



Haines Borough Administration
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Manager's Report
June 8, 2010

Crystal Cathedrals

I am pleased to report that the purchase and sale agreement between Vicky Cox, owner of Crystal Cathedrals Water and Sewer System, and the Borough has been signed by both parties. This action was taken pursuant to Resolution No. 10-04-193 which authorized the Manager to negotiate and enter into the agreement. The next step in the process is to resubmit the utility transfer application, with all the attachments among which is the purchase and sales agreement, to the Regulatory Commission of Alaska (RCA). Both the Borough and Ms. Cox are requesting expedited consideration from the RCA, but there is no guarantee that the request will be approved. Otherwise, statutorily, the RCA has up to six months in which to make a ruling.

Emerson Field Property Acquisition

For your consideration as an Assembly action item is Resolution No. 10-06-210 regarding the acquisition of Tract "A", Government Lot 5, Sec. 26, T28S. R. 55E CRM is identified as consisting of 5.34 acres, commonly known as "Emerson Field." Attached as part of the resolution are the following: Agreement to Purchase; Planning Commission Record of Decision during its meeting of May 19, 2010 regarding Emerson Field property; letter from James Studley; and a property map. The Planning Commission adopted a motion recommending that the Assembly purchase the property near the intersection of Mosquito Lake Road and the Haines Highway known as "Emerson Field". The Commission's rationale is that expanded Borough facilities and services may be needed in the Mosquito Lake area due to significant development and expansion.

The property is being offered to the Borough for \$50,000, plus 50% of closing costs. Chapter 14.04 of the HBC provides for the acquisition of real property. The salient provisions of the Code are as follows:

Chapter 14.04
REAL PROPERTY ACQUISITION

14.04.010 Acquisition and ownership – Authority.

The borough may acquire, own, and hold real property within or outside the borough boundaries by purchase, gift, devise, grant, dedication, exchange, redemption, purchase of equity of redemption, operation of law, tax or lien foreclosure, adverse possession, condemnation or declaration of taking, annexation, or by any other lawful means or method of conveyance or grant.

14.04.020 Real property defined.

As used in this chapter, "real property" includes any estate in land, easement, right-of-way, lease, permit, license, franchise, future interest, building, fixture, or any other right, title, or interest in land or a building.

14.04.030 Acquisition – Form.

A. Real property shall be held in the name of “The Haines Borough.” Any instrument requiring execution by the borough shall be signed by the mayor and attested by the clerk. The form of any conveyance shall be approved by the borough attorney.

B. Only upon a specific resolution of the assembly, the manager may act on its behalf in the acquisition of real property or interest in real property when the property to be acquired is for a valuable consideration or as part of a program of grants under which the borough may receive only a limited amount of acreage. The resolution shall set forth the terms, conditions, and manner of acquisition.

D. Prior to approval by the assembly, the manager shall furnish the assembly with an abstract of title, the value assessed by the borough tax assessor or land manager or other appraisal of the real property, and a review of any problems in acquisition, but the failure to furnish the assembly any such material shall not affect the validity of any acquisition or purchase of real property by the borough.

E. Unless otherwise provided by the assembly, the borough shall purchase marketable title in the real property. Unless otherwise provided by ordinance or resolution, or upon assembly approval of a purchase, the manager is authorized to obtain title insurance, execute any instruments, and take all steps necessary to complete and close the purchase and acquisition of the real property.

Downtown Revitalization Action Plan

We anticipate receiving the final downtown planning report from MRV Architects in the very near future. In the mean time, we are proceeding with implementation of one of the principal recommendations of the draft report; that is: establishing a Downtown Organization consistent with the following language from the draft report:

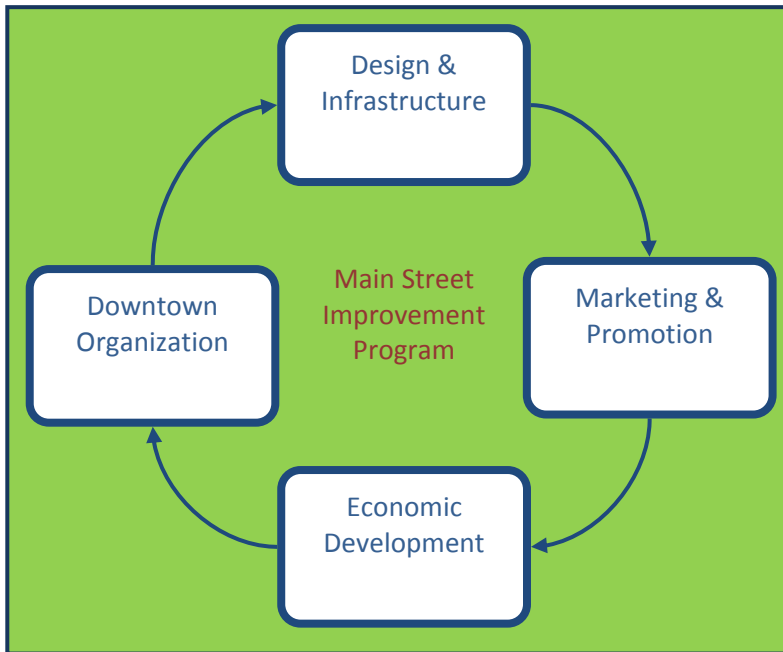
“A successful a downtown program must bring together stakeholders including property owners, business people, residents, public officials, the chamber of commerce, and others to plan and coordinate downtown activities. Typically, a governing board and committees are the basis of a volunteer-driven program. In some communities, the downtown organization will have an office and paid director. In other communities, a city employee will provide part-time organizational and administrative support. A downtown organization is key to being able to assemble the human and financial resources needed to bring about downtown revitalization.”

Additional recommendations regarding Downtown Revitalization include the following:

Marketing and promotion create excitement downtown. Parades, street festivals, retail events, signs, walking maps, social marketing and websites are all ways to increase customer traffic. Effective promotion involves marketing an enticing and authentic downtown image to residents, visitors and investors.

There are many ways to enhance the attractiveness of downtown. Building rehabilitation, colorful banners, street and alley clean-up, landscaping, pedestrian scale lighting, new street paving, canopies, enhanced parking, public art, street furniture, murals and wider sidewalks all work to improve access to and the physical image of downtown as a place to live, work and shop. Design improvements result in a reinvestment of public and private funds in downtown

Business and economic development involves analyzing current market forces to develop long term solutions to achieve business and economic goals. Activities can include converting unused downtown space to new uses, incentives to recruit new businesses to town, business education programs to strengthen existing business know-how, strategies for business retention and to increase the competitiveness of downtown commerce.



I am recommending that the Borough move forward with a limited contract to hire an individual or firm in Haines to establish parameters and prepare the framework for establishing the vision and mission of the Downtown Organization. The funding for this effort would be out of the FY11 Economic Development Fund for technical consultant services.

Contract Assessor RFP

The Contract Assessor RFP is being advertised. The deadline for submitting proposals is June 18, 2010. Due to the need to hire a contract assessor at the earliest opportunity to perform as much field work as possible this year, I will be requesting Assembly action to approve the firm at the June 22 meeting.

Personnel

- **Employee Union Contract Negotiations**

The next meeting is scheduled for June 10.

- **Harbormaster Candidate Update**

Regrettably, the recent attempt to hire a Harbormaster for the Borough was unsuccessful. The candidate that best met the criteria established by the Assembly declined a conditional offer of employment. The position will be reopened and advertised.

Haines Tourism Department Monthly Report for Manager

May 2010 Report

- Interviews were conducted and summer staff person Tonya Clarke was hired. Her first day on the job was May 25. She will be working 20 hours a week. Diana Kelm also began working her part-time position May 10.
- We had to order a new American and Canadian flag for the visitor center. A new Alaska flag is also likely to be ordered soon.
- The Tourism Advisory Board had their meeting Tuesday, May 11. The next meeting is scheduled for Tuesday, June 22.
- I participated in an SATC (Southeast Alaska Tourism Council) teleconference to discuss bringing travel media to the Southeast region. Several options are being reviewed for four travel writers this year.
- Advertisements were placed in the May 14, 21, and 28 editions of the Yukon News to highlight the Beer Festival, the Salmon Derby, and the long Canadian holiday weekend and Memorial Day weekends. Additional Yukon News advertising will be arranged throughout the season with cooperative advertising options for local businesses.
- Twelve new URL/Domain web addresses were secured with their own Google Analytics accounts. I have pieced together media flow charts to start tracking data through the use of each web address for the ads. More URLs may be needed for advertising tracking.
- Haines already had a Facebook Page entitled Haines Visitor Center. Training through sources such as WACVB (Western Association of CVBs) has indicated it is highly recommended to have a page with the name of your destination. We created a Haines Alaska page which now has nearly 800 fans to-date. Staff will be trained with guidelines for monitoring the page and utilizing tools on the page to help promote Haines. This page is also linked to our Twitter account.
- The Maintenance Facility men, Brad and Eddie, have been assisting with early season problems with bathroom building facility leaks, a new office window in the Visitor Center, overseeing the installation of new SeaTrails Kiosk, and helping out with needs on the PC Dock.
- The SeaTrails people came about May 20 to install the new Trails kiosk. Unbeknownst to me, the grant which funded this new feature does not include map board for the kiosk. We will be looking at laminating key trail pieces of literature and possibly installing cork board on the current board for local postings of businesses.
- Lapel pins ordered last month arrived and a Visitor Survey Form was created. We are in the process of getting these forms to accommodations for visitors to fill out and turn in at the Visitor Center to receive their pin. We are calling this an un-official conversion study to hopefully get a glimpse of advertising which turned a request for information into an actual visitor to Haines. One thousand pins were ordered for the project.

- Advertising was scheduled for 2011 Skagway and Whitehorse Guides, 2011 Yukon Winter Guide, 2011 Yukon Vacation Planner, 2011 Milepost, *Alaska Magazine* for October 2010, and 2011 AAA Western Canada/Alaska Tourbook. Ads also appeared in the June issue of *Sunset Magazine* with an article featuring Haines and Southeast. In addition to other magazine publications featuring our calendar of events for major annual activities, *Northwest Magazine* featured a Showcase Alaska with events taking place throughout the season which included some of the Haines activities including the Beer Festival and Southeast Fair.
- The first cruise ship of the season went well along with the Haines High School Senior Luncheon on board the ship. The Seniors were treated to a sit down, order-off-the-menu, first-class lunch in one of the finer dining options of the Ryndam. Volunteers and Visitor Center Staff said they were extremely busy with visitor questions. The second ship call from the Statendam was not quite as busy. It is thought this maybe be because it is a southbound vessel in the shoulder season. We anticipate the activity of visitors from this ship to increase.
- An ATIA (Alaska Travel Industry Association) FAM (familiarization) for foreign tour operators has been scheduled for June. A group of five (two UK, one Israeli, one German, and one ATIA rep) package tour operators will be coming through Haines June 14. They are over-nighting but will be here very briefly. A tour has been scheduled for them but a meet and greet will be arranged in the evening to give all accommodations and operators in town a chance to meet with them. Details are forthcoming.
- A preliminary travel authorization has been completed for Alaska Media Roadshow in October. This was done early in order to submit the registration fee to secure a place at the show. The Roadshow is always successful in bringing in travel media to our area and giving Haines great media coverage.
- Bulk mailings resulted in a total of 1,586 vacation planners being sent out to fulfill individual information requests.
- Tire traffic numbers and Visitor Statistics

	April	Total Vehicles for 09/10 To date(April)
2010	2,072	5,291
2009	1,770	4,169
Variation	Up 302	Up 1,122

Visitor Stats 09 & 10 To Date (May)		
	May	Total for year
2010	1,125	1,586
2009	1,332	1,705
Variation	Down 207	Down 119

Phone Inquiries 09 & 10 To Date (May)		
	May	Total for year
2010	131	510
2009	153	290
Variation	Up 22	Up 220