

Newburyport Harbor Commission

Harbormaster's Facility

March 6, 2019

Minutes

1. Call to Order

Chair Andrew Casson called a meeting of the Newburyport Harbor Commission to order at 7:03 p.m. In attendance were Andrew Casson, Adam Armstrong, Bob Dow, Jamie Knapp, Justin Dutcher and Jay Lesynski. Ron Thurlow, Chris Kealey and Dan May were absent.

2. Minutes

Bob Dow moved to approve the minutes of the February 6, 2019, meeting as submitted. Jamie Knapp seconded the motion. The motion was unanimously approved.

3. House Float Ordinance

The draft ordinance is still in the City Council public safety subcommittee. Some councilors would like legal language to be added. Pending approval by the mayor, the document will be sent to the City's solicitor for review.

4. Waterfront Marketing

George Sass of Grand Banks Yachts and Jay Stockmann of Hinckley Yachts described the ways Newburyport could be promoted as a boating community. They developed a full-scale marketing strategy from which members could select the elements that might be feasible for the Commission. A public relations campaign could include a weekend event with donated boats, a cruising guide, a YouTube video on navigating the mouth of the river, a website with content such as a photo contest to create social engagement and a 12-month calendar of events. Lists for digital marketing could be purchased to create brand awareness. A small public relations firm could be put on retainer. It was estimated that a budget of \$75,000 might be necessary for the first year. This would include \$25,000 for media and \$25,000 for public relations. The budget might be increased for the second year and subsequently decreased to a maintenance level. The Commission might wish to partner with the Chamber for some marketing efforts. The members will evaluate the budget and determine which short-term actions could be undertaken for the upcoming boating season.

5. Action Committees

The action committee assignments were adjusted.

Dredging: Adam Armstrong, Ron Thurlow, Jay Lesynski

Public Relations/Community Outreach: Chris Kealey, Justin Dutcher

Coast Guard City: Ron Thurlow, Jamie Knapp, Chris Kealey

Waterfront Trust: Bob Dow, Justin Dutcher

6. Dredging

Ron Thurlow attended a MRBA meeting on February 15. The discussion focused on dredging near the *Captain's Lady* to open the channel and depositing the sand on the beach. The issue is complicated because the river is sturgeon habitat. He also attended a meeting on the acquisition of a shared regional dredge.

7. Harbormaster's Report

Paul Hogg reported:

- The docks will be put in the first or second week of April, depending on the weather.
- He is working with the Maritime Museum on the visit of the 100-foot tall ship *Providence* for the Memorial Day weekend
- A \$100,000 grant from the Department of Fish and Game for the Cashman Park parking lot improvements has been confirmed. The work could be coordinated with the DPS to reduce costs.
- The summer jobs have been posted and applications have begun coming in.
- The waterways and moorings permits will be sent out at the end of the month. There were fewer delinquent excise tax bills than in the past.
- A flyer was distributed for the fishing day for kids.
- He is working to repair the floats for Cashman Park.

8. Other Business

Fish Pier Improvements

Ron Thurlow, Bob Dow and Paul Hogg met to discuss comments made by Joe Letourneau at the February 6 meeting on the need for improvements at the fish pier. Not all of the points at that meeting made were accurate. A key code system is in place to ensure that everyone pays for the use of the fish pier. The hoist and chain are new. Paul will have the pivot point greased and a system will be installed for this to be done more easily in the future. The budget includes a line item for the maintenance of the hoist. A sign with rules for the use of the fish pier will be installed. The ordinance will be reviewed with regards to the assignment of the two dock and two mooring spaces.

Upstream Sewage Releases

Mayor Holaday was not able to attend the meeting as anticipated due to illness.

9. Public Comment

None

10. Adjournment

Jamie Knapp moved to adjourn the meeting at 8:18 p.m. Bob Dow seconded the motion. The motion was unanimously approved.