MARINA COMMITTEE MEETING AGENDA

Wednesday November 12th, 2025 at 10:00 A.M.

Meeting held via Zoom ONLY, click below:

https://zoom.us/j/3597569647?pwd=671UiiJPSuJM9QHfABHmzGC12vlhJa.1&omn=99413666077

Meeting ID: 359 756 9647

Password: 8544457

To connect by telephone, please dial

1-305-224-1968 - Meeting ID 359 756 9647#

Deviations from the agenda order shown may occur.

1	Brigid White – Trustee & Chairperson		2	Chad Kodanko – Trustee	
3	Patrice Champeau – Trustee		4	Pat Duffy - Resident	
5	Kevin Grant – Citizen			*Marina Manager – David Lienau*	
	Julie Schmelzer – Village Administrator			*Asst. Marina Manager- Sam Jordan*	

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes – October 15th, 2025
4. Comments and Correspondence
5. Discussion/Action Items:
   a. Boathouse Project Update
   b. New Maring Building Update
   c. New Marina Building – Engineering Proposals
   d. Boardwalk Materials Purchase
   e. Marina Winterization Update
   f. Commercial Vendors' Annual Reports
   g. Review of Monthly Financials
6. Matters to be Placed on a Future Agenda or Referred to a Committee, Official, or Employee
7. Adjournment

Public Notice

Questions regarding the nature of the agenda items or more detail on the agenda items listed above can be directed to Village Administrator, Julie Schmelzer. Email julie.schmelzer@sisterbaywi.gov. It is possible that members of, and possibly a quorum of members, of other governmental bodies of the municipality may attend the meeting to gather information; no action will be taken by any governmental body other than the governmental body specifically referred to in this notice. Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Sister Bay Village Administration Office at 854-4118, (FAX) 854-9637, or by writing to the Village Administration Building, 2383 Maple Drive, PO Box 769, Sister Bay, WI 54234. Copies of reports and other supporting documentation are available for review at the Administration Building, 2383 Maple Drive during operating hours. (8 a.m. – 4 p.m. Monday – Thursday, 8 a.m. to 12:00 p.m. on Friday).

The Village of Sister Bay is an Equal Opportunity Provider.

MARINA COMMITTEE MEETING MINUTES
Wednesday October 15th, 2025
(Approval Pending)

Agenda Item No. 1. The October 15th, 2025 meeting of the Marina Committee was called to order by White at 4:00 P.M.

Present: Brigid White, Pat Duffy, Kevin Grant, Patrice Champeau & Chad Kodanko

Staff: Marina Manager - Dave Lienau & Assistant Manager - Sam Jordan

Others: Nick Dokolas, Thor Johnson

Agenda Item No. 2. Approval of the Agenda

A motion was made by Grant, seconded by Duffy that the Agenda for the October 15th, 2025 meeting of the Marina Committee be approved as presented. Motion carried – All ayes.

Agenda Item No. 3. Approval of the Minutes – September 17th, 2025

A motion was made by Duffy, seconded by Grant that the minutes of the September 17th, 2025 meeting of the Marina Committee be amended and approved by the committee. Motion carried – All ayes.

Agenda Item No. 4. Approval of the Minutes – October 10th, 2025

A motion was made by Grant, seconded by Kodanko that the minutes of the October 10th, 2025 special meeting of the Marina Committee be amended and approved by the committee. Motion carried – All ayes.

Agenda Item No. 5. Comments, correspondence, and concerns from the public

No correspondence was received for this meeting. White asked if anyone would like to make a public comment, and no one responded.

Agenda Item No. 6. Discussion/Action Items

a.) Boathouse Project Update

Lienau noted that the Sister Bay Historical Society is currently reviewing the lease and operational agreements before signing them.

b.) New Marina Building – Schematic Layout

White recommended that the Marina Committee approve the schematic layout so that phase 2 of the new building development can begin. Lienau added that even after approving the schematic design today, amendments can still be made during the next phase. Grant requested that the building have larger windows with a more floor-to-ceiling design to increase access to sunlight and the staff's visibility of the harbor. White voiced assent and confirmed that the architects are already factoring these comments into the next building design. Grant further added that it may be worth looking into bird-repellant glass in the windows, to which White and Lienau agreed.

A motion was made by Kodanko, seconded by Grant to approve the new marina building's schematic design as presented. Motion carried – All ayes.

c.) New Marina Building – Phase 2 Contract

Lienau explained that Phase 2 will involve creating more specific architectural designs both in the interior and exterior that can be used for actual construction in the future. Lienau added that Phase 2 will require further surveys and evaluations on the current marina property.

A motion was made by Grant, seconded by Kodanko to approve moving into Phase 2 of the new marina building's design contract. Motion carried – All ayes.

d.) Boardwalk Project Review

Lienau summarized that the received bids to construct a concrete boardwalk were all rejected as they were too far over the marina's budget for the project, primarily due to the cost of concrete, of sheet steel, and of mobilizing large machinery. Lienau followed that management is speaking with marine engineer, Mike Kahr, to find alternative ways to replace the current boardwalk. Mike Kahr as well as other marina managers who Lienau has spoken with recommend Ipe wood as an alternative material to rebuild the boardwalk with. Lienau explained that Ipe is an extremely dense walnut wood from South America that is known to last up to 75 to 80 years, even submerged in water. Lienau added that Ipe wood is significantly more expensive than the wood currently used in the boardwalk's structure, has an extremely high fire rating comparable to concrete or steel, naturally turns grey over time to match the rest of the wood in the marina, but does require specific tools and expertise to build with. Lienau noted that Kahr estimated the cost of the Ipe wood and its delivery to the marina alone would be around $107,000, with its installation not included. Lienau suggested another species of walnut wood from South America called Cumaru, which is not quite as dense as Ipe, but is competitive in its 40-to-45-year lifespan. Grant and White noted that the expense of the wood concerns them as being cost prohibitive, but Lienau noted that the added expense may be worth it given that the lifetime of the boardwalk would increase so drastically. Lienau reminded the committee that a previous proposal to replace the entire boardwalk, with pressure treated wood like its current material, was about $159,000.

e.) Marina Winterization and Fall Dredging

Lienau noted that since all three boardwalk and dredging project bids were rejected, there are now no set plans to have the marina dredged to accommodate the continually lowering water levels. Lienau is aiming to conduct a separate, smaller emergency dredging project akin to what the marina did in the Spring of 2025, to address the extremely shallow areas and protruding rocks throughout the marina. Lienau noted that due to the limited time frame to dredge set by the DNR in the dredge permit, this may be the necessary alternative as there is not enough time to rebid the larger dredging project that was originally paired in the bid package with the boardwalk project.

f.) Commercial Vendor Contracts – Renewals, Extensions & Pricing

Lienau summarized the status of the commercial vendors and their contracts within the marina, noting that the contracts were signed in 2023 with the stipulation that the committee can renew the contracts for an additional two years once three marina seasons have passed. Now that the contracts are due for two-year renewals, amendments to the contracts can be made with the committee's approval. Lienau asked the committee to reconsider the current pricing model of Sister Bay Scenic Boat Tours and its vessel named the Norra Dorr, before approving the vendor's contract. Lienau explained that the commercial slip-holders are charged per foot of slip, but the Norra Dorr is using a notably larger amount of length than the slips it is in. Currently the total amount of slip the vessel is being charged for is 94ft, but it is using 126ft of actual space. This 32ft of overuse violates the overhang limitations set in the marina guidelines for other types of slip-holders. Lienau noted that the vendor has requested to move slips to amend the overhang issue, but there are no available spots in the marina that would accommodate the Norra Dorr and the foot-traffic it generates. The committee deliberated whether the rate should be increased or maintained at the current model of paying only per foot of assigned slip. Duffy gave historical context as to how the current layout of the Sister Bay Scenic Boat Tours' and Sister Bay Boat Rentals' slips was designed to accommodate the flow of traffic for both businesses' boats.

Duffy recommended that the committee increase the price by half of what the additional cost would be if the vendor was charged per foot of boat rather than per foot of slip, given that the length of boat is 32ft larger than the length of its assigned slips. Lienau confirmed that Duffy's recommendation would increase the annual cost to the vendor by about $4,000. Most committee members voiced assent for the proposal, with Kodanko noting that it will be important for the committee to inform the vendor of any plans for future price changes after the two-year renewal period ends.

A motion was made by Duffy, seconded by Kodanko to approve the two-year extension of the commercial vendor contracts as written, with the exception of the Sister Bay Scenic Boat Tours contract which will increase in its rate by fifty-percent of the cost of the difference in footage between the commercial vessel and its assigned slips, which equals $3,985.60 for the year of 2026. Motion carried – All ayes.

g.) Review of Monthly Financials

Lienau noted that the total YTD revenue for the marina per the monthly financials is $920,000, but the marina's total revenue is actually at $948,000 as of the most up-to-date report. Lienau estimates that the marina will likely surpass a million dollars in revenue by the end of the year.

Agenda Item No. 7. Matters to be placed on a future agenda or referred to a committee, official, or employee

It was the consensus of the committee that that following items be included on a future committee meeting agenda:

- *New marina building design & phase 2 contract to the Board of Trustees*
- *Commercial vendor contracts to the Board of Trustees*

The next meeting of the Marina Committee is tentatively scheduled for December 17th, 2025 at 4:00 P.M. via virtual Zoom meeting only.

Adjournment: *A motion was made by Grant, seconded by Duffy to adjourn the October 15th, 2025 meeting of the Marina Committee at 5:15P.M. Motion carried – All ayes.*

Respectfully submitted,

Samuel Jordan
Assistant Marina Manager

October 13, 2025

Mr. David W. Lienau
Sister Bay Marina
10733 Bay Shore Drive
Sister Bay, WI

RE: Proposal ACE #25137-CD Phase – Construction Document Design MEP Consulting Services – Sister Bay Marina Building, Sister Bay, Wisconsin

Dear Mr. Lienau:

Architectural Consulting Engineers (ACE) is pleased to submit our scope of work definition and fee proposal to provide mechanical, electrical, and plumbing (MEP) construction document design services for the new Sister Bay Marina Building, Sister Bay, Wisconsin. This proposed work intends to extend the Schematic Design Phase Documents prepared by our office under a separate contract to provide documents ready for bid, permit, and construction. As this is a phased design approach, this CD Phase proposal is only valid if the SD Phase proposal is executed. We understand that Manske Dieckmann Thompson Architects has prepared preliminary plans for this new building, dated September 19, 2025, which we have used to prepare this proposal.

The following information outlines our understanding of the requirements of this project:

Scope of Work & Associated Design Services

Phase	Description of Services
Construction Documents	After sign-off of the final scope of the project based on the SD Phase drawings prepared under a separate contract, we will work with your office to create construction documents to be used for bid, permitting, and construction, incorporating the design decisions and extending them as required. This will include Mechanical, Electrical, and Plumbing construction drawings, sheet specifications, and any required supporting calculations and forms. We anticipate two Construction Document submittals: 75% and Final.
Bid/Permit Support	During bid and permit acquisition, we will provide support for MEP-related questions to help facilitate these processes.

Construction Admin Services	This would include a review of equipment and system submittals from the contractor, resolution of RFI's, site visits to review the ongoing installation for compliance with the design intent of the project documents, and review of final installation to ensure the system meets or exceeds the requirements of the project documents.

Timeframe – A schedule to begin work on this project would be negotiated after acceptance of this proposal. This proposal is valid for 90 days from the date above.

Exclusions – This proposal does not include any services not explicitly described above; Schematic Design Service; LEED documentation or LEED calculation support; fire sprinkler design; lighting design; structural or civil design services; the printing of any documents; out-of-area travel expenses; obtaining of permits; expert witness or deposition; testing of any equipment for performance or function; destructive testing or evaluation to include all penetrations, plaster removal, opening up system components to determine condition; or the furnishing of any materials. This fee proposal is for one complete construction document design package based on a schematic design developed under a separate contract. Any requested redesign required on this project after drawings have reached approved SD Phase documents, or to value engineer the project for cost reduction after bids are received, is not included in this base proposal but could be provided for an additional fee.

Payments – Architectural Consulting Engineers will invoice monthly for time and materials expended to support the project. All invoices are to be paid to Architectural Consulting Engineers within thirty (30) calendar days of the date of invoice.

Fees – Architectural Consulting Engineers will perform the work described above, as indicated below:

MEP Design Service – Construction Documents	**Fee**
• Lump-Sum Design Fee	$ 14,300
Post Design Support	
• Construction Administrative Services	Billed Hourly

Hourly services and additional work outside of this proposal can be provided at an hourly rate of: -

- Principal/Engineer: $200.00/hour
- Senior Designer: $150.00/hour

Reimbursable expenses will be billed at actual cost to include, but not be limited to: **postage, delivery, printing, and travel.**

We hope that you find this proposal satisfactory. Thank you for your consideration on this project.

Respectfully submitted,
Architectural Consulting Engineers

Mark E. Nussbaum, P.E.

Accepted:

Name:_______________________________________ Signed:____________________________________

Date:____

October 13, 2025

Mr. David W. Lienau
Sister Bay Marina
10733 Bay Shore Drive
Sister Bay, WI

RE: Proposal ACE #25137-SD Phase – Schematic Design MEP Consulting Services – Sister Bay Marina Building, Sister Bay, Wisconsin

Dear Mr. Lienau:

Architectural Consulting Engineers (ACE) is pleased to submit our scope of work definition and fee proposal to provide mechanical, electrical, and plumbing (MEP) schematic design engineering consultation services for the new Sister Bay Marina Building, Sister Bay, Wisconsin. This proposed work intends to provide schematic design documents to validate system design concepts for approval. We understand that Manske Dieckmann Thompson Architects has prepared preliminary plans for this new building, dated September 19, 2025, which we have used to prepare this proposal.

The following information outlines our understanding of the requirements of this project:

Scope of Work & Associated Design Services

Phase	Description of Services
Schematic Design Phase	This work includes: 1. A review of available documentation regarding the existing site utilities in the area. We assume this information is provided by the project's civil engineer. 2. Development of a thermal load study. Output will be used to size HVAC equipment. 3. Domestic water demand calculation to size incoming water service. 4. Sanitary sewer demand calculation to size the required sanitary sewer. 5. Electrical demand calculation to size up the incoming electric service. 6. Prepare schematic-level drawings to illustrate our recommended approaches. 7. We assume that mechanical systems will be gas-fired heating, electric cooling, split-systems. Exhaust and ventilation air is assumed to be provided with an energy recovery ventilator. 8. We assume that light fixture selection and layout will be provided by the architect for all non-utility areas. 9. We assume that the plumbing fixture layout will be provided by the architect. Plumbing fixture selection will be coordinated between the architect, owner, and our office. 10. We anticipate one Schematic Design submittal.

Timeframe – A schedule to begin work on this project would be negotiated after acceptance of this proposal. This proposal is valid for 90 days from the date above.

Exclusions – This proposal does not include any services not explicitly described above; Construction, bid, or permit documents; LEED documentation or LEED calculation support; fire sprinkler design; lighting design; structural or civil design services; the printing of any documents; out-of-area travel expenses; obtaining of permits; expert witness or deposition; testing of any equipment for performance or function; destructive testing or evaluation to include all penetrations, plaster removal, opening up system components to determine condition; or the furnishing of any materials. This fee proposal is for one complete Schematic Design package.

Payments – Architectural Consulting Engineers will invoice monthly for time and materials expended to support the project. All invoices are to be paid to Architectural Consulting Engineers within thirty (30) calendar days of the date of invoice.

Fees – Architectural Consulting Engineers will perform the work described above, as indicated below:

MEP Schematic Design Service	**Fee**
• Lump-Sum Design Fee	$ 9,500

Hourly services and additional work outside of this proposal can be provided at an hourly rate of: -

- Principal/Engineer: $200.00/hour
- Senior Designer: $150.00/hour

Reimbursable expenses will be billed at actual cost to include, but not be limited to: **postage, delivery, printing, and travel.**

We hope that you find this proposal satisfactory. Thank you for your consideration on this project.

Respectfully submitted,
Architectural Consulting Engineers

Mark E. Nussbaum, P.E.

Accepted:

Name:______________________________________ Signed:___________________________________

Date:_______________________________________

Annual Report

- Topical Report
- Promotional Materials (tickets and information are not available at the Marina Building, but are at the Kiosk)
- Demographic and Trip/Customer Counts

Topical Report

1. The businesses in the kiosk continued to work well together. Additionally, we regularly directed customers and other Sister Bay guests to local restaurants, retail businesses, and activities in order to increase our economic impact.
2. Our staff did not park in any of the restricted areas as designated in our contract.
3. With the help of Dave, we continued the implementation of the staging area with improvements. The staging area was set up off the dock and kept customers off the dock until we were ready for them to board. Cones and a chain helped to keep the guests from obstructing the north/south walkway. This seems to have gone very smoothly. We did not hear any complaints from anyone in the marina.
4. The pump-out system did not work in our location for much of the season. We went to Yacht Works or A dock to get pumped out.
5. The trash can that is next to the dock (on the left as you step onto the dock from the park) was designated as the trash can that we were responsible for emptying. We did that each day we had a cruise.

Promotional Materials

Confirmation Email Intro

Thank you for your reservation!

-Please retain this email for your records and have it available at the time of check-in. BE SURE TO CHECK IN AT THE **TICKET BOOTH** UPON ARRIVAL.

-We have snacks and non-alcoholic drinks for purchase. You may bring alcoholic and non-alcoholic drinks or snacks of your own. Please no glass bottles.

-Bathrooms can be found nearby at the Village Hall: 10693 WI-42, Sister Bay, WI 54234 (& there are bathrooms onboard)

Please don't hesitate to contact us with any questions.

"Tips" Section of the Website

Tips as seen:

https://www.doorcountyboats.com/boat-tour-cancellation-policy-tips/

1. Arrive at least 20 minutes before scheduled departure to check in with our office attendant.
2. Our convenient dock location is within walking distance of most businesses, restaurants, and hotels in the downtown area. Primary parking is offered in the lot labeled with a blue "P" icon on the Parking map below. Buses may drop off right in front of the ticket office and dock but are asked to please park in the lot labeled with a blue Bus icon as indicated on the parking map below.
3. Don't forget to bring sunglasses, sunscreen, a camera, maybe a light jacket or sweater for those cool Door County afternoons or evenings.
4. Snacks and non-alcoholic drinks for purchase are onboard. You may bring along any food or beverage you wish!
5. There are public restrooms located just south of the ticket office at the town hall. We also have 2 restrooms on board the boat.
6. Please DO NOT go to the Marina office. They do not take reservations for the boat.

Brochure


THE BOAT – "NORRA DÖRR"
• Wheerchair Accessible
• Captains are Licensed and USCG Masters Certified
• U.S. Coast Guard Inspected
• Vessel Certified for 149 passengers
PRIVATE CHARTERS
Custom cruises with live music, narration, and catering. Elevate your celebrations with our exclusive private boat charters, accommodating up to 125 guests! Immerse yourself in the luxury of a private cruise tailored for various occasions:
• Receptions
• Ceremonies
• Rehearsals
• Birthday Parties
BUS TOURS WELCOME
Bus groups get special rates and bus driver and one guide are free. Boat drop-off is conveniently posi - tioned right in front of the ticket kiosk, ensuring quick access and the boat awaits just behind the kiosk, and with hand railings in place, boarding and disembark - ing become a breeze. Let us provide your bus group with an unforgettable nautical escapade!
CALL 920.421.4444 FOR RESERVATIONS
2025 FIREWORKS CRUISES
• Ephraim Fyr Bal Sunset, Live Music, & Fireworks Cruise
Departure: June 21st 8:15pm Saturday
• Fish Creek Fireworks & Live Music Cruise
Departure: Check the Online Calendar
• Egg Harbor Sunset, Live Music, & Fireworks Cruise
Departure: : July 3rd 8:15pm Thursday
• Gills Rock Sunset, Live Music Cruise, & Fireworks Cruise
Departure: July 4th 8:15pm Friday
• Sister Bay Freedom Fest Fireworks & Live Music Cruise
Departure: July 12th 8:30pm Saturday
• Sister Bay Marina Fest Fireworks & Live Music Cruise
Departure: Aug. 30th 7:45pm Saturday
RESERVATIONS RECOMMENDED
Online: www.DoorCountyBoats.com
• Snacks & drinks for purchase on board.
• Please arrive 30 minutes before departure
• Enjoy one of our cruises and get 10% off any additional trip of your choice.
• Wheelchair accessible
• Pet Friendly
CONTACT US
Phone: 920.421.4444
Tickets and information are available at the Boat Kiosk across the street and just north of Al Johnsons
Location: 10707 N. Bay Shore Drive • Sister Bay, WI 54234 at the kiosk in downtown Sister Bay
(Park in the lot directly across the street or at 2272 Sunset Rd. in the city lot)
*Our office is NOT located in the same building as the dock offices near the launch ramp
Email: tours@doorcountyboats.com
Check us out on Tripadvisor!
Use code FunOnTheLand for 10% off a Segway Tour!
www.SegwayTheDoor.com
BOAT TOURS
Sister Bay
SCENIC BOAT TOURS
ENJOY LIVE MUSIC ON SUNSET CRUISES!
DEPARTS FROM DOWNTOWN SISTERBAY
WWW.DOORCOUNTYBOATS.COM

Demographic and Trip/Customer Counts

Restrictions	
1-75 people	
76-100 people	15%
101-125 people	10%

	# of cruises	Year End
Totals	2025	2025
1-75 people	243	78.14%
76-100 people	37	11.90%
101-125 people	31	9.97%
Totals	311	

May	2025	2025
1-75 people	24	96%
76-100 people	1	4%
101-125 people	0	0%
June	2025	2025
1-75 people	61	91%
76-100 people	3	4%
101-125 people	3	4%
July	2025	2025
1-75 people	75	71%
76-100 people	18	17%
101-125 people	13	12%
August	2025	2025
1-75 people	46	71%
76-100 people	11	17%
101-125 people	8	12%
September	2025	2025

1-75 people	37	77%
76-100 people	4	8%
101-125 people	7	15%
October	2025	2025
1-75 people	0	0%
76-100 people	0	0%
101-125 people	0	0%

	Eagle Bluff & Horseshoe Island	Explore Peninsula Park Caves	Northshore to Death's Door	Sunset Live Music Cruise	Private Cruises	Specialty Cruises
Cruises	53	80	78	78	7	12
Cancelled	29	35	30	43	7	2

Customer Types	
Adult	63%
Seniors	27%
Children	10%

2025 Commercial Vendor Report

Overview

This was our first season under new ownership and we are pleased to report smooth sailing! Overall, we are up from 2024. September was the only month we saw lower numbers than the previous year, but October blew 2024 out of the water with sunny skies, light and variable winds, and warm temps. We placed a strong focus on boat maintenance and taking proper care of our vessels and their engines as well as improving crew protocols, dock safety, and general upgrades to our operation.

Marketing

This season, we pushed to maintain some interest throughout our off-season with e-mail marketing, Google Ads, and social media. We encouraged our customers to pre-book for the summer months and also promoted gift cards. We will continue this for seasons to come.

For the summer, we used a variety of paper methods and, as always, relied heavily on Paper Boy for our brochure distribution. We will be using Destination Door County as well as placing an ad in the Door County Wedding magazine this coming season.

We made White Wings bookable as a private sail only, rather than offering 6 individual tickets. On the occasion that our other boats were full and White Wings was still available, we would open it for public booking. This was a successful move and we will continue with it next year.

Numbers

This year we saw just over ~7,000 customers throughout our season. This is just up from last year’s ~6,900 and down from our highest year to date, 2021, where we saw just under ~8,000. Our customer base is primarily adults with children 12 or under making up about 5-6%.

Marina and Kiosk

As always, we maintain a great relationship with our neighbors in the kiosk. From borrowing oil absorber pads from our friends on the Norra Door to getting Thor's help with our dinghy, we are very appreciative of these relationships. We were and continue to be very appreciative of the marina staff, as well, especially Dave and Sam. We were able to turn to them time and time again and they are always helpful and accommodating.

Challenges

Of course, our first year as new owners came with challenges! Though we had a successful year and overall a smooth transition in ownership, a learning curve is to be expected, and boats will be boats.

Our biggest challenges this year were creating new systems for organization and maintenance, working with deteriorating sails, and navigating new policies and protocols with returning staff. We will be having new sails for the Edith Becker made this winter.

Milestones & Successes

The addition of our dinghy proved to be a game changer. It allowed our captains to maneuver the channel in conditions that would be not only challenging but occasionally impossible to handle otherwise. It was used in shuttling our mechanic to the boat in the event of a minor mechanical issue, and was even used as part of a grand proposal.

We had a great staff this year. After some early season challenges, we had a rockstar crew of both returning captains and new crew. Having ourselves serve as backup captains and crew allowed us to navigate scheduling with ease.

We saw Sail Door County's wedding and proposal record this season with more than 20 proposals and more than 10 weddings aboard.

Looking Forward

As always, we hope that the next year is better than the last.

We are aiming to work throughout the winter on boat upgrades and new marketing initiatives.

We hope to get a head start on staffing as we are expecting some changes to our returning staff this coming year. Though he may still be around to help occasionally, we will be saying goodbye to captain Andy Hallett as he goes on to enjoy his retirement traveling!

We are grateful to so many in our community for making our first season under new ownership such a success and we look forward to maintaining those great relationships in the coming years.

Thor Johnson
Sister Bay Boat Rental
October 22, 2025

2025 Season Report

Season Review:

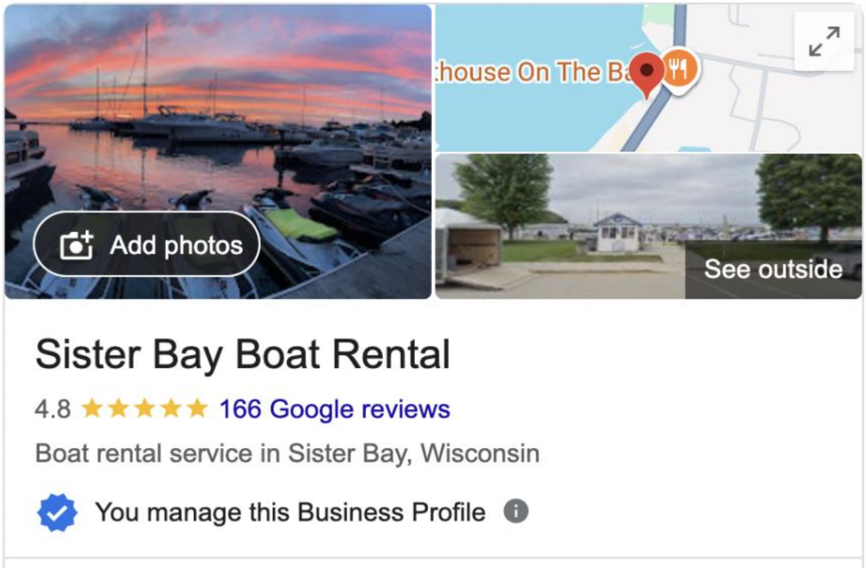
Overall, much like in 2024, this summer was quite short once again, largely due to poor weather in June. Unfortunately, even with the beautiful weather we had in September, it's difficult to recover from a slow start. Since the majority of Boat Rental's customers are families, the season effectively ends once school is back in session.

That said, I believe the operation ran smoothly overall. Any issues that came up were quickly addressed with Dave's support. I was also happy to lend a hand whenever Dave needed assistance. I hope to continue being a reliable resource and want Dave to know I'm always willing to help however I can.

Marketing:

Marketing was done the same as in the past. For paper advertising, I use Go Guide, Destination Door County, Rack Cards, Drink Coasters, and a Billboard. For digital advertising, I use Google Ads, Facebook Ads, Social Media, Sister Bay Advancement, and Destination Door County. Here is a list of the data I have for only my online reservations. Google Reviews is definitely the strongest reach for new customers.

Referral Source	# Reservations (not passengers)
Billboard	31
Destination Door County	61
Door County Fun Map	8
Door County Go Guide	16
Door County Living Magazine	4
Door County Magazine	11
Door County Maritime Museum	1
Door County Navigator	1
Door County Today	1
Door County Visitor Bureau	1
Dorr Hotel	3
Drink Coaster!	4
Google Reviews	66
Hotel Concierge	1
N/A (no response)	1092
Other	151
Peninsula Pulse Local Newspaper	4
Rack Card Display	3
Return Customer	325
Sister Bay Advancement	1
Social Media (Facebook, Twitter, Instagram)	5
Trip Advisor	2
VRBO/AirBnb	3
Walking By/ Driving By	41
Web Search	162
Word of Mouth	83
Yelp	1



Customer Counts:

For the 2025 season, 2187 reservations. That is not a customer count, that is a reservation count because some customers reserve multiple boats(reservations). To put things in perspective, for the **2024 season I had 2036 reservations**. For the **2023 season I had 2383 reservations.** For the **2022 season I had 2431 reservations**. Being almost 100% weather dependent, that number can extremely fluctuate year-to-year, and unfortunately this was a very bad year for weather in June once again. One busy day/week/month happens to be terrible weather, I'm refunding every reservation because they likely cannot reschedule.

Issues/Problems:

I don't believe I ran into any issues this season. If there was ever anything that came up that I'm unaware of, I'd appreciate knowing what happened, so I can make changes for the future. I did notice that the bathrooms were often locked this summer over at the town hall, so I'm not sure what was going on there.

Sincerely,

Thor Johnson
Sister Bay Boat Rental
Owner

VILLAGE OF SISTER BAY
REVENUES WITH COMPARISON TO BUDGET
FOR THE 10 MONTHS ENDING OCTOBER 31, 2025

MARINA

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
690-42800-000-000	AMORTIZATION OF PREMIUM	.00	.00	2,803.00	(2,803.00)	.00
		.00	.00	2,803.00	(2,803.00)	.00
690-46371-000-000	SEASONAL SLIP FEES	451,814.82	451,814.82	467,851.00	(16,036.18)	96.57
690-46372-000-000	DAILY DOCKING/TRANSIENT FEES	305,931.10	305,931.10	278,500.00	27,431.10	109.85
690-46373-000-000	LAUNCH FEES	16,903.29	16,903.29	19,000.00	(2,096.71)	88.96
690-46375-000-000	PUMP OUT SERVICES	400.91	400.91	2,350.00	(1,949.09)	17.06
690-46376-000-000	COMMERCIAL DOCKING	144,708.49	144,708.49	144,244.00	464.49	100.32
690-46377-000-000	DISCOUNTED SALES	.00	.00	(1,000.00)	1,000.00	.00
690-46380-000-000	LAUNDRY NON-TAXABLE	410.50	410.50	500.00	(89.50)	82.10
690-46381-000-000	PRODUCT SALES	4,145.20	4,145.20	8,000.00	(3,854.80)	51.82
690-46383-000-000	NON TAXABLE PRODUCT SALES	358.00	358.00	500.00	(142.00)	71.60
		924,672.31	924,672.31	919,945.00	4,727.31	100.51
690-48110-000-000	INTEREST ON INVESTMENTS	54,188.35	54,188.35	33,673.60	20,514.75	160.92
690-48995-000-000	MISC OTHER REVENUE	369.79	369.79	300.00	69.79	123.26
	TOTAL SOURCE 48	54,558.14	54,558.14	33,973.60	20,584.54	160.59
	TOTAL FUND REVENUE	979,230.45	979,230.45	956,721.60	22,508.85	102.35

VILLAGE OF SISTER BAY
EXPENDITURES WITH COMPARISON TO BUDGET
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MARINA

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
690-53540-111-000	FULL-TIME WAGES	97,714.76	97,714.76	123,531.00	25,816.24	79.10
690-53540-111-051	FULL-TIME WAGES FACILITIES	2,431.44	2,431.44	9,570.00	7,138.56	25.41
690-53540-111-920	FULL-TIME WAGES ADMIN	10,041.75	10,041.75	21,191.00	11,149.25	47.39
690-53540-114-000	UNWORKED WAGES	4,472.64	4,472.64	.00	(4,472.64)	.00
690-53540-121-000	PART-TIME WAGES	48,413.75	48,413.75	72,094.00	23,680.25	67.15
690-53540-122-000	PART-TIME OVERTIME WAGES	873.38	873.38	10,200.00	9,326.62	8.56
690-53540-123-000	BONUSES, DOCKMASTERS	.00	.00	3,050.00	3,050.00	.00
690-53540-131-000	RETIREMENT	7,968.41	7,968.41	10,745.00	2,776.59	74.16
690-53540-132-000	SOCIAL SECURITY	12,472.86	12,472.86	18,379.00	5,906.14	67.86
690-53540-133-000	INSURANCE, MEDICAL	13,006.01	13,006.01	19,158.00	6,151.99	67.89
690-53540-134-000	INSURANCE, DENTAL	559.51	559.51	915.00	355.49	61.15
690-53540-135-000	INSURANCE, GROUP LIFE	30.26	30.26	57.00	26.74	53.09
690-53540-136-000	INSURANCE, DISABILITY	458.37	458.37	605.00	146.63	75.76
690-53540-137-000	HSA BENEFITS EXPENSE	4,728.17	4,728.17	6,058.00	1,329.83	78.05
690-53540-138-000	EAP BENEFITS EXPENSE	114.80	114.80	166.00	51.20	69.16
690-53540-140-000	VISION BENEFITS	68.83	68.83	121.00	52.17	56.88
690-53540-141-000	UNIFORM ALLOWANCE	1,249.09	1,249.09	2,000.00	750.91	62.45
690-53540-142-000	RECRUITMENT/TESTING/PHYSICALS	.00	.00	500.00	500.00	.00
690-53540-143-000	RECOGNITION	.00	.00	700.00	700.00	.00
690-53540-144-000	MILEAGE	165.40	165.40	400.00	234.60	41.35
690-53540-145-000	EXPENSE ALLOWANCE	.00	.00	200.00	200.00	.00
	PERSONNEL	204,769.43	204,769.43	299,640.00	94,870.57	68.34
690-53540-201-000	ELECTRIC/GAS	16,457.18	16,457.18	24,000.00	7,542.82	68.57
690-53540-202-000	WATER/SEWER/STORM	4,753.95	4,753.95	10,000.00	5,246.05	47.54
690-53540-203-000	TELEPHONE	605.90	605.90	1,260.00	654.10	48.09
690-53540-204-000	CELL PHONE	694.75	694.75	275.00	(419.75)	252.64
690-53540-205-000	INTERNET	3,884.97	3,884.97	4,500.00	615.03	86.33
690-53540-206-000	TELEVISION	813.39	813.39	850.00	36.61	95.69
690-53540-207-000	RECYCLING	697.38	697.38	1,000.00	302.62	69.74
690-53540-208-000	GARBAGE	2,460.40	2,460.40	5,000.00	2,539.60	49.21
690-53540-209-000	LEGAL	652.00	652.00	500.00	(152.00)	130.40
690-53540-210-000	AUDITING & CONSULTING	6,333.17	6,333.17	2,750.00	(3,583.17)	230.30
690-53540-211-000	WEED CONTROL	4,313.60	4,313.60	3,500.00	(813.60)	123.25
690-53540-214-000	HOLDING TANK EXPENSE	.00	.00	200.00	200.00	.00
	CONTRACTUAL SERVICES	41,666.69	41,666.69	53,835.00	12,168.31	77.40

VILLAGE OF SISTER BAY
EXPENDITURES WITH COMPARISON TO BUDGET
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MARINA

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
690-53540-301-000	VEHICLE & EQUIPMENT GAS, OIL,	116.55	116.55	250.00	133.45	46.62
690-53540-303-000	EQUIPMENT RENTAL	6.77	6.77	350.00	343.23	1.93
690-53540-310-000	COMPUTER SOFTWARE MAINTENANCE	12,211.56	12,211.56	13,200.00	988.44	92.51
690-53540-311-000	WEBSITE	359.88	359.88	1,000.00	640.12	35.99
690-53540-312-000	IT SUPPORT	4,370.55	4,370.55	4,000.00	(370.55)	109.26
690-53540-321-000	OFFICE SUPPLIES	419.30	419.30	1,000.00	580.70	41.93
690-53540-322-000	POSTAGE	165.29	165.29	300.00	134.71	55.10
690-53540-324-000	PRINTING/COPYING	1,054.99	1,054.99	2,750.00	1,695.01	38.36
690-53540-325-000	ADVERTISING & PUBLIC NOTICES	28.32	28.32	2,000.00	1,971.68	1.42
690-53540-331-000	MEMBERSHIP DUES	600.00	600.00	850.00	250.00	70.59
690-53540-332-000	EDUCATION/TRAINING	10,074.53	10,074.53	7,500.00	(2,574.53)	134.33
690-53540-351-000	MEDICAL/SAFETY SUPPLIES	235.80	235.80	1,500.00	1,264.20	15.72
690-53540-352-000	MINOR EQUIPMENT AND TOOLS	3,712.30	3,712.30	10,000.00	6,287.70	37.12
690-53540-353-000	GENERAL SUPPLIES	240.11	240.11	4,000.00	3,759.89	6.00
690-53540-354-000	SUPPLIES FOR RESALE	1,584.32	1,584.32	3,500.00	1,915.68	45.27
690-53540-357-000	EVENT COSTS	2,200.30	2,200.30	2,000.00	(200.30)	110.02
690-53540-362-000	GROUNDS MAINTENANCE	1,054.15	1,054.15	3,500.00	2,445.85	30.12
690-53540-365-000	COPIER MAINTENANCE	941.03	941.03	.00	(941.03)	.00
690-53540-366-000	BUILDING MAINTENANCE	22,945.95	22,945.95	16,500.00	(6,445.95)	139.07
690-53540-368-000	DOCK MAINTENANCE	110,255.92	110,255.92	125,000.00	14,744.08	88.20
690-53540-369-000	EQUIPMENT MAINTENANCE	1,031.17	1,031.17	1,950.00	918.83	52.88
690-53540-392-000	MISCELLANEOUS	.00	.00	100.00	100.00	.00
	SUPPLIES AND EXPENSE	173,608.79	173,608.79	201,250.00	27,641.21	86.27
690-53540-401-000	CUSTODIAL SUPPLIES	2,153.40	2,153.40	4,000.00	1,846.60	53.84
690-53540-408-000	CONTINGENCY, MARINA	.00	.00	5,000.00	5,000.00	.00
	BUILDING MATERIALS	2,153.40	2,153.40	9,000.00	6,846.60	23.93
690-53540-510-000	PROPERTY & LIABILITY INSURANCE	23,361.40	23,361.40	22,140.00	(1,221.40)	105.52
690-53540-512-000	INSURANCE, WORK COMP	5,664.44	5,664.44	7,923.00	2,258.56	71.49
690-53540-550-000	BANK SERVICE CHARGES	13,304.55	13,304.55	16,000.00	2,695.45	83.15
690-53540-599-000	LICENSE AND PERMIT FEES	.00	.00	25.00	25.00	.00
	FIXED CHARGES	42,330.39	42,330.39	46,088.00	3,757.61	91.85
690-53540-602-000	INTEREST	35,621.96	35,621.96	35,621.96	.00	100.00
	DEBT SERVICE	35,621.96	35,621.96	35,621.96	.00	100.00
690-53540-850-000	COMPUTER SOFTWARE	59.95	59.95	.00	(59.95)	.00
690-53540-860-000	COMPUTER HARDWARE	234.94	234.94	.00	(234.94)	.00
690-53540-899-000	DEPRECIATION	89,636.70	89,636.70	107,564.00	17,927.30	83.33
	CAPITAL OUTLAY	89,931.59	89,931.59	107,564.00	17,632.41	83.61

VILLAGE OF SISTER BAY

EXPENDITURES WITH COMPARISON TO BUDGET
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MARINA

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET
	TOTAL DEPARTMENT 540	590,082.25	590,082.25	752,998.96	162,916.71	78.36
	DEPARTMENT 541					
690-53541-200-000	OTHER CONTRACTED SERVICES	.00	.00	110.00	110.00	.00
690-53541-201-000	ELECTRIC/GAS	670.25	670.25	1,200.00	529.75	55.85
690-53541-202-000	WATER/SEWER/STORM	644.52	644.52	500.00	(144.52)	128.90
	CONTRACTUAL SERVICES	1,314.77	1,314.77	1,810.00	495.23	72.64
690-53541-367-000	BOATHOUSE MAINTENANCE	.00	.00	51,500.00	51,500.00	.00
	SUPPLIES AND EXPENSE	.00	.00	51,500.00	51,500.00	.00
		1,314.77	1,314.77	53,310.00	51,995.23	2.47
690-55301-408-000	EVENT COSTS FOR MARINA	.00	.00	2,000.00	2,000.00	.00
	BUILDING MATERIALS	.00	.00	2,000.00	2,000.00	.00
		.00	.00	2,000.00	2,000.00	.00
690-59210-000-000	TRANSFER TO GENERAL FUND	49,505.00	49,505.00	59,406.00	9,901.00	83.33
	PERSONNEL	49,505.00	49,505.00	59,406.00	9,901.00	83.33
		49,505.00	49,505.00	59,406.00	9,901.00	83.33
690-59240-000-000	TRANSFER TO CAPITAL PROJECTS	.00	.00	550,000.00	550,000.00	.00
	PERSONNEL	.00	.00	550,000.00	550,000.00	.00
		.00	.00	550,000.00	550,000.00	.00
	TOTAL FUND EXPENDITURES	640,902.02	640,902.02	1,417,714.96	776,812.94	45.21
	NET REVENUES OVER EXPENDITURES	338,328.43	338,328.43	(460,993.36)	(754,304.09)	73.39