

RESOLUTION NUMBER 20-49

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FORT MYERS BEACH, FLORIDA, ADOPTING THE MOORING FIELD STRATEGIC ACTION PLAN; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, through a strategic planning process the Mooring Field Strategic Action Plan was developed with the participation of the Town Council, AAC, many volunteers, residents, stakeholders and Town staff and

WHEREAS, on October 21, 2020, the Anchorage Advisory Committee (AAC) recommended approval of the Mooring Field Strategic Action Plan to Town Council and

WHEREAS, the Mooring Field Strategic Action Plan will greatly assist the AAC and maritime community to make sound recommendations to Town Council.

NOW, THEREFORE BE IS RESOLVED BY THE TOWN COUNCIL OF FORT MYERS BEACH THAT:

Section 1. The above recitals are true and correct and incorporated herein by this reference.

Section 2. The Mooring Field Strategic Plan, attached hereto as Exhibit "A", is hereby adopted.

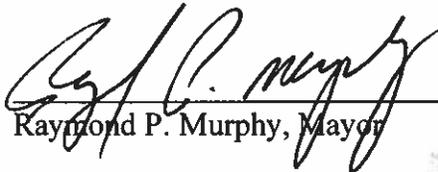
Section 3. This resolution shall take effect immediately upon its adoption by the Town Council of the Town of Fort Myers Beach.

The foregoing Resolution was adopted by the Town Council upon a motion by Vice Mayor Hosafros and seconded by Council Member Allers, and upon being put to a vote, the result was as follows:

Raymond P. Murphy, Mayor	Aye
Rexann Hosafros, Vice Mayor	Aye
Dan Allers, Council Member	Aye
Jim Atterholt, Council Member	Aye
Bill Veach, Council Member	Aye

ADOPTED this 2nd day of November, 2020 by the Town Council of the Town of Fort Myers Beach, Florida.

TOWN OF FORT MYERS BEACH



Raymond P. Murphy, Mayor

ATTEST:



Amy Baker, Deputy Town Clerk

APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE USE AND RELIANCE OF THE TOWN OF FORT MYERS BEACH SOLEY:



John R. Herin, Jr., Town Attorney

This Resolution was filed in the Office of the Town Clerk on this 2 day of November 2020.

Matanzas Harbor Municipal Mooring Field



Strategic Action Plan October 21, 2020

Developed by Mooring Field AAC, Staff, and Stakeholders

MOORING FIELD MISSION Provide a safe and welcoming experience for mariners.	MOORING FIELD VISION To be the preferred mooring destination in Florida.
FMB MOORING FIELD SUCCESS STANDARDS <ul style="list-style-type: none">▪ We provide exceptional customer service in an efficient and knowledgeable manner.▪ We provide an attractive, safe, and comfortable destination.▪ We provide exceptional and well-maintained amenities.▪ We are attracting new customers and retaining repeat customers.▪ We have fluent and open communication between customers, town staff, provider, and AAC.	

Strategic Action Plan
October 21, 2020

CORE FOCUS AREA		STRATEGIC OBJECTIVES			
1. CUSTOMER EXPERIENCE	Short Term Goals	Responsibility	Target Date	Progress Report	
	1. Identify ways to create a positive experience that appeals to all boaters and consider feasibility for implementation.	Randy	3/2021		
	2. Put into practice a system for tracking returning customers that provides data to be used in analysis (including length of stay and time of year).	Randy	5/2021		
	3. Explore the possibility of quick action to separate the restroom from the restroom/shower facilities with current provider.	Provider	2/2021		
	4. Increase hours of operation for restroom facilities.	Provider	2/2021		
	5. Install an ice machine for exclusive use of Mooring Field customers.	Provider	2/2021		
	Long Term Goals				
	6. Develop a process for tracking customer feedback for use in planning and marketing.	Randy	7/2021		
	7. Provide ongoing customer service training specific to the Mooring Field, to all stakeholders and staff.	Randy	01/2022	Continuous	
2. GROWTH / CAPACITY	Short Term Goals	Responsibility	Target Date	Progress Report	
	1. Make recommendation to either provide future services in-house or to continue outsourcing.	PW Direc./Austin	12/2020		
	2. Move forward with plans to expand existing mooring field.	PW Direc./Austin	2/2021		
	3. Work to expand the number of restroom and shower facilities.	PW Direc./Provider	3/2021		
	4. Work to expand dinghy dock capacity.	Austin	6/2021		
	5. Identify an appropriate outdoor congregation space for Mooring Field customers.	PW Direc./Provider	3/2021		
	6. In expansion planning, ensure the Mooring Field can accommodate all vessels (within our legal capability).	CEC/PW Direc.	2/2021		

Long Term Goals		Target Date	Progress Report
7.	Consider the pros and cons of a Ship Store and make a recommendation on whether to pursue.	AAC 3/2021	
8.	Create an appropriate indoor congregation space for Mooring Field customers.	Provider 3/2021	
9.	Increase the occupancy of the Mooring Field to maximize utilization.	Provider 9/2021	
10.	Assess need for staff increases in future initiatives.	PW Dir./Austin 1/2021	
11.	Consider options for Mooring Field vehicle parking spaces.	Randy 8/2021	
12.	Investigate feasibility of adding an anchorage area.	Austin 3/2021	
13.	Continue work to become a designated federal anchorage area.	CEC/PW Direc. 9/2021	
Short Term Goals		Target Date	Progress Report
1.	Create an on-line solution to create efficiency and ease for customers (to include check-in, check-out, waiting list management, and pump out requests).	PW Direc./Austin 2/2022	
2.	Set up a kiosk dedicated to check-ins.	Randy/IT 7/2021	
3.	Create a dedicated website for the Mooring Field.	PIO 6/2021	
4.	Acquire Wi-Fi access for entire area of Mooring Field.	Randy/IT 7/2021	
5.	Create a social media presence to market and inform.	PIO 3/2021	Ongoing
6.	Research best solution to employ sensor notification for tracking mooring ball occupancy.	Randy/IT 4/2021	
7.	Investigate installation of a change machine in the laundromat.	Provider 1/2021	
Long Term Goals		Target Date	Progress Report
8.	Install Key Card technology for use of bath/shower facilities.	PW Direc./IT 7/2021	
9.	Create a FMB Mooring Field app for use by customers.	PIO 8/2021	

3. TECHNOLOGY IMPROVEMENTS

4. SAFETY AND SECURITY	Short Term Goals	Responsibility	Target Date	Progress Report
	1. Implement fender improvements at dinghy dock.	Austin	2/2021	
	2. Install security cameras at dinghy dock and restroom entrances.	PW Director	4/2021	
	3. Ensure restroom/shower facilities are meeting maintenance standards for customer safety.	Austin/Provider	3/2021	
	4. Meet with law enforcement to agree on proactive measures that includes flow of information to assist in ensuring safety and security.	Austin/Provider	1/2021	
	5. Improve the lighting and the dinghy dock and all usage areas.	PW Director	12/2021	
	Long Term Goals			
	6.			
5. COMMUNICATION	Short Term Goals	Responsibility	Target Date	Progress Report
	1. Enhance communication to customers.	Provider	2/2021	
	2. Improve communication between provider and staff.	Austin	12/2020	
	3. Define a process for regular and specific updates between the AAC and Town Council.	AAC/Liaison	1/2021	
	4. Define a process for regular and specific budget reports from staff to AAC (including the State Report).	Finance	3/2021	
	5. Develop a fully implementable marketing plan.	PIO/PW Direc.	10/2021	
	6. Investigate feasibility and value of conducting a weekly meet and greet for customers.	Provider	12/2020	
	7. Create a verbal communication log for use in following up on shared information from customers.	Provider	2/2021	
	8. Create a center for communication of rules, events, plans, and other information of interest to customers (signages).	Austin	3/2021	
	Long Term Goals			
	9. Include ability on dedicated website (not yet built) to receive anonymous communication from customers.	PIO	5/2021	
	10. Ensure there is fluent and open communication between customers, Town Council, Town Staff, provider, and AAC.	PW Director	10/2022	