

MINUTES
FORT MYERS BEACH
Anchorage Advisory Committee
Town Hall Council Chambers
2731 Oak Street
Fort Myers Beach, FL 33931
Wednesday, May 22, 2024

I. Call to Order

The meeting was called to order at 9:00 a.m. by Chair Lurie.

II. Invocation and Pledge of Allegiance

III. Roll Call

Members present: Doug Eckmann, Jim Hockett, Chris Riedel King, Ted Lawwill, Sam Lurie, John Wesley Nash and Ed Schoonover.
Staff: Environmental Projects Manager Chadd Chustz and Harbormaster Curtis Ludwig.
Council Liaison: Jim Atterholt

IV. Approve the Agenda

MOTION: AAC Member Schoonover moved to approve the agenda with D. added to Current Items seconded by AAC Member Nash.

VOTE: The motion passed unanimously.

V. Approval of Minutes – April 17, 2024

MOTION: AAC Member Lawwill moved to approve the minutes; second by AAC Member Eckmann.

VOTE: Motion passed unanimously.

VI. Public Comment – no public comment.

VII. Current Items

A. Harbormaster Curtis Ludwig

Harbormaster Ludwig introduced himself and reviewed his experience in the maritime industry and the Coast Guard. He indicated there was a lot of work to be done and room for growth.

B. Mooring Field Budget

Projects Manager Chustz explained what the Mooring Field budget included and noted that details for the Mooring Field budget would be separated in the future. AAC Member Hockett questioned whether the Mooring Field was budget-neutral. AAC Member King felt it was an ongoing conversation and indicated it might take a while because of all the repairs that had to be made. Discussion was held regarding the last normal year of operations

for the Mooring Field and comments from the community.

C. Mooring Field Marketing

Public Information Officer Nicole Berzin introduced herself and reported that the website had been updated and a link to the AAC was included. She offered to update the Facebook page for the Mooring Field. AAC Member Nash noted that the update reflected more information than what had been in there. He encouraged her to update the Facebook page because most people looked there for information first. AAC Member King felt it was essential to inform residents of the value of the Mooring Field. She indicated that she was assembling information for a welcome kit, which could be added to Facebook and questioned whether there was value with actual handouts. Chair Lurie suggested that a hard copy of something minimal would be helpful. Harbormaster Ludwig noted that the material could be added to the information section outside the dingy dock and he agreed that Facebook should be updated. He brought up creating an Instagram page. AAC Member King will send the information to PIO Berzin. PIO Berzin stated that she would look into adding an Instagram and a rack card to hand out to people. AAC Member Nash stated that Dockwa was their best form of advertisement, and he informed AAC Member King that she might want to contact the Woman's Club since they were putting together a welcome package. Chair Lurie suggested contacting The Chamber. Liaison Atterholt suggested filming the story of the Mooring Field with Harbormaster Ludwig. PIO Berzin responded that she just talked about doing a video and had been doing short weekly clips highlighting various facilities. Liaison Atterholt thought a longer video for the Mooring Field would be more informative. AAC Member Nash suggested a short introduction to the Mooring Field on Facebook. Chair Lurie mentioned addressing the community questions and adding drone footage.

Chair Lurie suggested updating the Strategic Plan to assist with the future of the Mooring Field. He stated that the signage at the Dinghy Dock needed to be improved and Harbormaster Ludwig will check it out.

Harbormaster Ludwig indicated that the six balls in the west field were high on his priority list and he would contact the Coast Guard for a resolution. Discussion was held regarding why the channel markers moved.

Chair Lurie encouraged members to review the Strategic Plan so they could discuss and update it in a couple of months. AAC Member Schoonover suggested that Harbormaster Ludwig review the plan with the pros and cons.

Projects Manager Chustz read an email explaining why the six balls were moved.

D. 3rd Party Marina Operating Mooring Field

AAC Member King felt that having a 3rd party operating the ~~field~~ upland facilities. AAC Member Schoonover questioned whether the mayor wanted the AAC to look into 3rd parties running the field. Liaison Atterholt thought the topic might be premature since new developments were exploring options. AAC Member Hockett brought up Salty Sam's and Chair Lurie noted that they were the first upland provider before the ownership changed. He agreed with adding the location to the options. AAC Member King suggested removing this item from the agenda and adding it to the Strategic Plan. After discussion, AAC members agreed. Liaison Atterholt provided an update regarding the water ferry entity and hoped to have a representative attend an AAC meeting.

E. Change the Day of Meetings?

Town Clerk Amy Baker listed the days available. The fourth Monday of the month was discussed.

MOTION: AAC Member Schoonover moved to move the meetings to the fourth Monday of the month, seconded by AAC Member King.

VOTE: The motion passed unanimously.

Town Clerk Baker stated that they could set up virtual meetings for people unable to attend. Harbormaster Ludwig will be out of town the week of June 24. The June meeting will be held on the 21st so Harbormaster Ludwig can attend and then meet on the fourth Monday of the month. AAC members agreed to take July off.

VIII. Members' Items

AAC Member King welcomed the Harbormaster. AAC Member Schoonover questioned whether staff was at the dinghy dock on the weekends. Harbormaster Ludwig replied that he was working on it. AAC Member Nash was encouraged about increasing their exposure and thanked PIO Berzin for her assistance. Chair Lurie thanked Town Clerk Baker and PIO Berzin for attending the meeting. Harbormaster Ludwig indicated the pumpouts were going well and everything was running fine. AAC Member Eckmann noted he was struggling to make the meetings due to his other obligations and had to resign his position on the AAC. Chair Lurie thanked him for his service and encouraged him to keep in contact. AAC Member Hockett welcomed the Harbormaster. Liaison Atterholt encouraged members to talk to their neighbors about filling the seat.

IX. Staff Update – no update.

X. Public Comment – no public comment.

XI. Set Agenda for Next Meeting – June 21, 2024, at 9:00 a.m.

Add key observations regarding the Strategic Plan.

XII. Adjournment

MOTION: AAC Member Eckmann moved to adjourn the meeting; seconded by AAC Member Schoonover.

VOTE: The motion passed unanimously.

The meeting was adjourned at 10:28 a.m.

Adopted 6/21/24 with/without changes. Motion by Jim Hockett, seconded by John Westley
(DATE)
Vote: 7-0 Signature: Amy Baker, Town Clerk

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