groups, private agencies and commercial enterprises should be encouraged to supply appropriate leisure services in a coordinated delivery system, which will benefit the citizens of Long Beach in the following ways:

Personal Benefits

1. Investment in our youth to provide for positive lifestyle choices and alternatives to self-destructive behavior.
2. Recreation provides the opportunity to lead balanced lives, achieve our full potential, and gain satisfaction in life.
3. Skills our citizens develop through meaningful recreation activities are essential sources of self-esteem and positive self-image.

Social Benefits

4. Recreation opportunities can bridge the gap with our citizens and reduce alienation, loneliness, and anti-social behaviors.
5. Leisure service activities promote ethnic and cultural harmony, by allowing people to share their differences and play and grow together.
6. Community pride is generated through leisure service activities, facilities, programs, and voluntary commitment.

Economic Benefits

7. The provision of meaningful recreation activities, for our young people, reduces the high cost of vandalism and criminal activity.
8. The leisure services offered by our department are attractive to tourists and are an essential ingredient of this city's tourism industry.
9. Physical and mental health achieved through our department's delivery system, and balanced meaningful lifestyles, reduces expensive health care costs.

Environmental Benefits

10. Investing in the environment through our beaches, marinas, and waterways, and park land space in residential areas, leads to increased property values through accessibility and associated recreation opportunities.

Failure to meet the challenges of providing well-planned public open space and quality leisure-time opportunities, as well as the challenge of educating the public who use the facilities, will result in a diminution of the quality of human life. The City of Long Beach can help to meet these challenges.

The Marine Department, which was originally created in 1956 to operate and maintain the Alamitos Bay Marina, was incorporated in 1987 to create the Department of Parks, Recreation and Marine, and the Department maintains a primary objective to enhance the quality of life in Long Beach through people, places, programs and partnerships.

MARINE FACILITIES

The Department of Parks, Recreation and Marine oversees the operation and maintenance of all Long Beach waterfront public recreational facilities, including:

- 6 miles of beaches
- 3 marinas with a combined 3,800 boat slips -- The largest municipally operated marina system in the nation
- Rainbow Harbor
- Rainbow Lagoon
- Colorado Lagoon
- Leeway Sailing Center
- Belmont Veterans Memorial Pier
- Belmont Pool