



CITY OF MORRO BAY HARBOR ADVISORY BOARD A G E N D A

*The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life.
The City shall be committed to this purpose and will provide a level of municipal service and safety
consistent with and responsive to the needs of the public.*

**Regular Meeting - Thursday, February 6, 2014
Veteran's Memorial Building - 6:00 P.M.
209 Surf Street, Morro Bay, CA**

Jeff Eckles, Chair	Waterfront Leaseholders
Bill Luffee, Vice-Chair	Marine Oriented Business
Alan Alward	Morro Bay Commercial Fishermen's Organization
Dana McClish	Recreational Boating
Gene Doughty	South Bay/Los Osos
Lynn Meissen	Member at Large
Ron Reisner	Member at Large
Tom Hafer	Alternate to Alan Alward (MBCFO)
Joe Conchelos	Alternate to Alan Alward (MBCFO)

ESTABLISH QUORUM AND CALL TO ORDER

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

CHAIR AND ADVISORY BOARD MEMBER ANNOUNCEMENTS & PRESENTATIONS

PUBLIC COMMENT PERIOD

Members of the audience wishing to address the Commission on City business matters other than scheduled items may do so at this time. To increase the effectiveness of the Public Comment Period, the following rules shall be followed:

- When recognized by the Chair, please come forward to the podium and state your name and address for the record. Commission meetings are audio and video recorded and this information is voluntary and desired for the preparation of minutes.
- Comments are to be limited to three minutes.
- All remarks shall be addressed to the Commission, as a whole, and not to any individual member thereof.
- The Commission respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commission and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the Commission to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Your participation in Commission meetings is welcome and your courtesy will be appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Harbor Department's Office Assistant at (805) 772-6254. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CONSENT CALENDAR

- A-1 Approval of Minutes from Harbor Advisory Board meeting held on December 5, 2013
Staff Recommendation: Approve minutes.

B. PUBLIC HEARINGS, REPORTS, AND APPEARANCES

- B-1 Harbor Department Status Report
Staff Recommendation: Receive and file.
- B-2 Presentation of the Draft Morro Bay Fishing Community Sustainability Plan for Harbor Advisory Board Review and Recommendations
Staff Recommendation: That the Harbor Advisory Board hold a public hearing and make recommendations to the City Council.
- B-3 Presentation on the Morro Bay Quota Fund
Staff Recommendation: Receive presentation.
- B-4 Presentation by the Central California Seafood Marketing Association
Staff Recommendation: Receive presentation.
- B-5 Presentation on the FishLine Seafood App
Staff Recommendation: Receive presentation.

C. UNFINISHED BUSINESS

- C-1 Update from Boatyard/Haulout Ad-Hoc Committee on Committee's Recent Activities
Staff Recommendation: Receive update.

D. NEW BUSINESS

- D-1 Election of Harbor Advisory Board Chair and Vice Chair
Staff Recommendation: Elect a Chair and Vice Chair

E. DECLARATION OF FUTURE AGENDA ITEMS

F. ADJOURNMENT

This agenda is subject to amendment up to 72 hours prior to the date and time set for the meeting. Please refer to the agenda posted at the Morro Bay Harbor Department, 1275 Embarcadero, for any revisions or call the department at 772-6254 for further information.

Materials related to an item on this Agenda are available for public inspection during normal business hours at the Harbor Department and at Mill's/ASAP, 495 Morro Bay Boulevard, or online at www.morro-bay.ca.us. Materials related to an item on this Agenda submitted to the Board after publication of the Agenda packet are available for inspection at the Harbor Department during normal business hours or at the scheduled meeting.

CITY OF MORRO BAY

HARBOR ADVISORY BOARD

SYNOPSIS MINUTES

The regular meeting of the City of Morro Bay Harbor Advisory Board was held Thursday, December 5, 2013 at 6:00 PM in the Veteran's Hall, 209 Surf ST, Morro Bay, California.

ESTABLISH QUORUM AND CALL TO ORDER

Present: Members: Gene Doughty
 Jeff Eckles
 Bill Luffee
 Dana McClish
 Lynn Meissen
 Jim Phillips
 (Vacant Seat)
 Staff: Eric Endersby, Harbor Director
 Polly Curtis, Office Assistant

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

CHAIR AND ADVISORY BOARD MEMBER ANNOUNCEMENTS & PRESENTATIONS

Mr. Phillips said it is his intent not to continue as a member of the Harbor Advisory Board after tonight's meeting. He said he encourages anyone who has an interest in boats, fishing, or the harbor to contact the City clerk and apply for a seat on the Board. Mr. Phillips thanked the Harbor office staff and his colleagues on the Board.

Mr. McClish thanked Mr. Phillips for his excellent service on the Board. Mr. McClish said members of the Boatyard/Haulout Subcommittee met recently and discussed possible locations, as well as Travel Lift locations, costs and size, agreeing that a 100-ton lift would be the best choice. He said the Subcommittee will make a presentation to the Board early next year.

Chair Eckles said the annual Lighted Boat Parade, sponsored this year by the Rotary Club, will take place this Saturday, December 7th at 6:30 on the waterfront, weather permitting. He said since the next Board meeting will not take place until next year, he would like to wish everyone a merry Christmas, happy new year and happy holidays. He also requested the public to email or contact any Board member with issues regarding the Morro Bay harbor.

Ms. Meissen said winter truly seems to be here as there were several boat incidents during the recent strong winds. She reminded all boaters to check their lines to be sure there is no chaffing, and to make everything secure.

PUBLIC COMMENT

Mr. Jeremiah O'Brien thanked Mr. Phillips for his many years of good service on the Board, and hoped he would reconsider and return again next year.

A. CONSENT CALENDAR

A-1 MINUTES

Mr. McClish requested an addition to Agenda Item C-1, saying Mr. Gillen had stated the need for an electrical utilities upgrade on the shore side of the docks at the State Park Marina.

Mr. Luffee moved the November 7, 2013 Harbor Advisory Board minutes be approved with the requested changes made. The Motion was seconded by Mr. McClish and carried unanimously.

B. PUBLIC HEARINGS

B-1 Harbor Department Status Report

Mr. Endersby briefed the Board on the following topics:

New Harbor Patrol Vessel and Fire Pump

North T-Pier Maintenance and Repair Project

Lease Site News:

Morro Bay Aquarium

Events:

Outstanding in the Field November 3

Lighted Boat Parade December 7

Waterfowl Hunting Season

Dive Cleanup at N T-Pier

Coast Guard Building Status

Vessel Fire on S T-Pier: Point Estero Electrical Fire

State Lands Commission and Morro Bay Tidelands Lease Issues

City Council:

Consideration of HAB By-Laws Changes

Allowing Commercial Fishermen to Alternate Qualified Vessels in Slip

Discussion by the Board and Mr. Endersby on Tidelands Trust Enterprise Zone; the power plant intake building being private property; the Coast Guard building project deadline; and that the HAB should be involved in discussions on the Coast Guard building project.

Mayor Irons responded to the Board's questions regarding the process by the Coast Guard contacting City staff on the building proposal. He reviewed the timeline, saying the Coast Guard does have a deadline for the project, and were requesting their proposal be expedited.

Continued discussion by the Board, Mr. Endersby, and Mayor Irons on the Coast Guard building proposal and the conflict with the areas of interest being the same as possible locations for the future Boat Yard/Haul Out. Board members expressed concerns that this proposal had not been brought to the Board, as the By-Laws show this is exactly why the Board exists.

D. NEW BUSINESS

D-1 Request for Proposals Review and Evaluation of Proposal Received from Virg's Sportfishing to Develop Currently Vacant Lease Site 107W-108W

Mr. Endersby reviewed the RFP, saying there was only one proposal. He said he agendaized this item so the Board could make a recommendation to Council. Mr. Endersby said staff deemed the proposal worthy, but is requesting the Board to use the evaluation sheets and grade the proposal. He introduced Ms. Cathy Novak, the consulting representative for Ms. Sharon Moores.

Ms. Cathy Novak reviewed the background of Ms. Moores and the history of Virg's Sportfishing in Morro Bay. She described the details of the proposal for the project for Lease Site 107W-108W, and reviewed the checklist and evaluation form for the Board, saying Ms. Moores is requesting a 50-year lease.

Discussion by the Board with Ms. Novak on compliance with Measure D; the number of slips to be built; parking space calculations and dockage space; the possibility of adjusting the lease line by 5-feet which could allow space for a Travel Lift; the question of docking space for fishing vessels at the hoist; and the possibility of moving the hoist to the North T-Pier.

Chair Eckles opened the item for public comment.

Mr. Jeremiah O'Brien said he will present the details from the Morro Bay Commercial Fisherman's Organization (MBCFO) Directors' meeting to the Board at a future Harbor Advisory Board meeting, and said the MBCFO welcomes a new building in the empty lease site. He said Virg's does deserve a new home back on the waterfront.

Mr. Alan Alward, Director of the MBCFO and owner of the 57' commercial fishing vessel Longfin, raised concerns about large vessels being able to dock under the hoist. He said local fishermen would like to see in advance what the proposed space would be physically, on the water. Mr. Endersby and Ms. Novak said they can place buoys at the proposed location and contact Mr. Alward and other fishermen to bring their vessels to the hoist as a test for docking space.

The Board then discussed the evaluation form checklist, "**Selection Methodology**," commenting at a few of the following key points:

Overall Quality of Design and Benefit to Public: The Board questioned the length of the gangway being too short at 24-feet, and that it should be 50-feet long; and about the type of flooring topping the pilings. The Board commented on the benefit to the public of another accessible restroom on the Embarcadero.

Development Constraints on Embarcadero: The Board commented that the applicant should receive legal opinion on this project qualifying under Measure D.

Proposed Lease Terms: The Board asked Mr. Endersby to review the process for determining lease terms and the timeframe for when a lease agreement actually begins. Mr. Endersby described the process and terms of leases, saying it is generally predicated on the level of investment, and that the timeline is laid out in each individual agreement.

"Green" and/or "LEED" building features . . . energy and water use: The Board raised questions on sea otter habitat and eelgrass mitigation.

Overall Qualifications and Experience: The Board noted that the applicant has many years of local experience, and that local architects are being used.

Motion: Mr. Doughty moved that the Harbor Advisory Board recommend approval of the Request for Proposal for Virg's Sportfishing on Lease Site 107W-108W as submitted. The Motion was seconded by Mr. McClish and carried unanimously.

D-2 Cancellation of January, 2014 Harbor Advisory Board Meeting

Motion: Mr. Phillips moved that the January 2014 Harbor Advisory Board meeting be cancelled. The Motion was seconded by Ms. Meissen and carried unanimously.

Chair Eckles said he appreciated the service of Mr. Phillips on the Harbor Advisory Board, and as this would be his last Motion as an active Board member, Chair Eckles led a round of applause for Mr. Phillips.

E. DECLARATION OF FUTURE AGENDA ITEMS

Discussion by the Board on having input on the Coast Guard building proposal.

Future:

Boatyard/Haulout Subcommittee Report
Morro Bay Community Quota Fund Update by Rick Algert
Central California Seafood Marketing Association by John Griesser
State Park Marina, Result of City Council Meeting
Harbor Advisory Board By-Laws Changes, Result of City Council Meeting
Coast Guard Building Location Plans
Marine Mammal Center Informational Report
Review of Liveboard Ordinance Regarding Marine Surveyor Certification and Standardization of Liveboard Permit Inspections

F. ADJOURNMENT

This meeting was adjourned at 7:55 PM.

Submitted by,



Polly Curtis
Harbor Department



AGENDA NO: B-1

MEETING DATE: February 6, 2014

Staff Report

TO: Harbor Advisory Board

DATE: January 30, 2014

FROM: Eric Endersby, Harbor Director

SUBJECT: Harbor Department Status Report

RECOMMENDATION

Receive and file.

DISCUSSION

New Harbor Patrol Vessel: As of this writing, the new vessel is set for final sea trials on Tuesday, February 4 in Santa Barbara. We are anticipating a favorable verbal update for this meeting.

North T-Pier Maintenance & Repair: At their January 28 meeting, the City Council awarded the North T-Pier Maintenance and Repair bid contract to Associated Pacific Constructors of Morro Bay. Their base bid amount was \$532,500, with the next lowest bidder being Cushman Contracting of Goleta at \$998,300. The Engineer's Estimate was \$429,670. Construction is expected to begin in late spring, depending largely on materials ordering lead times.

Lease News: Bay Front Marina, Lease Site 30W-33W; at their January 28 meeting, the City Council awarded a new 20-year lease to Bruce Foster and Dean Marchant, with a 20-year option to extend.

Salt Building, Lease Site 65-66/65W-66W; construction has begun on improvements to that site that include new eight-foot front sidewalks, trash enclosure setback from the sidewalk, and construction of the water-side Harborwalk.

La Roche, Lease Site 67/67W and Harbor Front Suites, Lease Site 68/68W; final occupancy permits for the vacation/hotel units and the dock were issued for these mirror-twin lease sites between the Salt Building and Aquarium that were under construction for the past year. These sites saw total demolition and rebuilding, including addition of the Harborwalk and new vessel side-tie.

Prepared By: EE

Dept. Review: EE

Grants: The City Council recently accepted three grants from the California Division of Boating and Waterways. A \$9,000 grant under the Abandoned Watercraft Abatement Fund (AWAF) and a \$5,000 grant under the Vessel Turn-In Program (VTIP) were accepted for derelict and abandoned vessel abatement and demolition, while an \$11,000 grant under the Boating Safety and Enforcement program was accepted to purchase a new trailer for our new 29-foot Harbor Patrol vessel pending delivery.

Events: Polar Bear Dip; once again the Morro Bay Harbor Patrol and Lifeguards participated in the multi-agency event to provide water safety services to the annual Polar Bear Dip at the Cayucos pier. The event was well attended again this year due to favorable weather and surf, however no incidents were reported. This event serves as a valuable training tool for multi-agency incident logistics.

On Patrol: Although not involving the Harbor Patrol, another Mexican drug smuggling panga was found in Estero Bay waters in the open bluffs area north of Cayucos on January 15th. Approximately 4000 pounds of marijuana were recovered. This was the 11th known landing in the area. Although there is a substantial law enforcement network engaged in attempting to intercept and stop this activity, pangas continue to ply this coast and the public should take great caution if one of these vessels is seen or located. If seen, local law enforcement or 911 should be dialed immediately, and under no circumstances should the public attempt to approach these craft or anybody involved with them if found on the beach or seen on the water.

In early January a citizen was up on the north jetty sightseeing during a large swell and was knocked down by a large wave as he had gotten too close. He suffered a compound fracture of a lower leg in addition to internal injuries as he was knocked-about the boulders. The public is gravely reminded that jetties and rocks are no place to try to get an up-close view of any surf, particularly large winter swells, because PREVIOUSLY DRY AREAS CAN BE SWEEPED BY WAVES WITHOUT NOTICE. Often times, sets of large waves can be 10-15 minutes apart, and even longer, and an area that may appear safe can become an inescapable death zone in seconds. NEVER TURN YOUR BACK ON THE OCEAN.

Drought: On January 17, 2014 Governor Jerry Brown officially declared a state drought emergency. On January 28, 2014 the Morro Bay City Council enacted Severely Restricted Water Supply Conditions due to the continued drought and status of Morro Bay's water supplies. With this tier of water conservation irrigation of public and private landscaping is only permitted on Tuesdays and Saturdays for odd-numbered property addresses, and on Wednesdays and Sundays for even-numbered property addresses. No potable water shall be used for cleaning or rinsing docks, boats and other marine facilities, driveways, patios, parking lots, sidewalks and other hardscapes. Washing of cars by use of a hose is prohibited, however use of a bucket to wash a car is permitted subject to non-wasteful applications. Restaurants are not to provide water unless requested. The City is asking for the public's help to conserve water and thanks the public in advance for their efforts.



AGENDA NO: B-2

MEETING DATE: February 6, 2014

Staff Report

TO: Harbor Advisory Board **DATE:** January 29, 2014

FROM: Eric Endersby, Harbor Director

SUBJECT: Presentation of the Draft Morro Bay Fishing Community Sustainability Plan for Harbor Advisory Board Review and Recommendations

RECOMMENDATION

That the Harbor Advisory Board (HAB) hold a public hearing on the draft Morro Bay Fishing Community Sustainability Plan (Plan), comment and make recommendations to the City Council to accept the plan and to direct staff to implement Plan recommendations as priorities, funding and staff resources allow.

BACKGROUND

On June 12, 2012 the Morro Bay City Council approved and authorized execution of a grant agreement with the National Fish and Wildlife Foundation (NFWF) for \$135,000 to complete Fishing Community Sustainability Plans for the Cities of Monterey and Morro Bay and to support development of Community Fishing associations in those Cities.

In August 2012 the City engaged Lisa Wise Consulting (LWC) to complete the Plans in Monterey and Morro Bay. The Monterey plan was prioritized, and was approved by the Monterey City Council in September 2013. The City of Morro Bay plan process was initiated with a public hearing in January, 2013. LWC worked on a baseline conditions assessment and conducted stakeholder interviews through much of 2013, and has recently completed the Recommendations section of the report.

DISCUSSION

This hearing is to present the Public Comment version of the Plan for review and comment. There will be a 15 to 20 minute presentation, after which City and LWC staff will answer questions and receive comments. Written comments will be accepted on the public draft through March 1, 2014, and those comments will be assimilated as appropriate into the final version of the Plan that will be presented to the City Council in March, 2014. The City Council will be asked to accept the Plan and to direct staff to implement recommendations as prioritized by the Council as funding/staff resources allow.

Prepared By: EE

Dept. Review: EE

The Executive Summary and Recommendations section of the Plan are included with this staff report. The complete Plan will be available for review online at the City's website, www.morrobay.ca.us, on the Harbor Department's page in the Commercial Fishing Corner left-side tab, and in printed form at the Harbor office at 1275 Embarcadero.



Photo Courtesy of Charles Nadeau

CITY OF MORRO BAY FISHING COMMUNITY SUSTAINABILITY PLAN

PUBLIC REVIEW DRAFT | January 2014

Prepared by:
Lisa Wise Consulting, Inc.

EXECUTIVE SUMMARY

In May of 2012, the City of Morro Bay was awarded a National Fish and Wildlife Foundation (NFWF) grant to develop Community Sustainability Plans (CSP) for the City of Morro Bay and the City of Monterey. The NFWF Fisheries Innovation Fund grant provided funds for these two communities to consider the economic, social and environmental implications of their fishing industries and working waterfronts.

CSPs are cited in the Magnuson Stevens Fishery Conservation and Management Act (MSA) as a requirement for communities that wish to remain eligible to participate in programs such as Individual Transferable Quota (ITQ) that was instituted in the federal groundfish fishery in 2011. The MSA is the overriding law for all federal fisheries in the U.S. This CSP is seen by leaders in Morro Bay as an opportunity to assess current baseline conditions and plan strategically for a stable and vibrant fishing industry and waterfront infrastructure.

The Morro Bay CSP assesses critical infrastructure and services, quantifies the number of jobs generated by the fishing industry, addresses synergies with tourism, aquaculture and recreational fishing, and distinguishes fishing's prominent role in Morro Bay's cultural identity and marine stewardship. The CSP relies heavily on input from the fishing community and local civic leaders gained through dozens of personal interviews and site visits. The Morro Bay CSP culminates with recommendations aimed at the implementation of projects with greatest priority and potential economic, environmental and social return.

The Morro Bay CSP began with a kick-off meeting that included fishing industry representatives and project

COMMUNITY MEETING

City of Morro Bay Fishing Community Sustainability Plan

The City of Morro Bay was awarded a National Fish and Wildlife Foundation grant to work closely with local fishing industry stakeholders and interested community members to assess the performance of the industry, build on past work, and develop strategies for economic, social, and environmental sustainability.

A kick off meeting will be held on January 7, from 6:00 pm - 7:30 pm, at the Morro Bay Veteran's Hall (209 Surf Street).

What:
City of Morro Bay Fishing Community Sustainability Plan
Kick off Public Meeting

When:
Monday, January 7, 2013
6:00 PM - 7:30 PM

Where:
Morro Bay Veteran's Hall
209 Surf Street
Morro Bay, CA 93442
Phone: 805.772.6251

This first meeting is intended to inform the community of the goals of the project, identify opportunities for participation, and answer questions.

The public is invited and encouraged to attend.

If you have any questions, feel free to contact the City of Morro Bay Harbor Department: Rick Alger, at 805.252.7514 or Eric Enderby, at 805.772.0254 or Lisa Wise Consulting at 805.965.1745.



Poster notice for first public meeting for the Morro Bay Community Sustainability Plan project.

managers from the City of Morro Bay on November 26, 2012 and a Public Meeting and presentation on January 7, 2013. Throughout the project, the Consultant Team, led by Lisa Wise Consulting, Inc. (LWC) conducted one-on-one interviews with over 35 representatives from the fishing community (retired and active), City Council, local business community, marine dependent businesses, conservation NGOs and City staff. LWC also interviewed representatives from ports, harbor districts and marinas in Port San Luis, Half Moon Bay, Monterey, San Diego, Santa Barbara and the San Joaquin Delta, as well as the Port of San Francisco and Port of Los Angeles. The community outreach also included representatives from fuel cooperatives throughout the U.S. and site visits to boatyard facilities in Moss Landing and Port San Luis.

The grant pursuit process and project management was led by the City of Morro Bay (City) and Rick Algert, former City Harbor Director and Eric Endersby, current Harbor Director. The Consultant Team was made up of LWC as project manager and economics and community engagement lead; Dr. Mike Downs (Ph.D Anthropology) and ethnographer Stephen Weidlich of AECOM providing input and direction on the social and socio-cultural components of the project; and Dr. Dean Wendt, Associate Dean of the Cal Poly College of Science and Math and Director of the Center for Marine Coastal Sciences, providing guidance and input on environmental data gathering, assessment and reporting.

The report is structured in seven chapters: 1) **Introduction**, 2) **Critical Infrastructure and Services**, followed by 3) **Economic Setting** which includes Rents and Wharfages, Tourism and Aquaculture 4) **Environmental Setting** and 5) **Social Setting**. The report culminates with 6) **Recommendations** and 7) **Potential Funding Sources**.

PROJECT SETTING

Morro Bay is equidistant from Los Angeles and San Francisco on the coast of California. Fishing grounds off Morro Bay are marked by a diversity of productive habitats including deep canyons, underwater sea mounts, soft sand and mud bottoms and rocky nearshore areas. The port has a rich fishing heritage dating back before the founding of the City in the late 19th century. Native people inhabited Morro Bay for centuries, with evidence of their reliance on fishing in middens scattered along the coast.

Commercial activity grew in the early 1900s with the development of a commercial abalone fishery. By the 1930s there were robust sardine, groundfish, salmon, and albacore fisheries in Morro Bay. By this time there was also an active Commercial Passenger Fishing Vessel (CPFV) fleet serving thousands of visitors and locals annually. By the 1960s and 1970s, with the establishment of the MSA, the 200 mile Economic Exclusion Zone (EEZ) and the political

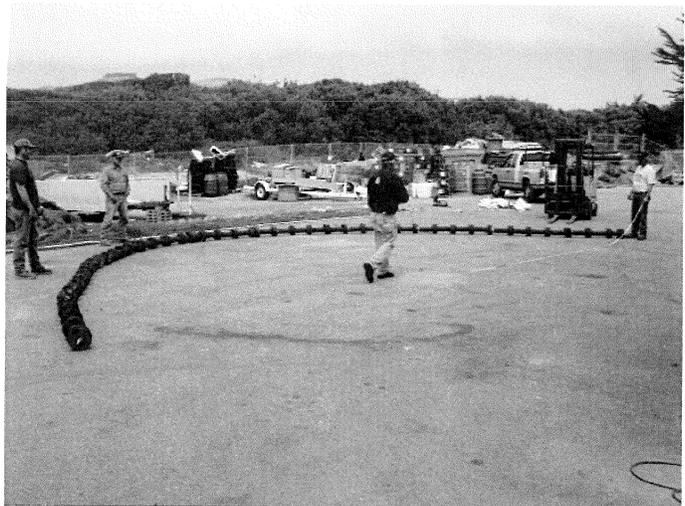


Photo: Capt. Ed Ewing oversees the construction of a trawl net at the MBCFO storage and gear maintenance facility.

and regulatory shift toward securing American fishing dominance in the EEZ, Morro Bay had become a vibrant and productive fishing port, led primarily by the trawl fleet. This vibrancy was complemented by on-shore industry including fish processing, offloading facilities, ice production, seafood buyers, and fuel facilities. Along with the establishment of critical physical infrastructure was a formalization of the social infrastructure. The Morro Bay Commercial Fishermen’s Organization (MBCFO) was formed in 1974 and provides leadership, a more concerted voice in fishing related issues, and represents the diversity of fisheries and fishing operations in Morro Bay. By the 1990s and with the influx of inexpensive foreign imports, changes in consumer preferences, the collapse of several groundfish species and heightened regulatory oversight, the industry experienced a downturn. Total ex-vessel value (EVV) or earnings at the dock fell from approximately \$8.5 million in 1990 to \$1.9 million in 2007. However, since 2007, landings in Morro Bay have rebounded steadily to over \$6.3 million in 2012. The fishing community in Morro Bay has accomplished this through hard work, ingenuity, the ability to plan and collaborate with diverse partners and pervasive leadership.

The Morro Bay fishing community is very capable and insightful, and in conjunction with the City and with diverse partners like the State of California, academia and conservation NGOs, has engaged in extensive and consistent strategic planning marked by the 2007 MBCFO Dock Business Plan, 2008 Morro Bay/Port San Luis Commercial Fisheries Business Plan, 2009 Groundfish Threshold Analysis, and Commercial Fishery Economic Impact Reports in 2011, 2012 and 2013.

CRITICAL INFRASTRUCTURE AND SERVICES

Morro Bay maintains much of the critical infrastructure on which a vibrant fishing industry relies, such as a high quality, high-capacity ice facility, fuel facility, four offloading hoists and buyer stations, truck access, bait and baiting service, docks, slips and piers, live fish tanks, dry storage, chandlery and a well-dredged harbor.

Facilities and services that are lacking and identified as priorities by the fishing community, such as a boatyard and haulout facility, processing and cold/freezer storage, are included in recommendations herein.

ECONOMIC FINDINGS

The Morro Bay fishing community and broader working waterfront is a vibrant mix of complementary activities and industries, including commercial fishing, recreational fishing, tourism and aquaculture. The working waterfront and a working commercial fishing port are valuable and unique resources and create a strong link to the County’s \$1.2 billion tourism industry.

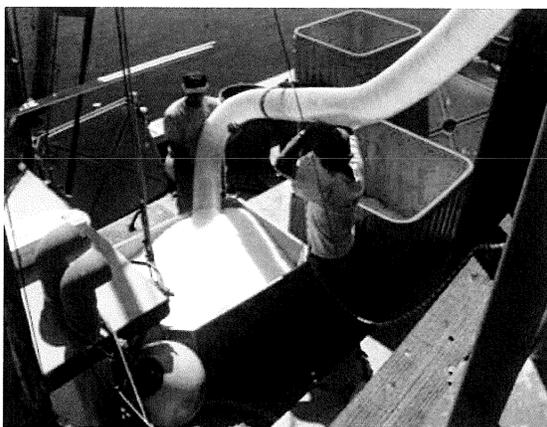
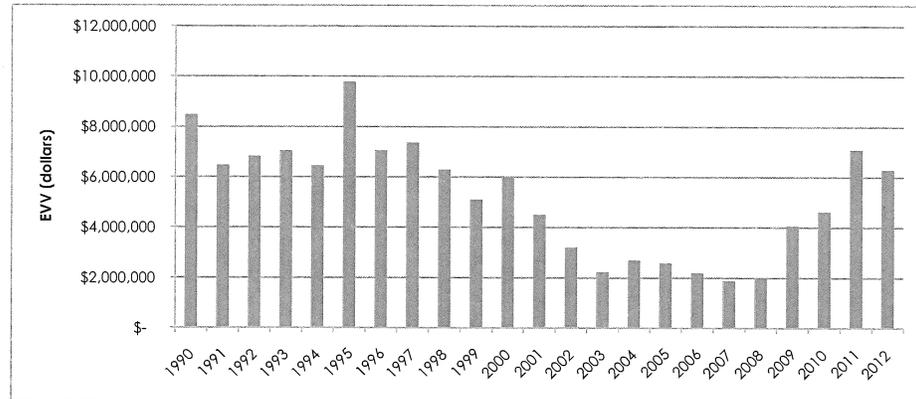


Photo: Ice pumped into the hold of a hook and line vessel, Morro Bay Municipal Dock.

Key economic indicators and metrics in the fishing community, those that provide a perspective into the industry’s performance, include earnings at the dock for fishermen or ex-vessel value (EVV). EVV has climbed from a 20 year low in 2007 of under \$2 million to over \$6.3 million in 2012. Steady and or growing EVV is an indicator of economic resilience and well being. That the earnings are spread across a broad range of fishery types, aimed at differing habitats using different gear, is another indicator of sustainability. Fishermen in Morro Bay target spot prawn, Pacific hagfish and sablefish with traps, groundfish with hook and line and trawl, squid with purse seine nets, swordfish with drift gillnets, and salmon by surface troll. Commercial fishing activity indicators such as vessel IDs, fish tickets and trips are on the rise. The number of fishing trips as measured by the Department of Fish and Wildlife has risen from 3,712 in 2008 to 5,889 in 2012. Each trip represents potential wages for crew and skippers, and the purchase of fuel, ice, and supplies as well as landings at the dock. The fishing industry supports between 170 and 194 jobs on the water, on the docks and in the local processing plant. New and returning participants is another key economic indicator. An industry that can attract new players will ultimately be in a better position over the long run. In the last 4 years there have been 17 new and returning fishermen in Morro Bay and numerous new and returning vessels.

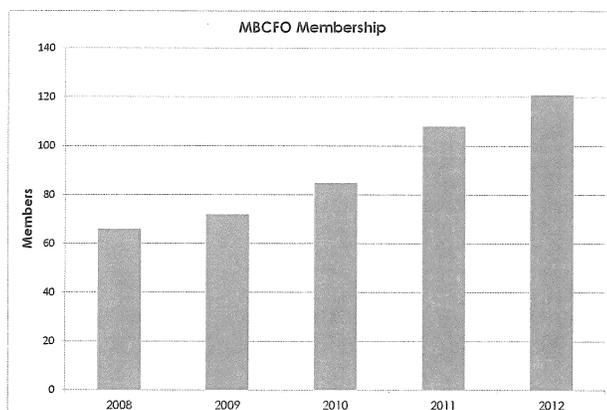
Morro Bay Overall Earnings at the Dock, 1990 - 2012, Source: CDFW



SOCIAL FINDINGS

The Morro Bay fishing community has maintained a strong sense of social cohesion, self organization and leadership, as evidenced by the formation of the Morro Bay Commercial Fisherman’s Organization in 1974 and its current membership of over 100 members. Social cohesion is also evidenced by the fishing industry’s strong relationships with City of Morro Bay staff and civic leaders, the aquaculture industry, local merchants, and with the Commercial Passenger Fishing Vessel fleet, skippers and deckhands switching back and forth. The fishing fleet has strong ties to the academic community and has engaged in collaborative research with California Polytechnic State University and other institutions for decades. The fishing community has also shown effective communication capabilities, attracting support in the form of grant funding from the California Coastal Conservancy, National Fish and Wildlife Foundation, the Central Coast Joint Cable Fishery Liaison Committee as well as Environmental Defense Fund and The Nature Conservancy. The recent formation and successes of the Central Coast Women for Fisheries is further evidence of the

community's ability to self organize, attract funding, support fishermen and fishing families, and educate the general public.



Morro Bay is an active participant in the regulatory arena for over 40 years and participation, particularly at the Pacific Management Fishery Management Council level has been substantial as the federal groundfish fishery began transitioning to a quota-based management system in 2003. Participation in the management process, strong relationships within and outside the community, and capable leadership add to a sense of accomplishment and hope for the future, hallmarks of a sustainable human system.

ENVIRONMENTAL FINDINGS

The Morro Bay fishing community has successfully transitioned from a larger fleet reliant on trawl and large volumes of landings to a smaller fleet profile with a wide diversity of species and gear types. Diversity has implications throughout the triple bottom line equation but in the case of environmental indicators, pressures on marine resources are more widely distributed, reducing the intensity of impact on any one species or habitat type and giving systems better opportunity to function and recover.

The Morro Bay marine environment is rich and diverse. The habitats in which the local fishermen operate are marked by steep canyons, rocky in shore habitats, soft and sandy bottoms, sea mounts and the steep continental shelf. How fishing activity is managed or controlled is a prominent environmental sustainability indicator. Every species targeted by the Morro Bay fleet is overseen by state or federal regulators and include one or several spatial or temporal closures, gear restrictions, trap limits or quota based management, and are guided by management plans and science-driven stock assessments. Due to the resilience of the marine environment, efforts of the fishing community and effective management measures, many impacted species, those targeted by Morro Bay fishermen, have regained healthy population levels such as thresher shark, swordfish, salmon, Petrale sole, sablefish and several species of rockfish (bocaccio, dark-blotched, cowcod).

KEY RECOMMENDATIONS

The CSP culminates with a focused list of recommendations and their economic, environmental and social implications. Recommendations are based on extensive guidance from the fishing community, City staff and interviews and field visits conducted with civic leaders, conservation NGOs and the local business community. The development of the Recommendations is also guided by an assessment of the economic, social and environmental setting in which the fishing community operates. The recommendations are aimed at facilitating the sustainability of the fishing community and the working waterfront, and perpetuating the economic, social and environmental return.

BOATYARD AND HAULOUT FACILITY

The community has responded with strong support for a haulout facility and boatyard to serve the needs of a broad cross section of marine users: commercial fishermen, recreational boaters, the CPFV fleet, Coast Guard and Harbor Department. All of these entities haul their vessels out of the water for regular maintenance and major repairs. The community also understands that such a facility is needed so that City can react appropriately to protect the sensitive estuary in the event of an oil (or other hazardous liquid) leak from a compromised or derelict vessel.

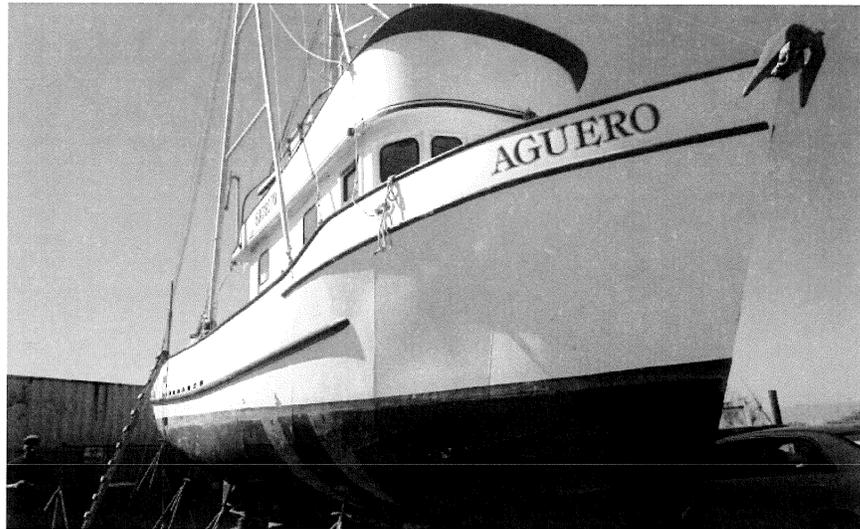


Photo: The Aguero, a Morro Bay albacore vessel at Gravelle's Boatyard, Moss Landing for bottom maintenance.

FUEL

The current fuel facility has large capacity underground tanks and an over the water fuel dock and dispensing facility that are compliant with state (SB989) and federal standards. The fuel dock at 1099 Embarcadero provides convenient and consistent access to gas and diesel for the entire fleet. The fuel business is marked by high volume and low margins and the City, the lease holder and fishermen have struggled with pricing. The City should continue to negotiate with the lease holder and investigate approaches for lower prices to fishermen while maintaining a viable return for the operator.

REFRIGERATION AND DEEP FREEZE FACILITIES

Identified as a need in the 2008 Morro Bay/Port San Luis Commercial Fisheries Business Plan, refrigerator and freezer storage would give fishermen a place to store bait and baited gear, making their operations more efficient and enabling faster trip turn-arounds and the ability to hold fish for longer periods to meet market demand and obtain (potentially) better pricing.

PROMOTION AND MARKETING

Morro Bay has a unique and valuable fishing community profile with small scale, family-owned fishing operations, many of them multi-generational and in an environmentally striking setting. There was general agreement among respondents that better promotion and marketing of the fishing community would add to seafood sales and increase earnings at the dock and better invigorate the waterfront and overall Morro Bay economy.

REGULATION AND COMMUNITY PARTICIPATION

Co-management, or participation of the City and fishing community in the development of regulation is considered a hallmark of sustainability. The City and fishing community should continue to take a proactive approach in securing the success of its fishermen and working waterfront as it has in the development of the Morro Bay Community Quota Fund (MBQF) and by supporting measures aimed at reducing costs to fishermen associated with regulatory compliance and protecting legislation such as Measure D.

BERTH AND SLIPS

Safe and convenient options to secure boats is essential to the fishing industry and a healthy working waterfront and should not be reduced.

PROCESSING

Fishermen and the representatives from the City have consistently asked if seafood processing closer to the Embarcadero would give the industry greater control and provide a net benefit with an increase of jobs and return from expanded activities throughout the value chain. There is currently some processing capacity at local seafood retailers and restaurants and Santa Monica Seafoods has a plant in Atascadero (15 miles east), recently acquired from Central Coast Seafoods. A greater diversity of processing options could benefit fishermen and the community. As such, the community should consider a feasibility analysis for a local processing facility.

VEHICLE ACCESS

Vehicle access is constrained but sufficient at present, however continued expansion in the industry may warrant circulation improvements to ensure seafood landed at Morro Bay gets to processing plants, buyers and the market efficiently. Any reduction in the access of large trucks to offloading facilities should be avoided.

MANAGING SEA LEVEL RISE

Sea level rise poses a risk to nearly all facilities serving the fishing community and waterfront in Morro Bay, particularly during high tides and storm events. The City is actively engaged in efforts to understand and address the risk through an update of the Local Coastal Program (LCP). The LCP update is being funded by a Sea Level Rise Adaptation Grant from the Ocean Protection Council (OPC). The City should continue

to pursue actions and strategies outlined in the LCP update to better protect citizens and valuable waterfront infrastructure.

IMPLEMENT AND UPDATE

From the onset of the project, the fishing community stressed that they wanted the CSP to focus on the promotion and implementation of high priority issues. In general, the fishing community believes that they have engaged in effective strategic planning and it is time to focus on implementation. As such, the fishing community and the City should work together to link recommendations to potential funding sources and consider the next steps in the development of a boatyard and haulout facility, freezer/cold storage facility, promotion and marketing, and the on-going development of the Community Quota Fund. The CSP should be distributed as widely as possible in the community and made available on the City, MBCFO, Chamber of Commerce and other related websites. The CSP also should be updated when feasible and progress in the industry should be compared against the benchmarks within.

POTENTIAL FUNDING SOURCES

There are over 20 potential funding sources listed in the CSP, from grants and loans to the formation of special districts. Funding sources include state, federal and local sources as well as public-private partnerships and conservation NGOs.

APPENDICES

A summary of the extensive research on the boatyard and haulout facility and fuel facility and options are included in the appendices as they are too detailed for the main document but may provide guidance to the City and the fishing community when considering implementation alternatives.



Photo: Baiting of a barbless circle hook used by hook and line fishermen, baiting facility, Morro Bay. Photo courtesy of Marigee Bacolod.

6. RECOMMENDATIONS

Recommendations are a culmination of input from the fishing community, civic leaders and City Staff, and a comprehensive assessment of the economic, environmental, and social setting in which the fishing community operates. The recommendations are aimed at facilitating the sustainability of the fishing community and the working waterfront and perpetuating the economic, social and environmental returns that they generate in Morro Bay. At the behest of the fishing community and project managers, the Morro Bay CSP focuses on a short list of the highest priority issues, those with the greatest potential net return in the community. It is the intent of project managers and the fishing community that this approach best positions the community for implementation; to “build something” as one project interview respondent put it.

The recommendations are ultimately intended as a strategy for the investment of limited resources and to help the community leverage outside support in key issue, high-return areas.



Photo: 2,000 pound stainless steel offloading hoist at the 1099 Embarcadero facility.

The commercial fishing industry and the City have accomplished many of the recommendations identified in the 2008, State-sponsored Commercial Fisheries Business Plan including developing more effective leadership, renovating and expanding offloading and live fish storage facilities and engaging in innovative approaches, such as the Community Quota Fund and Central Coast Seafood Marketing Association. Some items that have not yet been addressed include creation and promotion of the Morro Bay brand, refrigerated/freezer storage, and a strategy for the fuel facility.

RECOMMENDATION 1: BOATYARD/HAULOUT FACILITY

The closest haulout and boatyard facilities are in Port San Luis, Ventura and Moss Landing. The Port San Luis facility, however, is seriously restricted by tide and swell.

As PG&E divests the power plant property to the City, several sites may be available for a haulout and boatyard and potentially provide income to the City in the form of a ground lease or rent.

The community of Morro Bay has been studying the feasibility of a haulout facility and boatyard since 1997. There is widespread support for the establishment of such a public benefit facility to service the commercial fishing fleet, recreational boaters and sailors, Coast Guard, Harbor Patrol, CPFV fleet as well as ensure that Morro Bay is able to protect the estuary, a nationally recognized bird and fish habitat, in the event of a leaking and/or sinking vessel. A haulout and boatyard in Morro Bay could also attract visiting vessels, adding to a diversity of potential patrons and set the stage for a more financially successful operation.

The City and the boating community should revisit an analysis of demand for such a facility, assess acquisition and management strategies and work to identify and confirm a site(s). Once a site has been confirmed for the haulout and boatyard, the community should consider entitlement or procuring a coastal development permit with grant funding. The project should include early communication with the California Coastal Commission. Once the site is entitled, it will put the City in a better position to attract a developer or management entity and generate a positive cash flow.

SUSTAINABILITY IMPLICATIONS

Economic

Potential revenue stream for the City and associated services (chandlery, hardware, mechanics, general supplies, services sought by visiting boat owners). Generation of employment across a range of job types, management, skilled and unskilled labor.

Environmental

Greater security and safety for sensitive bay and estuarine habitat and wildlife in more rapid response to spills and leaks from derelict vessels and vessels in distress. Reduction of vessel miles traveled for Morro Bay boat owners to address regular bottom maintenance.

Social

Greater control of outcomes and security for vessel owners. A unifying and universal service that addresses similar needs across a diverse user group: recreational and commercial fishermen, sailors/yacht owners, Coast Guard, and Harbor Patrol.

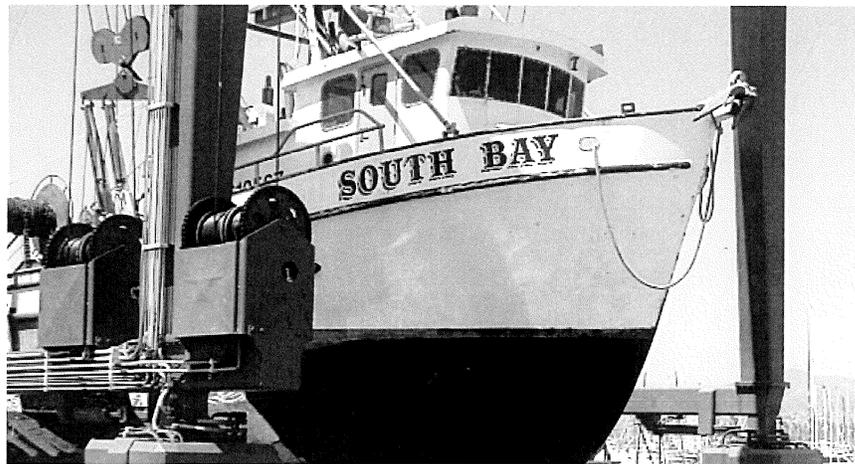


Photo: A travel lift moves the South Bay out of the water for maintenance repairs.

RECOMMENDATION 2: FUEL

There is currently only one fuel facility in Morro Bay and it is likely that the present level of activity can only support one facility. Fuel services are critical; without fuel services the fishing fleet cannot operate, nor could the Harbor Patrol, recreational vessels, CPFV fleet, aquaculture businesses or Coast Guard. At the same time, fuel services are dependent on a large population of customers to make the business viable. It is recommended that the City continue to support the presence of the fuel dock and find the best approach for reduced fuel prices to fishermen.

Marine operators could conceivably buy diesel or gasoline at service stations and transfer it to their vessels in containers but that poses greater risk for spills, introduces a time consuming and labor intensive additional step particularly for larger vessels and is technically not allowed.

SUSTAINABILITY IMPLICATIONS

Economic

Retention of spending on diesel and gas in the community and on the waterfront. Responsibility of compliance and maintenance with hazardous material regulations with lease holder.

Environmental

Greater control of dispensing of hazardous materials over the water compared to boat owners fueling to their vessels from canisters.

Social

Greater security of access to a critical need.

Seafood quality is almost exclusively dependent on the consistency and level of temperature, from the vessel and throughout the distribution chain.

RECOMMENDATION 3: REFRIGERATED STORAGE AND DEEP FREEZE

Fishermen interviewed for this project stressed the need for a public refrigerated and freezer storage in Morro Bay. Santa Monica Seafood has refurbished the two 20 foot refrigerated containers at the Municipal dock and currently uses one for bait storage and the other to allow partner fishermen to store bait and baited gear. The arrangement is seen as positive and productive but only serves a handful of fishermen. Increased access to refrigeration and freezer will allow fishermen to hold fish for longer periods, giving them the advantage of coordinating with market demand, pricing and distribution logistics as well as storing bait and baited gear. A site, demand and financial feasibility analysis for cold storage and freezers alternatives is recommended. Once a physical site is chosen and a preferred alternative is identified, the commercial fishing industry should work with the City to identify appropriate grants and loan to entitle the site and attract a developer to implement the project.

The freezer containers on the Municipal Wharf are maintained at approximately 20 degrees Fahrenheit.

SUSTAINABILITY IMPLICATIONS

Economic

Higher potential return as fishermen can hold seafood to meet higher market demand and prices. Faster trip turn around as storage of baited gear capacity is increased. Potentially higher prices and demand for better consistency and quality due to controlled cold storage near the offloading site.

Environmental

Potentially less waste due to better storage options for seafood, a perishable food product.

Social

Greater control of outcomes in the maintenance of quality, sale and distribution of seafood. More security in storing bait and baited gear.

RECOMMENDATION 4: PROMOTION AND MARKETING

Consider the efforts of the Central Coast Sustainable Seafood Marketing Association successful Facebook page: <https://www.facebook.com/pages/Central-California-Seafood-Marketing-Association/516858421723188>

...and blog.

There was general agreement that the community of Morro Bay could better communicate its unique attractions, particularly a working waterfront, sustainable fishing industry and rich estuarine setting. It was generally agreed that increased awareness of fishing as a component of a living/working waterfront would contribute to the overall economy in Morro Bay. The City and the fishing community should continue to promote the fishing industry on their websites (City, MBCFO, CCFW, CCSMA) and through signage along the Embarcadero and throughout town. The City and the fishing industry should actively engage in the use of social media and on-line promotion as well as embracing web-based applications like FishLine. The City and the fishing industry should also work with the MBNEP to develop a concerted approach to educating visitors with educational and way-finding signage and innovative approaches such as iPod, iPad or cell phone based guided tours.

SUSTAINABILITY IMPLICATIONS

Economic

Increased sales of locally caught seafood. Higher return based on the awareness of higher quality.

Environmental

Increase the consumption of locally caught seafood over imported. Reduction in "food miles traveled".

Social

Greater awareness in the community of the contributions of local fishermen, greater cohesion and support.

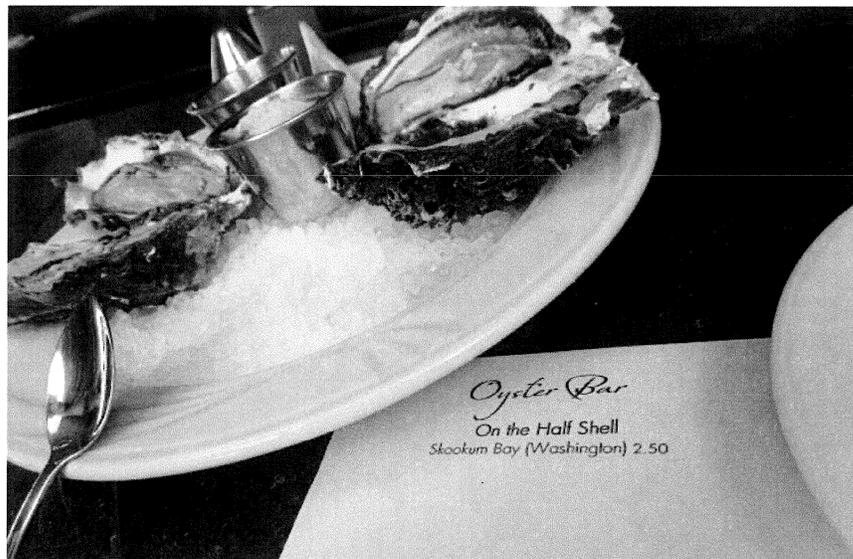


Photo: Fresh seafood available on the Embarcadero

RECOMMENDATION 5: REGULATION AND COMMUNITY PARTICIPATION

The City and the fishing community should continue to participate in the fishery management process and work to anticipate new regulation, disseminate information and support regulation that benefits the community. This participation or co management is considered a hallmark of sustainability.

The City and the community should continue to develop approaches such as the Morro Bay Community Quota Fund (MBQF) to proactively support improved small boat fisheries economics and working waterfronts in California

The MBQF was formed to:

- Secure access to valuable groundfish quota for the community, and insure a level of local landings that will generate sufficient financial activity for the City to maintain working waterfront facilities.
 - Provide access to permits and quota to new entrants and those who might not be able to buy them outright, a more equitable distribution of resources and
 - Contribute to a more bottom up approach to fishery management by sharing control or management of the resource among fishermen, the City, conservation NGOs and academia.

The City and the community should also continue to work to reduce costs to fishermen associated with regulatory compliance by supporting electronic monitoring as an alternative to human observer coverage and refinancing the trawl buy back loan. Such costs can impact smaller operations, as is the Morro Bay profile, disproportionately.

"Elinor Ostrom was right," says Omar Defeo, University of Uruguay professor, Scientific Coordinator of Uruguay's National Fishery Management Program and coauthor of the 2011 paper on co management and sustainable fisheries. "With community-based co-management, fishers are capable of self organizing, maintaining their resources and achieving sustainable fisheries."

SUSTAINABILITY IMPLICATIONS

Economic

Retention of traditional groundfish landings and earnings in Morro Bay, supporting jobs and critical infrastructure and services. Potential income stream for Quota Fund to reinvest in promotion and marketing, and/or the acquisition of more quota and permits or programs to attract new participants.

Environmental

Co-management of marine resource, a hallmark of sustainability. Control at a more local level, leads to more targeted and appropriate oversight of the resource.

Social

Greater control of outcomes and retention of traditional fishing privileges. Increased awareness of the value of fishing across a greater range of stakeholders (City, academia, conservation NGO, and fishing community). Better access for those who may not have received quota and those who may not be able to afford quota or permits.

To obtain a permanent slip, fishermen must meet a minimum value of commercial landings in a year through CDF&W Fish Tickets and pay a deposit to get on a waiting list. Slip holders must also show each year that they have attained this threshold in commercial earnings.

RECOMMENDATION 6: BERTH AND SLIPS

The number of slips available to the commercial fleet is limited and considered to be an area in need of improvement as is evidenced by a waiting list. While the City is restricted in the number of slips it can physically accommodate, it is imperative that slips continue to be made available to commercial fishermen and are not reduced in number.

SUSTAINABILITY IMPLICATIONS

Economic

Lower slip rates to commercial fishermen translates to more profitable fishing operations and greater landings, jobs and contributes to the tourism economy.

Environmental

In the event of expansion, the City is compliant with regulations to avoid and mitigate impacts on eel grass and other sensitive habitat and species.

Social

Fishing fleet better-accommodated, increased security and stability, incentivizes investment, and facilitates new entrants.

Typically, the establishment of a business would be addressed by market forces, or the potential for profit over other businesses or investments.

RECOMMENDATION 7: PROCESSING

Several respondents raised the issue of whether the net benefits of local seafood processing would keep more “net” dollars and jobs in the community and give fishermen and the fishing community better control over their businesses and future. Morro Bay is currently in a good position, with SMS presence on the dock and their processing plant 15 miles away as well as processing capacity, however limited, at the two retail locations on the Embarcadero (Giovanni’s Fish Market and Tognazzini’s). Giovanni’s and Tognazzini process and provide seafood to a handful of local restaurants and several restaurants, like the Dutchman’s Seafood House, are capable of some processing in house. A new smokehouse has also been established by the Tognazzini Restaurants at 1219 Embarcadero and represents a locally-owned, value added service, keeping more dollars in the community. A feasibility assessment of a local processing facility is a project that the fishing community and the City should support, possibly led by the Seafood Marketing Association.

SUSTAINABILITY IMPLICATIONS

Economic

Maintenance of processing jobs and income in the community. Greater profit in value added services that complements catching and landing of seafood.

Environmental

Less vehicle miles travelled from dock to plant.

Social

Greater control of outcomes and a closer source for a critical service.

RECOMMENDATION 8: VEHICLE ACCESS

Truck access to the four offloading facilities in Morro Bay is constrained but sufficient, largely due to the adaptability of managers overseeing those facilities. Any future growth in the industry may warrant improvements in turn-around space and ingress/egress for trucks. Importantly, any lessening of large trucks ability to access the four offloading facilities should be avoided.

SUSTAINABILITY IMPLICATIONS

Economic

Potential to attract larger vehicles and reduce shipping and distribution costs. Deliveries and pickups are more efficient.

Environmental

More convenient access means trucks spend less time picking up and delivering, producing less emissions.

Social

Greater security of a viable fishing industry, incentivizes investment and new entrants.

RECOMMENDATION 9: MANAGING SEA LEVEL RISE

Nearly all of the facilities on which the commercial and recreational fisheries, aquaculture and marine-based eco tourism depend are at some level of risk due to changes in sea level. The City of Morro Bay is aware of these risks and the impacts they could have on the working waterfront and tourist economy and for the citizens of Morro Bay.

In November 2013, the City of Morro Bay was awarded a \$250,000 Local Coastal Program (LCP) Sea Level Rise Adaptation Grant from the Ocean Protection Council (OPC) to update the LCP to address sea-level rise and climate change impacts.

The goal of the LCP update is to enhance the City’s ability to adapt and thrive under a variety of sea-level rise conditions. Upon successful completion of the project, the City will have a 1) technical understanding of its shoreline under current conditions, 2) comprehensive understanding of its vulnerabilities to the impacts of likely SLR scenarios, 3) policy framework that provides strategies to increase adaptive capacity in the near-term and long-term strategies that are created for integration into the LCP and General Plan update, and 4) develop and/or enhance relationships with local, regional, and state sea-level rise adaptation stakeholders.

These four objectives will guide the City in enhancing their LCP and General Plan update with sea-level rise considerations and policies and better protect the citizens and valuable infrastructure. Milestones of the LCP update are presented below:

Table 6.1 Milestones of the Local Coastal Plan

Activity	Proposed Completion Date
Complete Shoreline Inventory (Objective 1)	April 11, 2014
Complete Inventory of Potentially Vulnerable Structures, Functions, and Populations (supports Objective 2)	June 6, 2014
Complete Memo Outlining Preferred Sea-Level Rise Scenarios (supports Objective 2)	September 26, 2014
Complete Sea-Level Rise Vulnerability Assessment (Objective 2)	January 23, 2015
Adopt SLR Action Plan (Objective 3)	May 1, 2015
Outreach (Objective 4)	Ongoing

It is recommended that the City aggressively pursue actions and strategies outlined in the LCP update to prepare for the inevitability of sea level rise and protect citizens and valuable infrastructure.

SUSTAINABILITY IMPLICATIONS

Economic

The cost of doing nothing in the face of rising sea level is greater than the cost of strategic approaches (berms, raised foundations, 1st floor wash throughs, active retreat). Protecting waterfront infrastructure will better assure long term viability of industries that generate jobs, spending and tax revenue as well as Morro Bay's competitive edge to attract tourists and new businesses.

Environmental

Moving future development and businesses with potentially polluting materials away from the shoreline and areas of flooding will protect the sensitive estuary.

Social

Efforts to protect people and neighborhoods and educating citizens on the facts of SLR and the City's SLR strategies (as defined in the updated LCP) will create greater security, hope for the future and "wider" spread local support of SLR programs.

RECOMMENDATION 10: IMPLEMENT AND UPDATE

The Morro Bay Community Sustainability Plan was intended to provide practical strategies for a more sustainable fishing community. From the onset, Project managers and representatives from the fishing community stressed the importance of targeting five or six key projects so the community would have clear directives on implementation priorities and investment targets. As an implementation tool, the Plan should be utilized to broadcast the fishing community's valuable contributions and needs and inform political, economic and regulatory decision making on the waterfront. The Plan should be promoted and made available on the City and MBCFO websites, shared with the Chamber of Commerce, the MBNEP, local business Associations, academic partners and conservation NGOs. The creation of the document was the first step; promotion is a necessary and critical second step. The CSP is a living document in as much as it represents a vibrant, hard working and capable community.

As a living document, the Plan should be reviewed and updated periodically, every two or five years, whichever is more feasible. Ultimately, the CSP will provide a baseline against which to measure the changes in key variables and provide guidance on where to invest precious time and resources.

SUSTAINABILITY IMPLICATIONS

Economic

An updated CSP will enable the community to better measure progress, anticipate the future and be in position to take advantage of opportunities in the market.

Environmental

On-going planning will give the community a yardstick against which to measure the efficacy of commercial fishing regulation and communicate measureable gains to the community and seafood consumers.

Social

Solid and on-going planning and readily accessible information on the local fishing industry's performance will help empower the fishing community, drive confidence and attract new participants, a platform for growth and expansion.



AGENDA NO: B-3

MEETING DATE: February 6, 2014

Staff Report

TO: Harbor Advisory Board

DATE: January 30, 2014

FROM: Eric Endersby, Harbor Director

SUBJECT: Presentation on the Morro Bay Quota Fund

RECOMMENDATION

Receive update.

BACKGROUND

Rick Algert, Special Projects – Fisheries Coordinator for the City of Morro Bay, has previously presented the Harbor Advisory Board (HAB) with periodic updates of the progress to establish a Morro Bay Quota Fund to anchor groundfish fishing quota in the Morro Bay/Port San Luis region.

DISCUSSION

Mr. Algert will be presenting the HAB with an oral update on the latest information on the project.

Prepared By: EE

Dept. Review: EE



AGENDA NO: B-4

MEETING DATE: February 6, 2014

Staff Report

TO: Harbor Advisory Board

DATE: January 30, 2014

FROM: Eric Endersby, Harbor Director

SUBJECT: Presentation by the Central California Seafood Marketing Association

RECOMMENDATION

Receive presentation.

BACKGROUND

At the October 3, 2013 Harbor Advisory Board (HAB) meeting, John Griesser, Executive Director of the Central California Seafood Marketing Association (CCSMA), spoke briefly about the CCSMA. At the time the HAB wished him to come to a future meeting to discuss the CCSMA in greater detail.

DISCUSSION

Mr. Griesser will be presenting on the CCSMA and its efforts and activities.

Prepared By: EE

Dept. Review: EE



AGENDA NO: B-5

MEETING DATE: February 6, 2014

Staff Report

TO: Harbor Advisory Board

DATE: January 30, 2014

FROM: Eric Endersby, Harbor Director

SUBJECT: Presentation on the FishLine Seafood App

RECOMMENDATION

Receive presentation.

DISCUSSION

FishLine is a computer pad and smart phone “app” or application for locating fresh seafood, fishermen, recipes, and other related commercial fishing online information in California. Joe Falcone, Founder and Managing Partner of Phondini Partners, the creators of FishLine, will be presenting on the “app.”

Prepared By: EE

Dept. Review: EE



AGENDA NO: C-1

MEETING DATE: February 6, 2014

Staff Report

TO: Harbor Advisory Board

DATE: January 30, 2014

FROM: Eric Endersby, Harbor Director

SUBJECT: Update from Boatyard/Haulout Ad-Hoc Committee on Committee's Recent Activities

RECOMMENDATION

Receive and file.

DISCUSSION

The Boatyard/Haulout Ad-Hoc Committee will be presenting an oral update on their activities and progress.

Prepared By: EE

Dept. Review: EE



AGENDA NO: D-1

MEETING DATE: February 6, 2014

Staff Report

TO: Harbor Advisory Board

DATE: January 30, 2014

FROM: Eric Endersby, Harbor Director

SUBJECT: Election of Harbor Advisory Board Chair and Vice Chair

RECOMMENDATION

Elect a Chair and Vice Chair.

BACKGROUND

Per the Harbor Advisory Board Bylaws, at the first regular meeting in each year wherein newly appointed Members are seated, the Members shall elect a Chairperson and Vice Chairperson who shall hold office for a period of one year.

Prepared By: EE

Dept. Review: EE