

**Display Invoices by Vendor**

Date: 03/20/2015

Time: 2:30 pm

Page: 1

SMCHD

Vendor Name: LISA WISE CONSULTING, INC.

Vendor Number: 0654

Invoice Number	Inv. Date	Ref No.	Status	Check No.	Check Date	Net Amt	PO No.	Invoice Description
1965	12/05/2014	79511	C	44540	01/14/2015	25,768.75	00000263	STRATEGIC BUSINESS PLAN

GL Number	Distribution Description	Gross Amount	Amount To Pay
100-301.000-760.030		12,884.37	12,884.37
100-201.000-760.030		12,884.38	12,884.38

1945	11/25/2014	79206	C	44334	12/03/2014	14,427.75	00000263	STRATEGIC BUSINESS PLAN
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GL Number	Distribution Description	Gross Amount	Amount To Pay
100-301.000-760.030		6,265.92	6,265.92
100-201.000-760.030		6,265.92	6,265.92
100-103.000-760.030		1,895.91	1,895.91

1928	10/20/2014	79040	C	44230	11/05/2014	21,209.58	00000263	STRATEGIC BUSINESS PLAN
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GL Number	Distribution Description	Gross Amount	Amount To Pay
100-301.000-760.030		9,211.25	9,211.25
100-201.000-760.030		9,211.24	9,211.24
100-103.000-760.030		2,787.09	2,787.09

	09/22/2014	78833	C	44099	10/01/2014	10,942.31	00000263	STRATEGIC BUSINESS PLAN
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GL Number	Distribution Description	Gross Amount	Amount To Pay
100-301.000-760.030		4,752.20	4,752.20
100-201.000-760.030		4,752.21	4,752.21
100-103.000-760.030		1,437.90	1,437.90

1874	07/11/2014	78654	C	43986	09/03/2014	7,899.00	00000263	STRATEGIC BUSINESS PLAN
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GL Number	Distribution Description	Gross Amount	Amount To Pay
100-301.000-760.030		2,633.00	2,633.00
100-201.000-760.030		2,633.00	2,633.00
100-103.000-760.030		2,633.00	2,633.00

1893	08/13/2014	78645	C	43986	09/03/2014	15,828.32	00000263	STRATEGIC BUSINESS PLAN
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GL Number	Distribution Description	Gross Amount	Amount To Pay
100-301.000-760.030		5,276.11	5,276.11
100-201.000-760.030		5,276.11	5,276.11
100-103.000-760.030		5,276.10	5,276.10

1853	06/10/2014	78254	C	43704	06/19/2014	4,810.00	00000256	STRATEGIC BUSINESS PLAN
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GL Number	Distribution Description	Gross Amount	Amount To Pay
100-301.000-760.030		1,603.34	1,603.34
100-201.000-760.030		1,603.33	1,603.33
100-103.000-760.030		1,603.33	1,603.33

1839	05/10/2014	78032	C	43557	05/22/2014	12,017.04	00000256	STRATEGIC BUSINESS PLAN
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GL Number	Distribution Description	Gross Amount	Amount To Pay
100-301.000-760.030		4,005.68	4,005.68
100-201.000-760.030		4,005.68	4,005.68
100-103.000-760.030		4,005.68	4,005.68

<b>Total Invoices: 8</b>	<b>112,902.75</b>
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# lisa wise consulting, inc.

983 Osos Street  
 San Luis Obispo, CA 93401  
 T: 805-595-1345  
 F: 805-595-1978  
[lisa@lisawiseconsulting.com](mailto:lisa@lisawiseconsulting.com)

79206

## Invoice

Peter Grenell, General Manager  
 San Mateo Harbor District  
 400 Oyster Point Blvd., Suite 300  
 South San Francisco, CA 94080  
 email: [pgrenell@smharbor.com](mailto:pgrenell@smharbor.com)

P.O. #: 213  
 Acct. #: 103.760.030 1895.91  
           201.760.030 6265.92  
           301.760.030 6265.92

Pay Amt: 14,427.75  
 Approved: [Signature]  
 Dir. Fin. [Signature]  
 Dept. PPH: [Signature]  
 Dept. OPM: [Signature]  
 Gen. Mgr: [Signature]  
 Notes: \_\_\_\_\_

DATE: 11/25/2014      INVOICE: 1945

### PROJECT

San Mateo County Harbor District Strategic Business Plan

### PROFESSIONAL SERVICES THROUGH

October 31, 2014

Description	% of Task Complete	Budget	Billed to Date	Current Billing
Task 1 – Project Initiation	100%	\$ 23,993	\$ 23,993.00	\$ -
Task 2 – Public Outreach Strategy and Initial Outreach	100%	\$ 13,000	\$ 10,386.25	\$ 2,613.75
Task 3 – Public Outreach Events 1 and 2	100%	\$ 6,230	\$ 6,230.00	\$ -
Task 4 – Existing Infrastructure and Facilities Assessment	38%	\$ 42,430	\$ 12,310.50	\$ 3,876.50
Task 5 – Financial Conditions Assessment	26%	\$ 35,350	\$ 3,879.00	\$ 5,350.00
Task 6 – Public Outreach Event 3	53%	\$ 5,674	\$ 750.00	\$ 2,237.50
Task 7 – Sustainable Fisheries Business Plan for PPH	29%	\$ 50,420	\$ 14,397.50	\$ 350.00
Task 8 – Capital Facilities Plan	0%	\$ 32,100	\$ -	\$ -
Task 9 – Draft Strategic Business Plan	2%	\$ 45,952	\$ 760.00	\$ -
Task 10 – Prepare Summary Strategic Business Plan	0%	\$ 2,660	\$ -	\$ -
Task 11–Public Outreach Event 4 - Public Review Draft	0%	\$ 3,570	\$ -	\$ -
Task 12 - Final Strategic Plan and Adoption	0%	\$ 13,136	\$ -	\$ -
<b>Total</b>	<b>32%</b>	<b>\$ 274,515</b>	<b>\$ 72,706.25</b>	<b>\$ 14,427.75</b>

November 25, 2014

Peter Grenell  
General Manager  
San Mateo County Harbor District  
400 Oyster Point Blvd,  
South San Francisco, CA 94080

RE: Work Summary and Invoice #1945

Peter;

The following Work Summary and invoice, #1945, reflect work completed by Lisa Wise Consulting, Inc. (LWC) and the Consultant Team on the San Mateo County Harbor District Strategic Business Plan in the month of October, 2014.

Task 2, Public Outreach Strategy and Initial Outreach

- LWC continued to work with the HD to identify potential community members for the SBPAC. LWC developed an email invitation for potential members of the SBPAC which was reviewed and approved by the HD. LWC undertook the formation of a SBPAC, and not a Technical Advisory Committee, at the urging of the community at the Kickoff Meeting.
- LWC created a draft PowerPoint for an October 14 Workshop at Pillar Point Harbor (Oceano Hotel), distributed and integrated HD comments.
- Five members of the LWC team attended, presented and facilitated a community workshop (with 4 workstations) at Pillar Point Harbor/Oceano Hotel. This meeting was conceived and scheduled with the urging/input gained at the July 10 Kickoff Meeting.
- LWC prepared a memo summarizing input obtained at the public workshop, distributed the memo to the HD for comment, edited the memo in preparation of the District posting the memo on the District website.
- LWC, with 3 weeks advance, notified the Board of Harbor Commissioners, sent an invitation to 45 individuals on the project contact list and notified the County Planning Department, HMBSMA as well as reaching out to the Pacifica Tribune, KCSM (public radio), San Mateo Daily Journal, and the HMB review despite not being "tasked" or having budget for noticing. LWC assured a three week notice period and assisted with the notification effort at the urging of the community gained at the July 10 Kickoff Meetings.

Task 4, Existing Infrastructure & Facilities Assessment

- LWC developed, distributed to the HD (and the subconsultants), sought comments, edited and confirmed the outline for the Assessment and sub sections of the Existing Infrastructure & Facilities Assessment.
- LWC and Consultant Team continued working on elements of the Existing Infrastructure and Facilities Assessment; and reviewed and discussed document progress with subconsultants and the District.
- LWC met with Nelson\Nygaard (at LWC office) to discuss the Parking and Circulation Assessment and goals for an upcoming site visit as well as the schedule leading to the submission of the first "Parking and Circulation" draft.

Task 5, Financial Conditions Assessment

- LWC developed, distributed (to the HD), edited and confirmed the chapter outline for the Financial Conditions Assessment with the District.
- LWC received and reviewed financial information provided by the District and continued to work with the HD and gather information.
- LWC continued to assess, refine and augment the financial spreadsheets with incoming HD data.
- LWC began drafting the Financial Conditions Assessment chapter.

Task 7, Sustainable Fisheries Business Plan (FBP)

- LWC continued drafting the Sustainable Fisheries Business Plan, including the summary and findings of one-on-one interviews with commercial fishermen and other stakeholders at Pillar Point Harbor.

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- LWC continued to compile economic data (landing, earnings, price per pound, by species) in order to report on the performance.

Problems Encountered: LWC continued to work with the HD to get all of the financial data necessary to conduct a Financial Conditions Assessment. Much of that data is forthcoming or has been promised. We are unable to complete Task 5 until this information is available. LWC has conducted tasks surrounding the noticing of meetings without budget to assist the HD and assure the community is sufficiently notified of the October 14 Workshop. Budget from Task 2 was applied to the workshop in Pillar Point as it was not initially part of the project scope of work but urged and deemed necessary by the community.

Please contact me with questions or comments at (805) 595-1345.

Sincerely,



Henry Pontarelli, Vice President

## Peter Grenell

---

**From:** Henry Pontarelli <henry@lisawiseconsulting.com>  
**Sent:** Monday, November 24, 2014 7:46 PM  
**To:** Peter Grenell  
**Cc:** Scott Grindy; dgalaz@smharbor.com; Lisa Wise; Diane Enos; Amy Shock  
**Subject:** San Mateo County Harbor District Strategic Business Plan, LWC Invoice #1945, Services Performed in October  
**Attachments:** LWC\_SMCHD SBP\_Invoice\_1945\_112414.pdf; LWC\_SMCHD\_Invoice 1945\_CL\_112414.pdf

Peter,

Please find LWC invoice #1945 for services performed on the San Mateo County Harbor District Strategic Business Plan (by LWC and the Consultant Team) in October of 2014.

Also attached is a cover letter that describes those services in more detail.

Thank you for your attention on this and we remain available for questions or comments.

Henry  
lisa wise consulting, inc.  
805.801.9646

## Peter Grenell

---

**From:** Henry Pontarelli <henry@lisawiseconsulting.com>  
**Sent:** Monday, November 24, 2014 7:46 PM  
**To:** Peter Grenell  
**Cc:** Scott Grindy; dgalaz@smharbor.com; Lisa Wise; Diane Enos; Amy Shock  
**Subject:** San Mateo County Harbor District Strategic Business Plan, LWC Invoice #1945, Services Performed in October  
**Attachments:** LWC\_SMCHD\_SBP\_Invoice\_1945\_112414.pdf; LWC\_SMCHD\_Invoice 1945\_CL\_112414.pdf

Peter,

Please find LWC invoice #1945 for services performed on the San Mateo County Harbor District Strategic Business Plan (by LWC and the Consultant Team) in October of 2014.

Also attached is a cover letter that describes those services in more detail.

Thank you for your attention on this and we remain available for questions or comments.

Henry  
lisa wise consulting, inc.  
[805.801.9646](tel:805.801.9646)

**lisa wise consulting, inc.**

983 Osos Street  
 San Luis Obispo, CA 93401  
 T: 805-595-1345  
 F: 805-595-1978  
[lisa@lisawiseconsulting.com](mailto:lisa@lisawiseconsulting.com)

P.O. #: 263  
 Acct. #: \_\_\_\_\_  
 \_\_\_\_\_  
 201.760.030 12884.38  
 301.760.030 12884.37  
 \_\_\_\_\_  
 Pay Amt: 25768.75  
 Approved: \_\_\_\_\_  
 Dir. Fin: \_\_\_\_\_  
 Dept. PPH: \_\_\_\_\_  
 Dept. OPM: \_\_\_\_\_  
 Gen. Mgr. \_\_\_\_\_  
 Notes: \_\_\_\_\_

**Invoice**

ENTERED  
 79511

Peter Grenell, General Manager  
 San Mateo Harbor District  
 400 Oyster Point Blvd., Suite 300  
 South San Francisco, CA 94080  
 email: [pgrenell@smharbor.com](mailto:pgrenell@smharbor.com)

DATE: 12/5/2014 INVOICE: 1965

**PROJECT PROFESSIONAL SERVICES THROUGH**

San Mateo County Harbor District Strategic Business Plan November 30, 2014

Description	% of Task Complete	Budget	Billed to Date	Current Billing
Task 1 – Project Initiation	100%	\$ 23,993	\$ 23,993.00	\$ -
Task 2 – Public Outreach Strategy and Initial Outreach	100%	\$ 13,000	\$ 13,000.00	\$ -
Task 3 – Public Outreach Events 1 and 2	100%	\$ 6,230	\$ 6,230.00	\$ -
Task 4 – Existing Infrastructure and Facilities Assessment	60%	\$ 42,430	\$ 16,187.00	\$ 9,062.50
Task 5 – Financial Conditions Assessment	50%	\$ 35,350	\$ 9,229.00	\$ 8,493.75
Task 6 – Public Outreach Event 3	69%	\$ 5,674	\$ 2,987.50	\$ 950.00
Task 7 – Sustainable Fisheries Business Plan for Pillar Point H:	44%	\$ 50,420	\$ 14,747.50	\$ 7,262.50
Task 8 – Capital Facilities Plan	0%	\$ 32,100	\$ -	\$ -
Task 9 – Draft Strategic Business Plan	2%	\$ 45,952	\$ 760.00	\$ -
Task 10 – Prepare Summary Strategic Business Plan	0%	\$ 2,660	\$ -	\$ -
Task 11–Public Outreach Event 4 - Public Review Draft	0%	\$ 3,570	\$ -	\$ -
Task 12 - Final Strategic Plan and Adoption	0%	\$ 13,136	\$ -	\$ -
<b>Total</b>	<b>41%</b>	<b>\$ 274,515</b>	<b>\$ 87,134.00</b>	<b>\$ 25,768.75</b>

December 5, 2014

Peter Grenell  
General Manager  
San Mateo County Harbor District  
400 Oyster Point Blvd,  
South San Francisco, CA 94080

RE: Work Summary and Invoice #1965

Peter;

The following Work Summary and invoice, #1945, reflect work completed by Lisa Wise Consulting, Inc. (LWC) and the Consultant Team on the San Mateo County Harbor District Strategic Business Plan in the month of November, 2014.

Task 2, Public Outreach Strategy and Initial Outreach

- LWC contacted via email and phone and confirmed the participation of stakeholders in the Strategic Business Plan Advisory Committee.

Task 4, Existing Infrastructure & Facilities Assessment

- LWC continued working with subconsultants to review, discuss, and confirm delivery of draft components of the Existing Infrastructure & Conditions Assessment.
- LWC prepared a formatted template for integration of the Assessment with the Strategic Business Plan.

Task 5, Financial Conditions Assessment

- LWC reviewed and confirmed financial information provided by the district. LWC prepared data tables and charts for the Debt Retirement Plan and existing financial trends analysis.
- LWC researched and obtained data on four harbors to create the regional comparison. LWC contacted, discussed, and confirmed data with Case Study districts/City (as approved by the Harbor District).
- LWC researched economic data on the local, regional and statewide marina/marine services industry.
- LWC continued preparing draft sections of the Financial Conditions Assessment.
- LWC prepared a formatted template for integration of the Assessment with the Strategic Business Plan.

Task 6, Community Outreach Event 3

- LWC prepared outreach materials for the upcoming community workshop in Oyster Point.
- LWC coordinated notification responsibilities with the District. LWC updated the stakeholder contact list and emailed the community regarding the upcoming meeting.
- LWC prepared and delivered a draft Power Point presentation for the workshop.

Task 7, Sustainable Fisheries Business Plan (FBP)

- LWC continued drafting the FBP, including the economic, environmental, and social sections of the plan.
- LWC continued coordinating outstanding data on fishing activity from PacFIN.



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Problems Encountered: LWC obtained financial information this month from the Harbor District that required review, clarification and revision of previous analysis. LWC has conducted tasks surrounding the noticing of meetings without budget to assist the HD and assure the community is sufficiently notified of the December Workshop in Oyster Point. Some budget from Task 6 was allocated to preparation (PowerPoint, agenda, meeting announcement, noticing) for the workshop in Oyster Point Marina/Park. At the time of this invoice, LWC had not yet received audited financial statements (2013/2014) from the Harbor District or employment estimates. At the time of this invoice, LWC had not had the opportunity to review the Facilities Conditions Survey, as it is still in draft form and being reviewed and approved by the Harbor District. Some delays were experienced (several days) due to the election.

Please contact me with questions or comments at (805) 595-1345.

Sincerely,



Henry Pontarelli, Vice President

lisa wise consulting, inc.

983 Osos Street  
 San Luis Obispo, CA 93401  
 T: 805-595-1345  
 F: 805-595-1978  
[lisa@lisawiseconsulting.com](mailto:lisa@lisawiseconsulting.com)

79552

P.O. #: 243

Acct. #: 103.760.030

Pay Amt: 42,204.35

Approved: \_\_\_\_\_

Dir. Fin: \_\_\_\_\_

Dept PPH: \_\_\_\_\_

Dept OPM: \_\_\_\_\_

Gen. Mgr. \_\_\_\_\_

Notes: \_\_\_\_\_

## Invoice

Peter Grenell, General Manager  
 San Mateo Harbor District  
 400 Oyster Point Blvd., Suite 300  
 South San Francisco, CA 94080  
 email: [pgrenell@smharbor.com](mailto:pgrenell@smharbor.com)

DATE  
 12/26/2014

INVOICE  
 1967

### PROJECT

### PROFESSIONAL SERVICES THROUGH

San Mateo County Harbor District Strategic Business Plan

December 24, 2014

Description	% of Task Complete	Budget	Billed to Date	Current Billing
Task 1 – Project Initiation	100%	\$ 23,993	\$ 23,993.00	\$ -
Task 2 – Public Outreach Strategy and Initial Outreach	100%	\$ 13,000	\$ 13,000.00	\$ -
Task 3 – Public Outreach Events 1 and 2	100%	\$ 6,230	\$ 6,230.00	\$ -
Task 4 – Existing Infrastructure and Facilities Assessment	84%	\$ 42,430	\$ 25,249.50	\$ 10,300.00
Task 5 – Financial Conditions Assessment	83%	\$ 35,350	\$ 17,722.75	\$ 11,595.00
Task 6 – Public Outreach Event 3	100%	\$ 5,674	\$ 3,937.50	\$ 1,736.50
Task 7 – Sustainable Fisheries Business Plan for Pillar Point H	80%	\$ 50,420	\$ 22,010.00	\$ 18,574.85
Task 8 – Capital Facilities Plan	0%	\$ 32,100	\$ -	\$ -
Task 9 – Draft Strategic Business Plan	2%	\$ 45,952	\$ 760.00	\$ -
Task 10 – Prepare Summary Strategic Business Plan	0%	\$ 2,660	\$ -	\$ -
Task 11–Public Outreach Event 4 - Public Review Draft	0%	\$ 3,570	\$ -	\$ -
Task 12 - Final Strategic Plan and Adoption	0%	\$ 13,136	\$ -	\$ -
<b>Total</b>	<b>57%</b>	<b>\$ 274,515</b>	<b>\$ 112,902.75</b>	<b>\$ 42,206.35</b>

December 26, 2014

Peter Grenell  
General Manager  
San Mateo County Harbor District  
400 Oyster Point Blvd,  
South San Francisco, CA 94080

RE: Work Summary and Invoice #1967

Peter;

The following Work Summary and invoice, #1967, reflect work completed by Lisa Wise Consulting, Inc. (LWC) and the Consultant Team on the San Mateo County Harbor District Strategic Business Plan from December 1 through December 24, 2014.

Task 4, Existing Infrastructure & Facilities Assessment

- LWC coordinated completion of the background and existing conditions Administrative Draft Assessments, (Appendix A) with subconsultants: Sea Level Rise (Moffat & Nichol), Pillar Point Harbor - Facilities Assessment (Moffat & Nichol), Oyster Point Marina & Park - Marina Facility Assessment (Moffat & Nichol), Circulation & Parking Assessment and WETA & Emergency Preparedness (Nelson\Nygaard), Marine Species and Water Quality Assessment: Resource Stewardship Opportunities for Oyster Point Marina and Pillar Point Harbor (Tenera Environmental)
- LWC reviewed, edited and compiled the Administrative Draft documents into a single Appendix.
- LWC received and addressed District comments and completed a revised Administrative Draft Appendix A.

Task 5, Financial Conditions Assessment

- LWC reviewed and confirmed financial and other information (revenue, expenses, employment, infrastructure) provided by the District, including audited financial statements. Where necessary, LWC revised the Financial Conditions Assessment calculations, tables and findings.
- LWC reviewed and clarified financial and other data provided by regional case study port/harbors. Research was conducted by phone, email and internet/archival files.
- LWC completed the Administrative Draft Assessment (Appendix B), including editing and formatting.
- LWC received and addressed District comments and completed a revised Administrative Draft.

Task 6, Community Outreach Event 3

- LWC facilitated a community workshop in Oyster Point on December 1.
- LWC prepared a summary memo of input received at the workshop and revised the memo based on District review and edits.

Task 7, Sustainable Fisheries Business Plan (FBP)

- LWC reviewed, discussed and clarified/"ground truthed" data and findings on the local commercial fishing industry with stakeholders. LWC also conducted phone, email and internet research on commercial fishing performance of other ports as well as potential strategies for reduced fuel prices.
- LWC completed the Administrative Draft Fishing Community Sustainability Plan.
- LWC formatted the Admin Draft document in professional design software (InDesign)
- LWC received and addressed preliminary District comments, and completed a revised Administrative Draft.

Problems Encountered: LWC received audited financial information from the Harbor District in the first week of December that required review, clarification and revision of previous analysis. Moffat & Nichol Facilities Conditions Survey (the basis of the physical infrastructure and costs assessment) was not approved by the District until December 13. Other data remains outstanding, such as the Dornbusch wharfage and lease study. While these delays slowed progress on the background research and reporting, the project is on track to produce a public review draft Strategic Business Plan in March and a final draft in June, 2015.

Please contact me with questions or comments at (805) 595-1345.

Sincerely,



Henry Pontarelli, Vice President