

To: The Strategic Planning Workshop of the San Mateo County Harbor District
From: TJ Glauthier
Date: June 6, 2019
RE: Suggested Revised Mission Statement

In the event that I cannot be present for the discussion of the Mission Statement, I would like to suggest the following revision to the current statement.

Mission:

“Providing the public and the fishing industry with world class marinas and services”

Rationale

I believe this is a stronger and broader statement than the current one, and more accurately describes what the Board intends to convey, for the following reasons:

1. It implicitly includes the adjectives in the present Mission Statement, because In order to be “world class”, the marinas must be “clean, safe, well-managed, financially sound and environmentally pleasant”
2. This formulation is broader by recognizing the fishing industry as an important constituency
3. The “world class” phrasing also implies additional services for the public that the Board has recognized as important, such as “waterfront recreation opportunities” and making the marinas “popular destinations for boaters, tourists and residents”
4. Finally, this wording also implies, to me at least, the importance of doing what the District can, within its limits, to help maintain a thriving, successful commercial fishing fleet and to provide “services” that help serve that purpose