

COMMITTEE MEETING REPORT

San Mateo County Harbor District

Marketing and Promotions Committee

Meeting Date: **Wed. May 29, 2013**

Time: 6:00pm – 7:30pm

Location: Half Moon Bay Yacht Club

Meeting was Co-Chaired by Commissioner Bernardo and Commissioner Brennan

Goals of Marketing and Promotions Committee:

- Public Outreach
- Education
- Soliciting Community Feedback
- Government Transparency

Meeting was attended by:

- Pillar Point Harbor restaurant owner
- Boat owners with slips at Oyster Point Marina and Pillar Point Harbor
- Half Moon Bay Coastside Chamber of Commerce members
- Redwood City business owners
- Coastside Business owners from Princeton, El Granada, Moss Beach, and Half Moon Bay
- Midcoast Community Council members
- Half Moon Bay Yacht Club member
- San Mateo Association of Realtors (SAMCAR) member
- Sierra Club members

The committee meeting focused on the San Mateo County Harbor District website.

People attending the meeting spoke about how they currently use the San Mateo County Harbor District website and what features would be useful when a new website is designed.

Public feedback included the following:

- Central navigation with dropdown menus is preferred.
 - Example: <http://www.portseattle.org>
- Agendas, board packets, minutes and links to the corresponding meeting videos should be on the same page.
 - Example:
<http://www.portseattle.org/About/Commission/Meetings/Pages/default.aspx>
- Calendar that includes links to info about board meetings, committee meetings and events with permits.
 - Example 1: <http://www.redwoodcity.org/calendar/>
 - Example 2: <http://www.midcoastcommunitycouncil.org/calendar/>

Public feedback continued:

- Key word search feature on main page, in easy to find location.
 - Documents should be searchable
- Paperless online bill pay that accepts credit card payments for slips, activity permits, etc.
 - Monterey Harbor recently implemented online bill pay and it's a big success. It reduces staff time and improves cash flow.
- Maps of both harbors that include location and info/links:
 - Harbor Masters office
 - Boat launch ramps
 - Public restrooms
 - Ferry Terminal
 - Visitor dock
 - Bay Trail, Coastal Trail and West Shoreline Access Trail
 - Human powered boat rental and storage
 - Yacht Clubs
 - Pump out station, fuel dock, fish cleaning station, fishing piers
 - Businesses on Harbor District property
- Environmental information/links and searchable documents
 - San Mateo County beach closer info and water quality test results
 - Resource Conservation District water quality studies
 - Erosion studies, reports and sand replenishment
 - Dredging plans
 - Sea level rise projections for both OPM and PPH, include links to maps
 - Clean Marinas Program and oil spill prevention
- Emergency information
 - Whom to contact in the event of an emergency
 - Earthquake and tsunami preparedness, nearest evacuation sites
 - Oil spill prevention
- Contact info
 - Email links for staff and commissioners
- Mobile site
 - Easy to navigate
- Forms
 - Email list form that includes option to specify the type of info requested; such as meeting agendas, lean sales, news & special event blasts.
 - Permit forms and other types of forms. (Example: slip lease, activity permit, etc.)
- Oyster Point Marina Ferry Service info/links
- Fish sales info/links
 - Fish line app
 - Fishphone number

Social media was discussed and everyone agreed that a new website should be the current priority.

- Twitter could be useful now in a limited capacity, social media will be discussed further at a future meeting.

ACTION ITEMS

1. The committee would like to meet with the Harbor District staff to discuss the new website.
2. The committee co-chairs will work with staff to set time and date for the next committee meeting.
3. The committee would like board approval to changing the name of the committee from the Marketing and Promotions Committee to the Communications Committee.