Why does a marina need two different manuals?

There are two large gaps existing in the marina industry:

First, is the lack of understanding and true communication between the owner and management of a marina.

Second, is the lack of written practices and procedures of the day to day operations of the marina.
A short story

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Some issues a Marina Policy Manual can help prevent:

- Lack of understanding and true communication between the owner and management of a marina
- The owner does not fully understand what management should be doing
- The owner may be an absentee owner or an owner with priorities beyond that of the marina
- There is no written vehicle between the owner and management on the direction of the marina
What is a Marina Policy Manual?

The Marina Policy Manual is a compilation of written directives concerning the desired operations of the marina.
What is a Policy?

A directive or statement which provides a guideline for uniform and consistent implementation of the company’s thought process
Unwritten policies in the marina industry

- Flexibility and informality of unwritten policies
- The unwritten policy approach is satisfactory until something happens
- Unwritten policies resulted in confusion and misunderstandings
- The marina industry is becoming more complex and marinas need to adapt
Reasons to have a written Marina Policy Manual

- It is a written document which will uniformly communicate the direction and understanding between the owner and management
- Provides a written compilation of policies that are site specific to the marina
- Working with your insurance underwriter to incorporate written policies, could reduce the marina’s premiums
- Addresses compliance issues and risk management
Reasons to have a written Marina Policy Manual (cont.)

– Provides policies which can decrease unnecessary exposure to the everyday financial aspects of the marina
– The policy manual provides a continuity link between the owner and management if there is a personnel change in management
– Documents the marina’s good faith attempt to comply with various laws and regulations
– The policy manual cannot cover every possible scenario that may occur at the marina
– The marina needs to be able to rely upon the “General Manager” in these circumstances
– Spirit of what the company intended
– Not a process of putting a square peg into a round hole
Lack of written practices and procedures of the day to day operations of the marina

– The International Marina Institute addressed this issue with the Marina Operations Manual, the First Edition was published in 1989
– In 2011, a Second Edition of the Marina Operations Manual was published
– The Marina Operations Manual, provides details on practices and procedures to assist in the day to day operations of the marina
Reasons to have a written Marina Operations Manual

- Assist the business in the day to day management and operations of the marina
- Brings consistency to the operations of the marina
- Help define an employee’s role within the marina
- To make the marina more aggressive in safe operations and practices
Reasons to have a written Marina Operations Manual (cont.)

- To assist management in developing a checks and balance system
- To assist in meeting various state and federal requirements for permitting purposes
- To facilitate the use of the marina’s “Best Management Practices”
The Marina Policy Manual and the Marina Operations Manual are unique living documents:

- Need to be tailored to the uniqueness of each marina
- Minor differences may emerge. Over a period of time, minor becomes major
- Are not effective sitting on the top shelf

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– Are living documents and need to be updated
  • Laws, rules and regulations do change
  • Physical properties of the marina are modified
  • Management and employees learn from experience
  • Industry best management practices may change
Questions?

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