

**\*\*\*ATTACHMENTS\*\*\***

# Pigeon River Parkway



**CITY OF SHEBOYGAN**

**REQUEST FOR MARINA, PARKS & FORESTRY CONSIDERATION**

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**ITEM DESCRIPTION:** Request from Angela Huenink that a fenced dog park be available on the northern side of Sheboygan.

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**REPORT PREPARED BY:** Joseph L. Kerlin, Superintendent of Parks and Forestry

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**REPORT DATE:** November 2, 2018

**MEETING DATE:** November 6, 2018

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**FISCAL SUMMARY:**

Budget Line Item: N/A  
Budget Summary: N/A  
Budgeted Expenditure: N/A  
Budgeted Revenue: N/A

**STATUTORY REFERENCE:**

Wisconsin Statutes: N/A  
Municipal Code: N/A

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**BACKGROUND / ANALYSIS:**

The city currently has a fenced in Dog Run that is shared with the Town of Wilson. It is located off of S. 18<sup>th</sup> street. Lake View Park and Camelot Dog Run are also dog friendly parks and are all on the south side of the city. The only area on the northern side of the city that dogs are allowed, and need to be on a leash, is the Pigeon River Parkway located at 4001 Lakeshore Road. The Town of Sheboygan owns the Pigeon River Wayside the city owns 113.25 acres east of their park.

**STAFF COMMENTS:**

The Parks department has discussed using a portion of the Pigeon River Parkway for a fenced in Dog Park. The main budgeted item needed would be fencing and construction of a parking area. See attached map of the area

**ACTION REQUESTED:**

For discussion purposes by the Marina, Parks and Forestry Committee and future recommendations to Angela Huenink and her group of interested people.

**ATTACHMENTS:**

- I. Map of Pigeon River Parkway

**CITY OF SHEBOYGAN**

**REQUEST FOR MARINA, PARKS & FORESTRY CONSIDERATION**

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**ITEM DESCRIPTION:** Brandon Watson, President of the Sheboygan Eagles Disc Golf Club, will be discussing who the Sheboygan Eagles are and how they can assist the city with updating and maintenance of the Sheboygan disc golf courses.

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**REPORT PREPARED BY:** Joseph L. Kerlin, Superintendent of Parks and Forestry

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**BACKGROUND / ANALYSIS:**

The Sheboygan Eagles Disc Golf Club have been a club for a few years and would like to work closer with the city.

**STAFF COMMENTS:**

The parks department recently worked with several volunteers, many involved with the Sheboygan Eagles DGC, installing eight T-boxes at the Quarry Park. The club would like to become more involved in the Quarry Park course.

**ACTION REQUESTED:**

For information and discussion purposes by the Marina, Parks and Forestry.

**ATTACHMENTS:**

- I. None



**Harbor Centre Survey Results  
Conclusion of 2018 Season  
Survey Conducted by F3 Marina**

## Summary

**Customer feedback is crucial to any company's success. It provides companies** with valuable insight into what their customers think about their offered service and product. This insight is beneficial in creating an experience that exceeds expectations and keeps customers coming back for more, thereby, increasing customer satisfaction, loyalty and advocacy.

F3 Marina recently invited the Harbor Centre Annual Slip Holders to participate in an online survey that rated their overall level of satisfaction with the marina. This survey became active on September 14<sup>th</sup> with an initial email inviting boaters to share their valuable feedback, and followed up with a reminder email on September 24<sup>th</sup> to those who had not yet responded. The final day for survey submission was on October 5<sup>th</sup>.

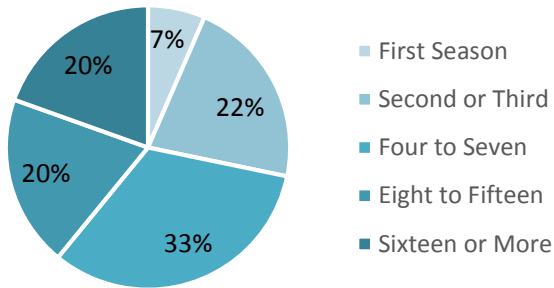
F3 Marina received a 25% survey response rate, which exceeds the national external survey response rate average of 20%. In the future, we will continue to explore different tactics to improve the response rate each time a survey is conducted on the Harbor Centre Marina Annual Slip Holders.

A summary of the results are as follows:

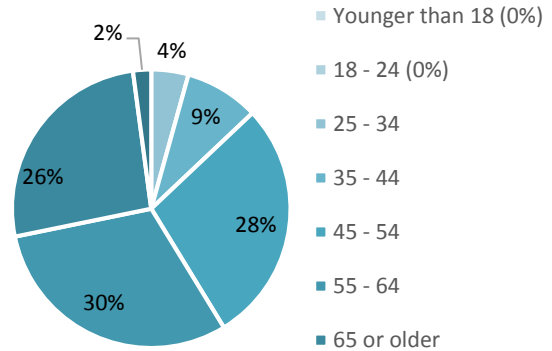
- 1.) About 87% of respondents are satisfied with their overall experience at Harbor Centre Marina, with 54% being highly satisfied.
- 2.) The facilities were kept reasonably clean with 96% of respondents reporting an average or above rating on the grounds, restrooms, and buildings and 89% satisfaction rating of the docks which many would like to see refurbished.
- 3.) Survey respondents reported over a 91% satisfaction rating of average or above with management and office staff and 93% satisfaction rating with overall customer service.
- 4.) 93% of respondents reported they would recommend Harbor Centre Marina to a friend.
- 5.) About 96% of annual slip holders surveyed reported an average or above rating with marina communications, with 34% reporting as well above average.
- 6.) About 91% of annual slip holders surveyed reported an average or above rating with marina events.
- 7.) 82% of surveyed annual slip holders bought fuel from the fuel dock in 2018 with a 96% satisfaction rating with the dockhands and fuel dock services.

# The Boating Population

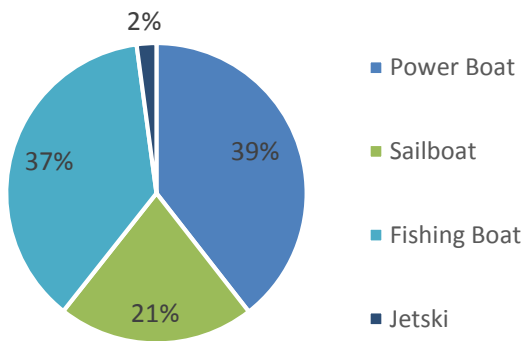
How long have you been a slip holder at Harbor Centre Marina?



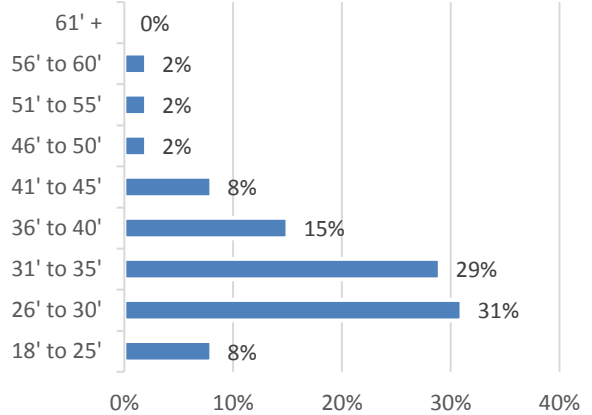
Which category best describes your age?



What type of boat do you currently own?

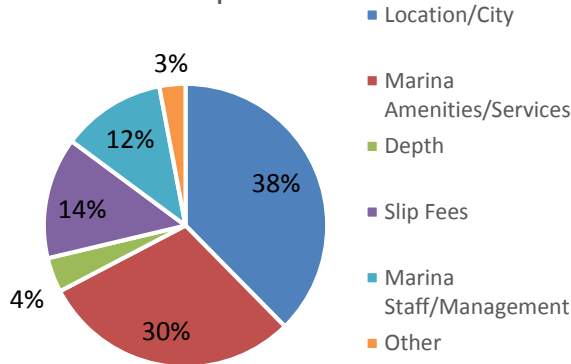


What is the length overall of each of your boat(s)?



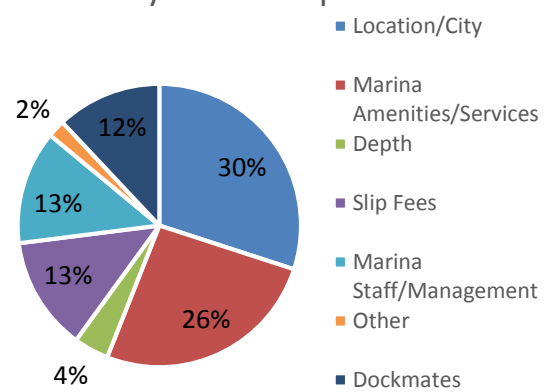
## Customer Satisfaction

Why did you choose Harbor Centre Marina as your home port?



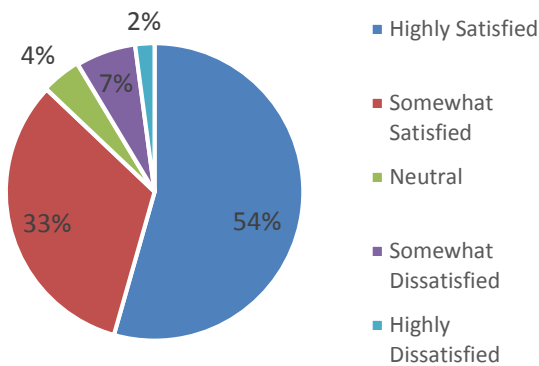
**Comments:** "Other" responses included proximity to family and friends, fishing, and access to the marina swimming pool.

Why do you continue to choose Harbor Centre Marina as your home port?



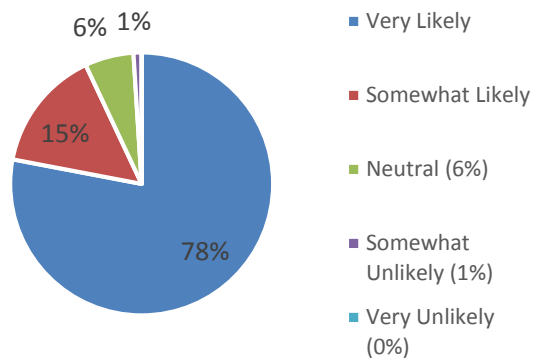
**Comments:** Boaters who initially chose Harbor Centre primarily for amenities or location tend to value marina staff/management and dock communities more highly over time.

Overall, how satisfied were you with Harbor Centre Marina in 2018?



**Comments:** Several comments reference observed improvements from past seasons such as with cleanliness of docks and noise levels. Dock quality is most frequently listed reason for customer dissatisfaction.

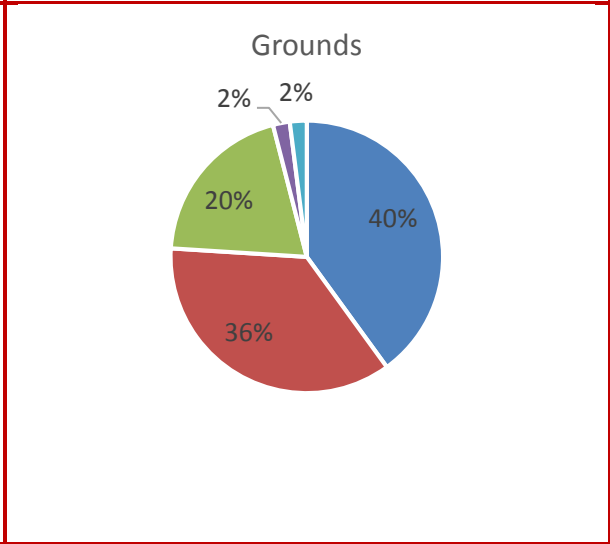
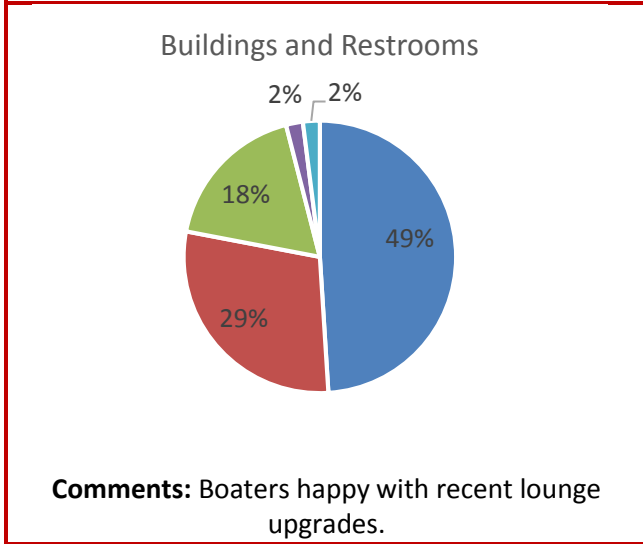
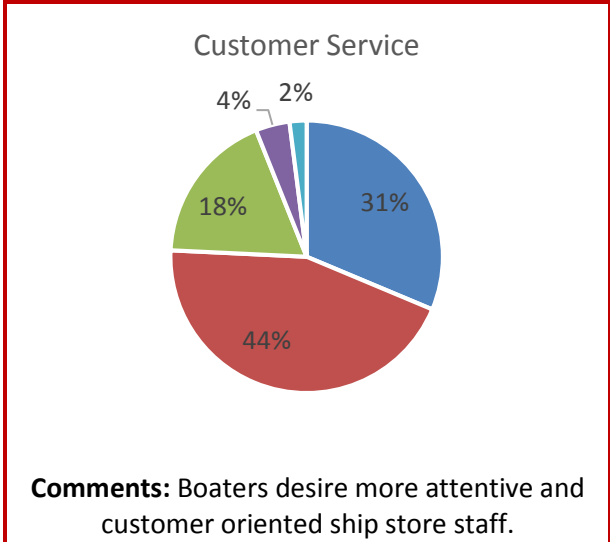
Based on your experience at Harbor Centre Marina, would you recommend it to a friend?



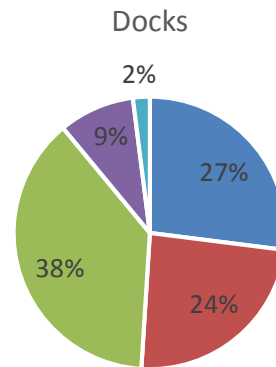
**Comments:** All comments listed are positive and confident in managements willingness to address concerns.

We asked annual slip holders to rate Harbor Centre Marina on the following criteria:

- Well Above Average
- Above Average
- Average
- Below Average
- Well Below Average
- N/A

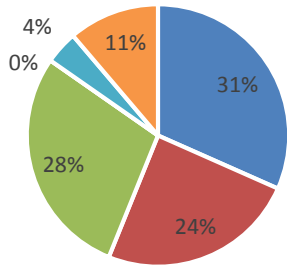


- Well Above Average
- Above Average
- Average
- Below Average
- Well Below Average
- N/A



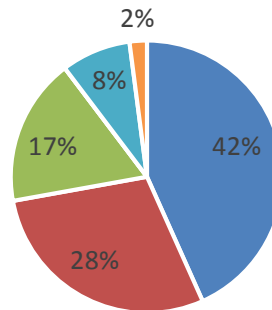
**Comments:** Boaters seem happy with new key fob and lock system. Dissatisfied customers express need for dock maintenance/upgrades and more attention to dock cleanliness.

Dockhands and Fuel Dock Service



**Comments:** Expressed desire for more availability of dockhands.

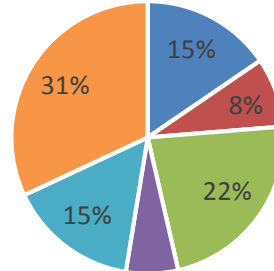
Management and Office Staff



**Comments:** Boater comments express desire for increased visibility of management, both physically (office location, walking the docks) and through increased communication.

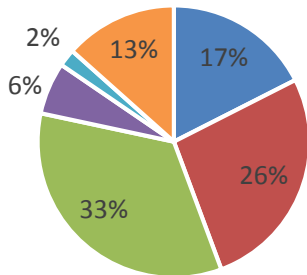
- Well Above Average
- Above Average
- Average
- Below Average
- Well Below Average
- N/A

### Boat Mechanical Service



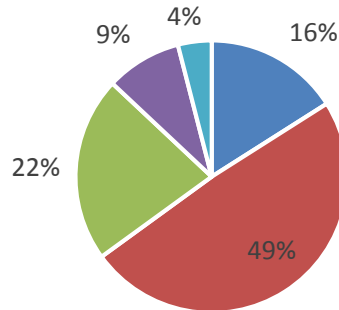
**Comments:** Several boaters requested an on-site service department with a certified mechanic.

### Events and Activities



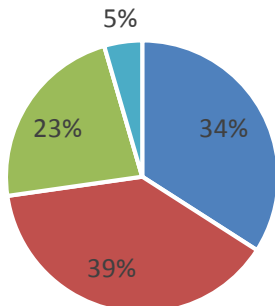
**Comments:** Boaters Appreciation Event was a hit.

### Ship Store



**Comments:** Several boaters expressed interest in an extended boating supplies and hardware section as part of the on-site ship store.

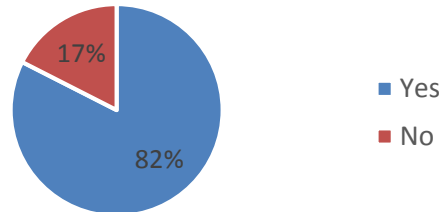
### Marina Communications



### COMMENTS:

- Surveyed annual boaters seem satisfied with recent upgrades and often reference noticing improvements in marina amenities from previous seasons.
- Most dissatisfied customer comments were focused on dock quality and availability of staff members and management.
- The most frequent request was for an on-site service department with a certified mechanic and an extended boat product selection within the ship store.

Did you purchase fuel from Harbor Centre Marina in 2018?

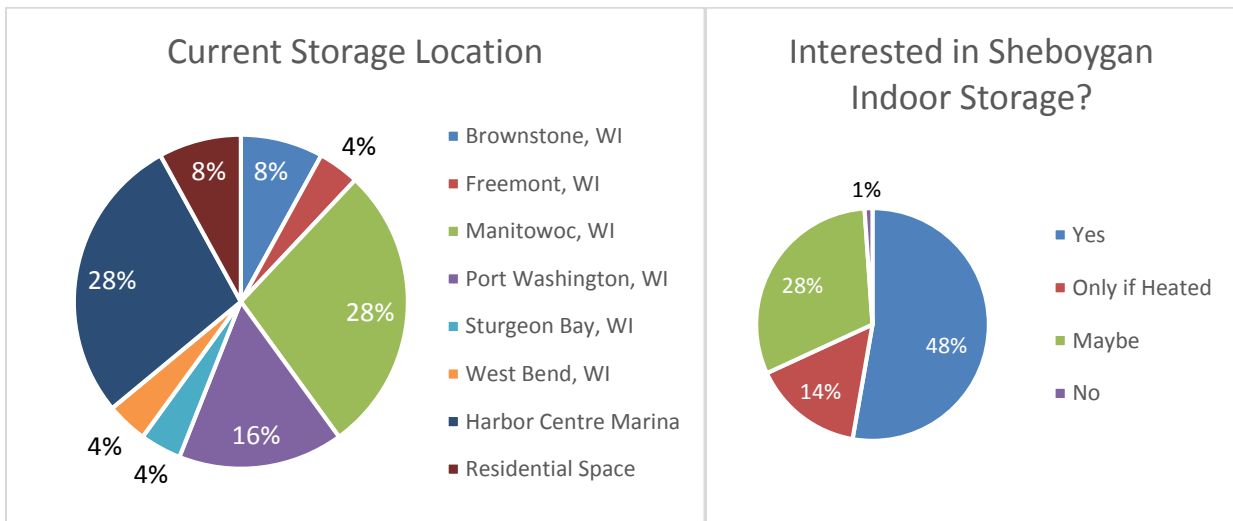


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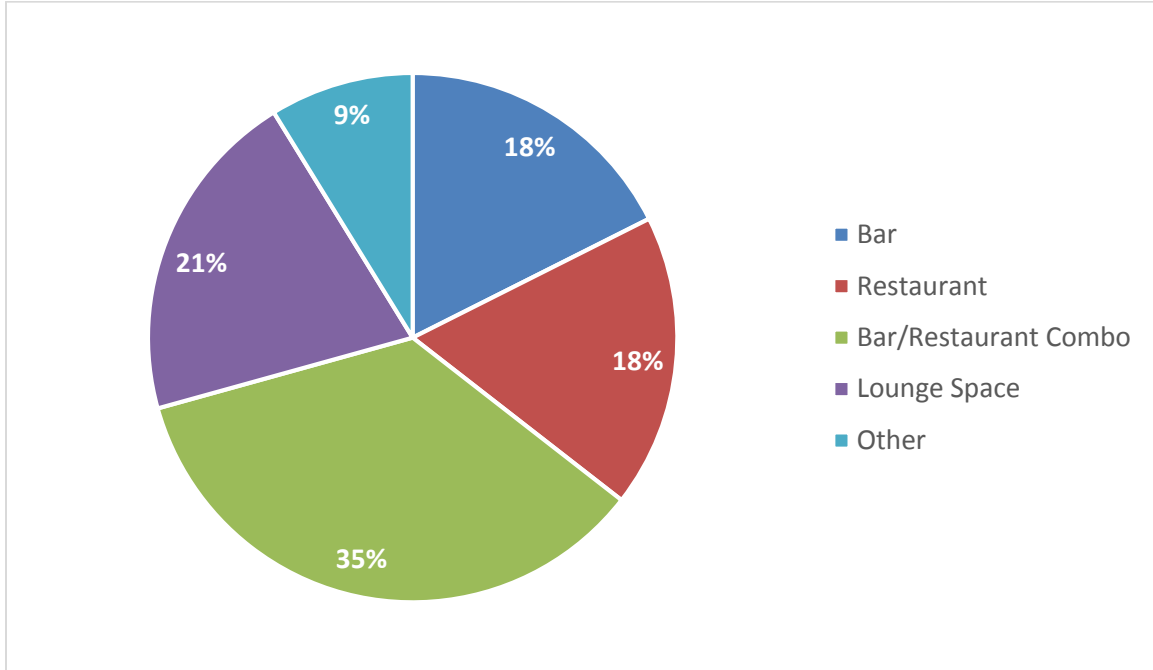
## Supplemental Questions

- 1) What additional services and/or amenities could your home port provide to boaters?
  - a. Boaters expressed a desire for expanded on-site food and bar options, particularly in the space previously designated for the Lake View Wine Bar (to be discussed in further detail in Question #6). Other suggestions included inviting local food vendors and trucks to the premise for busy weekends.
  - b. Surveyed boaters requested an increase in mechanical services offered by the marina including certified mechanics on staff, expanded boating supplies and hardware section within the ship store, and service equipment (lift crane for maintenance, boat launch/removal, etc.).
  - c. Surveyed boaters were happy with events offered throughout the 2018 season and requested more. Trivia nights were mentioned several times.
  - d. Suggested facilities improvements include increased recycling containers, lockers in the restrooms, improved Wi-Fi, more grills, and dock repairs.
- 2) What products would you like to see (and would purchase) from your home port's ship store?
  - a. Food: More hot food options (such as sandwiches, hot dogs, etc.) cooked in store, more stable foods (like coffee and common condiments), donuts and bakery items on the weekends.
  - b. Cleaning products: easy multi-use products like Lysol wipes, carpet cleaning products
  - c. Clothing: Coats and clothing for inclement weather (thicker sweatshirts, ponchos, etc.)

- d. Boat maintenance: stainless steel hardware, marine fasteners, oil filters, screws, small bolts, hull maintenance products and tools, light bulbs
  - e. Other: small liquor section, cigarettes
- 3) **What did you enjoy most this season at your home port?**
- a. Surveyed boaters overwhelmingly cited the boating community as the best part of their season at Harbor Centre. They enjoyed the comradery with fellow dock mates but also with employees and management. They greatly enjoyed the events and holidays celebrated at Harbor Centre throughout the 2018 season.
  - b. Recent upgrades and marina amenities, including the new boater’s lounge, gate FOB system, and the pool area, were all highlights for Harbor Centre boaters.
  - c. Other responses included time on the lake, fishing, and time spent in the Sheboygan.
- 4) **How can your home port improve your overall boating experience?**
- a. Most responses reiterate concerns addressed previously such as dock repair and maintenance, expansion of a service department, and improvements to Wi-Fi.
  - b. Boaters expressed concern for dock and facility cleanliness and asked for more regular spraying of docks, removal of floating debris, and enforcement of rules that keep dogs out of the pool/hot tub and restrooms.
  - c. A few surveyed boaters requested more consistent access to the parking lot, more events, and restoring the upstairs space to a restaurant or bar.
- 5) **Where do you currently store your vessel during the winter months? Would you be interested in indoor storage in Sheboygan?**



6) Although we unfortunately lost the Lake View Wine Bar this season, we're excited to use the space to offer you a new amenity. How would you like to see the space used?



- a. 71% of surveyed boaters indicated interest in some form of on-site business to fill the available space, such as a bar, restaurant, or combination of the two. Many comments specified preference for a casual dining experience, like a sports bar or pub-style menu.
- b. Several boaters who preferred using the space as a boaters lounge expressed concern of noise from a potential restaurant or bar at the marina.
- c. "Other" responses included expanded retail space and rentable space for events.

Parks & Forestry Report  
November 6, 2018

Parks

- Kayak and canoe launch has been very well received. Parking is in; all that is left is a sidewalk and some landscaping.



- Peace Park construction underway. The deck area around the peace pole started last week. Along with receiving a County grant, they are selling pavers.



- Optimist Park Splashpad will ready to go for a spring start-up.



- A soft Grand opening for the Shaw Family Playground was held on Saturday, October 27th. A few hundred people showed up for the opening of the playground. In the spring of 2019, a Grand opening will take place when the shelter is finished.



- The install of new lighting at Wildwood Baseball Complex has started and should be completed yet this year.

- John Powers, future operator of the Kiwanis Beer Garden has been busy getting area 8 of Kiwanis ready for a spring opening.



Forestry

	September	October
Tree Removal	7	42
Trees Elevated	280	135

- The city will be entering a contract with Property Solutions out of Mequon for the planting of 407 trees this fall and spring of 2019.