

Tourism Advisory Board Meeting Minutes

Approved

Wednesday, December 13, 2007 – 9:00 a.m.

Meeting Call to Order: Travis Reid

Roll Call: Present - Travis Reid, Jeff Butcher/Deborah Marshall, Judy Heinmiller, Chris Schelb

Absent - John Hunt

Also Present - Deborah Vogt, Jessica Edwards, Lori Stepansky

Approval of November Minutes: Heinmiller motioned to approve, Schelb second

Public Comments: N/A

Approval of Agenda: Schelb wanted to add Board reporting to the Assembly

President's Report: Reid reported the following: Meeting with Tim Shields about a boardwalk waterfront project; investigation into property along waterfront where brush removal has been proposed revealed certain sections are under the ownership of Lee Heinmiller; being notified of Planning Commission making a request to the Mayor to create a waterfront committee; speaking to Robert Venables and the Mayor to assure Brian Lemke's replacement would see the pavilion project is completed.

New Business: **Waterfront views – (At last month's meeting, clearing alders and brush from the waterfront along the walkway from PC Dock to Lookout Park was discussed. A Borough Assembly Action Request form will be presented by Chair Reid)**

Heinmiller corrected Reid's statement about property ownership along the waterfront is not under Lee Heinmiller but Port Chilkoot Company. Lengthy discussion followed regarding other waterfront projects and appropriate steps to move forward to accomplish the project. Schelb advised contacting SHPO (State Historic Preservation Office) as a first step for these projects.

Haines DVD Video – (The video project is complete. Tourism Director, Stepansky has a copy that will be presented for viewing with an update on ordering and plans for the DVD)

Stepansky presented the new Haines DVD Video produced by Alaska Channel. Stepansky reported 5,000 copies have been ordered. Cost of the project and shipping put cost per DVD at this quantity approximately \$.51 each. Stepansky noted the DVD will be distributed at trade shows and conventions, sent to travel media and travel agents, while options for visitors and other to order the DVD on-line is being explored. Delivery date on the DVDs is uncertain and will be linked on the Visitor Center web site next week.

Stepansky also reported working with James Alborough to reformat the web site making it more user friendly for the visitor as well as staff working on the site.

Board reports to Assembly – Schelb commented Borough code notes boards are to make reports to the Assembly. Stepansky noted Borough code states for the Tourism Advisory Board to make at least quarterly reports. Discussion followed regarding meeting minutes being forwarded to the Borough Clerk, minutes being included in Assembly packets in addition to written reports, and communication opportunities between the board and the Assembly. No motion was made as this was discussion regarding code already in place. It was agreed in the future, Stepansky would include copies of the minutes of the previous monthly meeting in the meeting packets for the Tourism Advisory Board.

Old Business: **Strategic Planning Workshop/Board Training Proposals – (*Proposals from Aasman Design, Sharon Gaipman, and McDowell Group will be reviewed*)**

Lengthy discussion took place regarding the proposals. Butcher commented meeting with Stepansky to discuss the proposals in addition to tourism statistics and recommended the board select Option C of the McDowell Group proposal. Discussion followed regarding the message needing to be conveyed to the Assembly and others that the strategic planning session would not be another document or study but an action plan with commitment on steps to move forward. Discussion also included the agenda of the session being set by the Tourism Advisory Board.

Butcher motioned for the board to request the Assembly approve monies from Tourism/Economic Development reserve funds to be used for Option C of the McDowell Group proposal for the Tourism Strategic Planning session in the amount of \$18,000; Heinmiller Second: all approved.

Discussion followed regarding writing a cover letter with the three proposals to be provided to the Assembly for their second meeting in January.

Hard copies of 2002 Haines Tourism Management Report

Stepansky reported the hard copies of the Haines Tourism Management Report had been obtained and were available for board members. An agreement form was provided indicating seat members would return their copy upon vacating their board seat.

Directors Report: **Green Gatherings Publication (*Stepansky will summarize the planned theme for TIA Yukon Spring Conference*)**

Stepansky reported the provided document called Green Gatherings would be referenced by TIA Yukon as a guide for their Spring Conference in 2008 with the theme being environmentally friendly tourism focusing on recycling.

Haines Vacation Planners

Stepansky reported the 2008 Vacation Planners arrived and provided a copy to each board member.

Set Next Meeting Date: Tuesday, January 15, 2007 – 9:00 a.m.
Assembly Chambers, Public Safety Building