

Tourism Advisory Board Meeting Agenda

Date: March 23, 2006 – 10:30 a.m.

Meeting Call to Order: Marilyn Josephson

Roll Call: Present - Darsie Culbeck, Judy Heinmiller, Travis Reid, Marilyn Josephson, Karen Hess, Shane Roberts

Absent - Scott Sundberg, Jeff Butcher

Also Present - Lori Stepansky, Bonnie Hedrick

Approval of February **Minutes**

Approval of Agenda: Approved

President's Report: N/A

Old Business: **Pavilion Project** – Hess reported that she spoke with John Shively of Holland America who told her that NWCA would be declining on donating monies for the project but he would speak to Holland America. Hess also spoke with Representative Bill Thomas who is looking for funds for this project.

PC Dock parking? – Hess reported meeting with Borough Manager, Robert Venables. At this time, there are no changes to the parking plans. Discussion followed regarding tour operator meeting with Borough Administration.

Benches – Hess reported details regarding the benches were still pending and the Chamber was following up on this project.

Dock Flowers – Hess and Stepansky reported the Dock Flower Project was now being handled by the Chamber.

New Business: **NWCA Cruise Ship Ballot Initiative** – Hess reported the Southeast Conference was making a resolution against the Cruise Ship Ballot Initiative. Hess also reported that State Chambers made a resolution against the initiative. Culbeck commented hearing Fairbanks Chamber making a resolution against the initiative also. Discussion followed regarding effects of the ballot initiative passing and sales tax figures in the past 5 years compared to the fluctuation of cruise ship numbers. Hess reminded the board that March 30 and 31 NWCA would be visiting and the Chamber was working to set up an open house at the Elks in addition to the Chamber Luncheon.

Cruise Ship Fam Trips – Four cruise ship fam trips are taking place in April. Itineraries are still being developed. Three of the five fam trips will be overnighing in Haines. Discussion followed about community

participation for meet-and-greet opportunities along with welcoming cruise ships their first docking of the year.

Directors Report: **Map Network** – Stepansky reported proceeding with gathering information Map Network will need for creating the on-line map for Haines on the USA Today on-line site.
Getaway Package/TIA Yukon Conference – Stepansky reported several businesses stepped up to donate accommodations and services for packages to auction at the TIA Yukon Conference the end of April.
Fish AK Magazine – Stepansky reported working with Fish Alaska Magazine for having a travel writer feature Haines in an article for the December 2006 issue.
ABA Follow up – Stepansky reported sending out tailored information packages to the ABA Convention lead list she distributed to local businesses.
Milepost redesign – Stepansky reported consulting with Aasman Design for re-designing the Haines ad on the back cover of the Milepost to make it more effective and maximize the value of the ad.
.Travel Domain names – Stepansky reported acquiring three new domain names with the new .travel site with plans to use for advertising tracking purposes.

Public Comments: Hess reported Outdoor Channel crew was recently in town and did a lot of filming with Boondockers. Stepansky commented on viewing a copy of the film crew's footage resulting in a show called Haines Eagle Festival.

Set Next Meeting Date: Tuesday, May 2, 8:30 a.m.