

RESOLUTION NO. 2013-23

RESOLUTION BY THE FINANCE AND HUMAN RESOURCES COMMITTEE AUTHORIZING THE COUNTY TO HIRE CONSULTANT TO ASSIST WITH PLAN TO IMPROVE MARINA OPERATIONS

To the Honorable Members of the Racine County Board of Supervisors:

BE IT RESOLVED by the Racine County Board of Supervisors that an agreement with Siegel-Gallagher Management Company as consultant on Reef Point Marina operations matters during the 2013 boating season for an amount that is set out in the fiscal note, set out in "Exhibit A" attached hereto and incorporated herein, is authorized and approved.

BE IT FURTHER RESOLVED by the Racine County Board of Supervisors that the final contract with Siegel-Gallagher ("SGMC") shall include the following deliverables:

STAFFING:

SGMC will recruit, interview, and provide recommendations to County for the hiring of a Harbor Manager. Once hired, SGMC will train and develop the Manager on behalf of Racine County. SGMC will complete a study of all operational workflows, recommend proper staffing levels, and develop job descriptions for each approved position.

OPERATIONS:

SGMC will design a standard operating procedures and best practices manual that can be implemented to ensure the premises, buildings and grounds are maintained in a safe, clean, well groomed manner, and compliant with Wisconsin Clean Marina Standards.

MARKETING:

SGMC will develop, design and implement a year-round marketing plan that includes developing a new website that identifies the target market, increases brand awareness, and provides increased revenue opportunities.

COMMUNITY OUTREACH:

SGMC will create a sense of community within the marina, while promoting downtown Racine as a destination. SGMC will connect the Reef Point Marina experience with the downtown Racine and lakefront amenities and activities.

MASTER PLANNING:

SGMC will develop a cohesive short term/long term asset management plan that maximizes marina value.

BE IT FURTHER RESOLVED by the Racine County Board of Supervisors that all agreements shall incorporate such terms and conditions as the Corporation Counsel and the Finance Director deem necessary to further the intent of this resolution.

BE IF FURTHER RESOLVED by the Racine County Board of Supervisors that any two of the County Executive, the County Board Chairman and/or the County Clerk are hereby authorized to execute any contracts, agreements or other documents necessary to carry out the intent of this resolution.

Respectfully submitted,

1st Reading _____

FINANCE AND HUMAN RESOURCES COMMITTEE

2nd Reading _____

BOARD ACTION

Robert N. Miller, Chairman

Adopted _____

For _____

1 Resolution No. 2013-23

2 Page Two

3

4 Against _____

Q.A. Shakoor, II, Vice-Chairman

5 Absent _____

6

7 VOTE REQUIRED: Majority

Thomas Pringle, Secretary

8

9 Prepared by:
10 Corporation Counsel

Gilbert Bakke

11

12

Donnie Snow

13

14

15

16

John A. Wisch

17

18

19

Jeff Halbach

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

The foregoing legislation adopted by the County Board of Supervisors of Racine County, Wisconsin, is hereby:

Approved: _____

Vetoed: _____

Date: _____,

James A. Ladwig, County Executive

INFORMATION ONLY

WHEREAS, Reef Point Marina operation was split between Edgewater Marina Management, LLC and the Racine County Public Works and Development Services Department ("PWDS") during the 2012 boating season; and

WHEREAS, Reef Point Marina realized a profit in 2012 of approximately \$400,000.00; and

WHEREAS, the PWDS is operating Reef Point Marina in 2013 with a combination of County and contracted staff, and support from other departments as well as a myriad of outside contractors; and

WHEREAS, specificity and expertise involving property and tenant management, marketing, process engineering, staffing organization and systems mapping is required more than there are internal resources currently available to support and grow the Reef Point Marina enterprise; and

WHEREAS, PWDS, and other contributing departments, would benefit from the advice and direction of management consultants that are experts in areas relevant to Reef Point Marina operations, and that such benefits will increase operational efficiencies and maximize opportunities for business growth.

EXHIBIT "A"

The Contract with Siegel-Gallager (SGMC) is not to exceed \$85,000.

FINANCE COMMITTEE RECOMMENDATION

After reviewing the Resolution/Ordinance and fiscal information supplied, your Finance Committee recommends FOR--AGAINST adoption.

REASONS

FOR	AGAINST