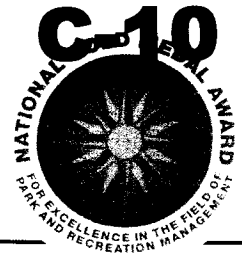




CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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July 8, 2008

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the 2007 Long Beach Marine Advisory Commission Annual Report. (Districts 2 and 3)

DISCUSSION

The Long Beach Marine Advisory Commission is proud of the work they have accomplished during the past year and appreciates the support provided by the Mayor, City Council, and staff.

TIMING CONSIDERATIONS

City Council action on this item is not time critical.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

By:

PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE
Attachment

APPROVED:

PATRICK H. WEST
CITY MANAGER

MARINE ADVISORY COMMISSION

2007

ANNUAL REPORT



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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 2007 were:

Bradley Whyte
Holly Carpenter
Mike Reed
Harry Hutton
Randy Crawford
Peter Hogensen
Richard Turrentine
Darlene Gidley
Scott Schaidle

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 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 2007

January 11, 2007

- It was moved by Commissioner Turrentine and seconded by Commissioner Gidley that the MAC support the three changes to the mooring rules. The motion passed unanimously.

February 8, 2007

- none

March 8, 2007

- none

April 19, 2007

- It was moved by Commissioner Gidley and seconded by Commissioner Hutton that the MAC accept the 2006 Marine Advisory Commission Annual Report. The motion passed unanimously.
- It was moved by Commissioner Hogenson and seconded by Commissioner Crawford that the MAC receive and file the Southern California Marina Survey as submitted. The motion passed unanimously.

May 17, 2007

- It was moved by Commissioner Crawford and seconded by Commissioner Schaidle that the MAC support the seawater desalination in concept as a research and development project. The motion passed unanimously.

June 14, 2007

- It was moved by Commissioner Gidley and seconded by Commissioner Turrentine that the MAC support the SCSC request for 120 decibels of noise and a start time of 9 a.m. on both days as proposed, and to confer with any neighborhood organization if required to do so. The motion passed unanimously.

- It was moved by Commissioner Hogenson and seconded by Commissioner Gidley that the MAC support the 2008 Slip Fee CPI increase. The motion passed unanimously.
- It was moved by Commissioner Gidley and seconded by Commissioner Hogenson that the MAC support the decision of the Marine Bureau to deny Mr. Ur's request to count the anchor light as part of the overall length of his vessel, and that he remain on the 25-foot Waiting List at the 30-foot Waiting List date, or the 25-foot Waiting List date, whichever is earlier. The motion passed unanimously.

July 12, 2007

- It was moved by Commissioner Hutton and seconded by Commissioner Gidley that the MAC support the Marine Bureau's cancellation of Mr. Feichtinger slip/permit, and that Mr. Feichtinger be issued a temporary slip for two months until the end of September, at which time he is to have his vessel in seaworthy condition and ready to pass inspection. Should Mr. Feichtinger's vessel not pass inspection, his slip/permit cancellation will stand. The motion passed with Commissioner Schaidle opposed.
- It was moved by Commissioner Turrentine and seconded by Commissioner Crawford that the MAC support the effort to name Long Beach, "Long Beach, Aquatics Capital of America." The motion passed unanimously.
- It was moved by Commissioner Schaidle and seconded by Commissioner Crawford that the MAC facilitate a public meeting to discuss and review the Marine Stadium Fence Survey. The meeting will be held Wednesday, August 8, 2007, at Lowell Elementary. The motion passed unanimously.

August 9, 2007

- It was moved by Commissioner Crawford and seconded by Commissioner Hogenson that Brad Whyte and Holly Carpenter be elected as Chairman and Vice Chairwoman, respectively, for a second year. The motion passed unanimously.

September 13, 2007

- It was moved by Commissioner Crawford and seconded by Commissioner Reed, that the Chairman of the Marine Advisory Commission, representing the Commission, write a letter to the Mayor and the City Council voicing concern over the current version of the development proposed for the Seaport Marina Hotel as it relates to impacts to the marina and its customers. The Commission recognizes that something does need to be done with that parcel.

October 18, 2007

- It was moved by Commissioner Hutton and seconded by Commissioner Hogenson that the Annual Marina Survey be received and filed as submitted. The motion passed unanimously.

November 15, 2007

- none

December 2007

- No meeting held in December 2007

**MARINE ADVISORY COMMISSION
ATTENDANCE RECORD
January – December 2007**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	<u>Present</u>	<u>Absent</u>
Bradley Whyte	X	X	X	X	X	A	A	X	X	X	X	0	9	2
Holly Carpenter	X	A	X	X	X	A	X	X	X	X	X	0	9	2
Mike Reed	A	X	X	X	X	A	X	A	X	A	X	0	7	4
Harry Hutton	X	X	X	X	X	X	X	A	X	X	X	0	10	1
Randy Crawford	X	X	X	X	X	X	X	X	X	X	A	0	10	1
Peter Hogenson	X	X	X	X	X	X	X	X	A	X	X	0	10	1
Rick Turrentine	X	X	X	X	X	X	X	X	A	X	X	0	10	1
Darlene Gidley	X	A	X	X	A	X	X	X	X	A	X	0	8	3
Scott Schaidle	X	X	X	X	X	X	X	X	X	X	X	0	11	0

Note:

X = Present

A = Absent

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

Vivian Crook - Marine Bureau Secretary

Dennis Eschen – Manager of Planning & Development

Tom Shippey, Manager of Maintenance Operations

Phil Lopez – Superintendent of Marine Facility Maintenance

Sergeant Tom Keleher - LBPD Marine Patrol Division

Mark Boone - LBFD Marine Safety Division Chief

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, Alamitos 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 Alamitos 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 Alamitos 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 Alamitos Bay facilities.

Goal #3 – To provide outstanding (quality) 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

The Operations Committee for both marina and beaches issues the committee continues to meet once a month. This committee provided input on the following significant topics:

Mooring Program

- The committee received information and made comments on the proposed mooring project that would place mooring buoys in the harbor east and west of the Belmont pier, and on the lee side of Island White. Of primary importance was the need to include at-boat pump out services to ensure that moored boats did not contribute to water pollution.

Fencing Project at Marine Stadium

- Committee was apprised of the fence controversy at Marine Stadium between residents that desired a new and more attractive fence between their homes and Marine Stadium and those residents that desired to have the existing fence removed and not replaced. Committee members had the opportunity to give input on the surveys distributed to the Marine Stadium residents and to discuss results. In addition, some committee members attended the neighborhood meeting where Marine Stadium residents and other interested parties discussed the pros and cons of the fencing project.

Slip Vacancies in Long Beach Marinas and Waiting List for Available Slips

- Committee reviewed on a monthly basis the number of vacant slips in the various Long Beach marinas along with the waiting list for these slips. Suggestions were made on ways to fill the vacant slips more quickly and also reduce the number of boat owners waiting for a slip. Committee focused on the fact that marina revenue would be increased and customer satisfaction would be enhanced.

Appeals by Boat Owners

- Committee was apprised of appeals from boat owners dissatisfied with legitimate actions taken by the Marine Bureau. Committee was provided with background information in preparation for hearings conducted in front of the full Marine Advisory Commission.

Marina Re-Build

- The committee continued to follow the completion of the Shoreline and Rainbow Marinas, and preparation for the re-build in the Alamitos Bay Marina.

Facilities Committee

The Facilities Committee met every month that a Commission meeting took place. Throughout the year, the Committee followed the progress of a variety of projects. In particular, the Committee has closely followed the progress of several capital improvement projects including:

- Completion of the Rebuild of the Downtown Marinas
- Planned Rebuild of the Alamitos Bay Marina
- Belmont Beach Mooring Project
- Aqualink Dock Development
- Belmont Pool Refurbishment
- 61st Seawall Repair
- Bluff Erosion Mitigation
- Beach Erosion Mitigation
- Marine Stadium and Davies Launch Ramp Improvements
- Aqualink Dock Improvements

The Committee continues to hold the strong belief that continued waterfront development is a necessity, but is adamant that traffic flows and marina parking must not be adversely affected by any waterfront development.

Finance and Information Committee

During FY2007 the Finance Committee continued to monitor and analyze financial performance for the three budget areas. An increasing emphasis was placed upon examining overall performance of the three Tidelands reporting areas so that actual performance could be separated from funds transfers.

In the main, department budget targets were met without jeopardizing physical performance. The Maintenance Department struggled with a greatly deteriorated physical plant in the form of the Alamitos Bay Marina, balancing the necessity for ongoing functionality against the costs of maintaining a facility scheduled for total replacement over the next seven years.

Relief from heavy maintenance expenditures at Shoreline Marina is anticipated but not yet documented. Finance, in conjunction with Facilities and Infrastructure Committee, will continue to press for separate maintenance accounting for maintenance costs in the two marinas.

FY2008 is the final hiatus year before implementing the 'square foot' slip fee determination method for FY 2009. The Finance Committee will be working closely with Marine Bureau staff to establish the necessary parameters to initiate the system. These inputs include marina costs to be recovered, size mix of slips during and after the rebuild process, vacancy rates and determination of rentable marina area. By its nature, the new system will cause some shifting of marina expense from smaller to larger vessels, but this is not expected to be a severe burden, and does represent a more fair allocation of marina resources, a major rationale for its design.

Communication with boat owner clients will be an important aspect of introducing the new system. A major conceptual change will be that of introducing the fixed price slip, with monthly fee set by the size of the 'standard slip' rather than by the length of the vessel assigned to it. Boat owners and marina management alike should welcome the elimination of measurement issues and the absolute predictability of revenue streams. A smooth transition will be facilitated by instructional publicity during the months leading up to the target date of October 2008. In this, Finance will work closely with marina management as requested.

Finance will continue to monitor all aspects of marina and marine revenue and expense streams, and to aid in fine tuning the new fee system as needed.

As the planning and construction of the Alamitos Bay Marina rebuild progresses, Finance can be expected to play a strong monitoring role, and will work closely with marina management in this regard. The rebuild will be a financially challenging process carried out over a long period, and financial reporting a necessary adjunct to responsible management of the project.

2007 MARINE ADVISORY COMMISSION OBSERVATIONS

The Marine Advisory Commission (MAC) met monthly (except December) over the past year. The MAC is frequently attended by area residents with an interest in issues that impact the beaches, the marinas, and the housing communities surrounding these areas.

The MAC has provided an opportunity for residents to voice their positions on agenda items on which the Commission is making recommendations to the City and Marine Bureau. For marina slip permittees, the MAC has provided an appeal mechanism for decisions of the Marine Bureau against the permittee.

The MAC has been diligent in its efforts to gain community input on the fence controversy at Marine Stadium between residents that desired a new and more attractive fence between their homes and Marine Stadium and those residents that desired to have the existing fence removed and not replaced. Committee members had the opportunity to give input on the survey and re-survey distributed to the Marine Stadium residents, and to discuss results.

The MAC has followed the completion of the Shoreline and Rainbow Marinas, and the preparation for the re-build of the Alamitos Bay Marina. It has made recommendations for maintenance of both the new marinas as well as required maintenance for the Alamitos Bay Marina. The MAC is regularly apprised of the maintenance efforts by the City.

The MAC supported the proposed mooring project that would place mooring buoys in the harbor east and west of the Belmont Veteran's Memorial Pier, and on the lee side of Island White. Of primary importance was the need to include at-boat pump out services to ensure that moored boats did not contribute to water pollution—an expressed concern of area residents.

The MAC has regularly reviewed the number of vacant slips in the various Long Beach marinas along with the waiting list for these slips. The MAC worked with the Marine Bureau to develop efficient and aggressive, yet fair, procedures with which to fill empty slips, and it was pleased to note that the number of slip vacancies has diminished as well as the length of the waiting list.

As stated in the MAC Report last year, the Commission worked diligently on the development of a Marina Slip Pricing Policy, which was unanimously supported by the MAC. This policy recommends a full cost-recovery model for slip fees in the marina. In addition, it is based on a square-footage fee model, whereby slips are priced based on their square footage of water used, which brings equity to the slip pricing methodology. This policy was not used

to set slip fees in 2008, because marina costs were too high. However, costs in 2009 are expected to decline based on the retirement of debt for the Downtown Marinas, and therefore the Policy should be implemented in 2009. The MAC receives monthly reports from the Police and Fire Departments, and strives to make recommendations to the Marine Bureau that enable these departments to respond effectively to incidences. As an example, Police and Fire reported having difficulty determining the exact location of 911 calls on the beach or in the marinas. The situation was improved by recommending that large numbers be placed on bathroom facilities in order that the 911 caller and City response teams could identify the location.

Commissioners have taken their positions on the MAC seriously and believe they provide an important forum for beach and waterway issues to be discussed before they are enacted upon or placed on a City Council agenda. MAC Commissioners would like the City of Long Beach, the Department of Parks and Recreation, and the Marine Bureau to continue to solicit discussion and recommendations from this advisory committee, and trusts that rumors to disband the MAC, or reduce its scope, are not accurate.

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 3,844 boat slips -- The largest municipally operated marina system in the nation (Alamitos Bay Marina, Shoreline Marina and Rainbow Marina).
- Rainbow Harbor, with a combined 2,100 feet of commercial dock space
- Marine Stadium (rowing, water-skiing and special event facility north of Alamitos Bay)
- Rainbow Lagoon (non-swimming recreation lagoon adjacent to the Hyatt Hotel in Downtown)
- Colorado Lagoon (swimming recreational lagoon north of Marine Stadium)
- Leeway Sailing Center
- Belmont Veterans Memorial Pier
- Belmont Pool

DEPARTMENT PREAMBLE

The financing of capital items in the Tidelands areas continues to be a top concern of the Commission.

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:

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.

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.