

**Convention and Visitors Bureau**  
Board Meeting/ Meeting Agenda

Wednesday, April 13, 2005 – 4:00 p.m.

**Meeting Call to Order:** Shane Horton

**Roll Call:** Present - Judy Heinmiller, Karen Hess, Darsie Culbeck, Jeff Butcher, Herb VanCleve,  
Tom Crandall, Shane Horton

Absent - Marilyn Josephson

Also present - Lori Stepansky, Bonnie Hedrick, Bob Wentworth

**Approval of Agenda:** Approved

**Approval of Minutes:** March 15, 2005 Minutes approved

**Posting Meeting Minutes – correct procedure** – Lori commented that she was made aware that the correct procedure for posting meeting minutes was to send out the draft to the board for review. At the next official board meeting, the previous meeting minutes would be approved by the board then posted on the Borough web site. This will be the standard procedure from now on.

**President’s Report:** No report

**Old Business:** **CVB Borough Code Changes – Report from previous evening’s Assembly meeting** – Karen Hess and Herb VanCleve stated that they were at the previous evening’s Assembly meeting. The CVB’s requested changes to the Borough Code, including changing the number of the CVB board members from nine to seven, were heard for the first time. It passed the vote and will be scheduled for its second hearing at the next Assembly meeting.

**Pavilion Project update** – Karen Hess reported that the last activity on the project was that Dale Mulford had turned in a design to Borough Manager Robert Venables some time ago and as far as she knew, the project was now at a standstill. Jeff Butcher asked for some clarification to the \$450,000 project estimate. Karen told Jeff that particular bid was from a firm in Juneau and immediately rejected because of the cost. Karen also told the board that Dale Mulford went to the potential site and walked off the area, reviewing design possibilities with her and Lori and what he would be sending to Robert. Karen said she has not had any feedback from Robert. The topic of who actually owns the land of the potential sight was discussed with Judy Heinmiller. Karen stated the land was city property. Judy said that her brother, Lee, is saying that it is not and has called Robert Venables about it but has not had any response. The board agreed to talk to Robert about moving the project along. Jeff stated he needed to meet with Robert about some other things and would mention it to him.

**Department Credit Card** – Discussions were reiterated from last months meeting about this issue and the scenarios of Lori having to use a personal credit card for Borough business. Examples in the discussion included upcoming trips to

the Yukon and advertising with TIA Yukon where either she will have to use her personal credit card or Marva in accounts payable will use her personal credit card for tourism department transactions due to TIA Yukon only accepting Visa, not the Borough MasterCard. Karen reported that she spoke to Robert after last month's meeting and that he indicated it would be no problem to acquire the card for the tourism department. Karen and Shane reminded everyone that this had been discussed four weeks ago and there has been no advancement of the situation. Shane motioned to write a letter on behalf of the board to Robert Venables and the Mayor requesting immediate attention to the matter. Judy seconded the motion. Karen agreed to pen the letter. Herb stated that Jila was just sworn the previous evening as CFO and that may or may not have been a factor in setting up the credit card.

**Web Site updates** – Lori gave a report on the website update progress stating that there are new pictures, business information is being updated, and plans for additional redesign to take place in the upcoming months.

### **New Business:**

**Chilkoot Dock - Usage ideas – Darsie** – Darsie brought up the issue that the dock is a good resource for the community and wanted to explore opportunities for having pedestrian access to the dock during times when it was not being used for marine access. Harbormaster, Bob Wentworth, was referenced about issues for public usage. Liability and safety concerns were brought up. Bob did state that when it is open, he or an employee would occasionally need to check the area when in use and that could be an issue with employee time. Vandalism issues were discussed pertaining to equipment needed for the cruise ships and boats that use the dock and the safety surrounding this equipment. It was suggested that the dock could be open for public use a few hours a day over the lunch period. Darsie will meet with the Bob about a potential schedule for opening the dock on a limited basis, and then meet with the board again for approval to make a formal request to the Borough.

**Branding/Logo/Local Contest – Darsie** – Darsie commented about the importance of having a logo to use for Haines for all businesses to promote Haines and his ideas to acquire the logo/branding in a simpler method than an RFP that ends up coming with a high price tag. Darsie suggested local contests to get community involvement for design and concept. Lori supported community involvement no matter how a new logo/brand was acquired. Darsie suggested including prize money for incentive. Lori stated she believed if money were involved, it is likely that it would require the procedure of having the Borough clerk posting a request for the service. Shane questioned if the contest would be for both logo and a branding slogan or separate them into separate contest projects. All agreed that it should be separate. Darsie and Lori will meet to form ideas for such a contest and community involvement, bring it to the board, and discuss it further.

**In-Flight Magazine for Condor** – Lori reported that the Condor In-Flight Magazine co-op ad deadline had passed and she was hoping that at the time of the meeting, she would have had a figure on how many participated but did not have that information. She stated that it was a very good advertising opportunity for the price and that other cooperative ad opportunities were coming up soon.

**Budget Meetings and Public Hearings** – The Tourism department portion of the budget is schedule for discussion with the Finance Committee for April 26 at 5:00

p.m. Lori stated she would be in Whitehorse that morning but would be back to Haines in time for the meeting. She also requested per the Borough manager that several of the board members be present for this hearing and to make note of it on their calendars. Lori will send out a reminder the day before.

**Directors Report:** **TIA Yukon Conference/Whitehorse trip** – Lori reported that she will be attending the TIA Yukon Conference in Haines Junction next week then going on to Whitehorse to deliver some vacation planners to a distributor there and has arranged meetings for Golden Circle promotion and other public relations work with tourism people in Whitehorse.

**Tourism North Sub-Committee** – Lori reported that at the ATIA meetings in Juneau last week, she was nominated to be on a sub-committee for Tourism North/North to Alaska and accepted.

**VBA Board** – Lori was suppose to be officially placed on the VBA Board last week but stated that there was a delay in determining how many open seats there actually were for this board and it has been postponed to the next VBA meeting. Lori also reported about a new program that VBA just formed called *Going Places: Alaska Tourism Curriculum*. The program actually involves working with teachers in the elementary and high school levels to teach tourism in the curriculum of the classes, which involves projects and field trips. The program is being tested in Anchorage and will hopefully move into a statewide program in the near future. Lori stated that she was very impressed with the program and it gave her ideas for possibilities here in Haines. Copies of the program information were handed out to the board members.

**NWCA Visits** – Lori commented that feedback about NWCA recent visit for the Chamber Luncheon and the radio program has been very good. Karen stated she had heard nothing but good things about it as well. Lori reported that Rod Pflieger was planning a speaking engagement for NWCA at the Skagway Chamber Luncheon in May and would like to add another visit to Haines along with it. Lori stated her thoughts for this visit would be to have an open meeting time slot of a few hours at a place like the Eagle Foundation again then also walk around town to various businesses so the NWCA reps could meet business owners and have a closer look at areas in town. Tom Crandall stated that when the date for the Skagway meeting was announced, to pass it along to Chilkat Cruises so they may make an arrangement for Haines residents to attend this Skagway function and show mutual community support.

**SATW FAM trips** – Lori reported that the Society of American Travel Writer Fam trips were set for April 29 – May 2 and May 7 – 11. She also stated that the first FAM trip has had challenges with dates changing last minute and transportation issues. Tom Crandall asked Lori to contact Chilkat Cruises about setting up a tour to Kroschel's Wildlife Park to assist with an activity for an open time slot created by the date change on the first trip. Lori said that she would do so and would send out the itineraries and biographies to the CVB board in the next few days.

**Bulk Mailings** – Lori reported that Julie Shook had sent out 6 bulk mailings in March totaling 2,194. A lot of this was last year's Vacation Planners with inserts of this year's event dates sent to travel agencies and was pleased that out of all that have been sent, only about 18 had come back. Darsie commented that it might be a good idea to offer businesses the opportunity to include additional

literature from the business in the mailing and help pay for the bulk mailing costs. Lori said she liked the idea and would investigate this further in the future when opportunities arose for such bulk mailings.

**Flowers for the Dock** - Lori reported that she has been working with Marilyn to come up with pricing for flower boxes for the dock. Lori stated she came up with the idea of having flower boxes hanging on the outside railing of the walkway out on the dock and some kind of plaque hanging on the inside of the railing with the name of the business sponsoring the box. Lori also stated that she would need to have about 40 to 42 boxes/business participants. At this time they have calculated for the first year with a set up fee, the cost per box would be about \$115 to \$120, maybe less, and only \$75 a year after that. The price would include maintenance of watering for the season. The board liked the idea and indicated wanting to be updated on the progress.

**Senior Times article** - Lori reported that columnist Mike Miller for the Senior Voice contacted her about the heli-skiing so he could write about it in his column. Lori commented that it was rather unique that an activity that really didn't fit the market of this paper was cleverly used to promote the area. A copy of the article was included in the board member packets. Lori pointed out on the copy of the column page, there was also an article about a report from the CDC for federal sanitation inspection scores for cruise ships. Lori looked up the web site mentioned in the article and printed off a copy of the ship list and their scores with dates. Lori also pointed out the web address at the bottom of the page and noted that one can click on a name of the ship and get the full report of that ship's inspection. Lori stated additionally that she finally received a copy of the Outdoor Life Network program of the Heli-skiing.

Shane stated that he spoke with the man that own Coastal Helicopters and that Haines has lost two major commercials, one from Nissan, that were going to come here and film commercials but chose a different location because of the difficulty of dealing with Haines and the heli-skiing political hassles. Karen stated the bad press from the heli-skiing controversy causes the problem, restrictions, or no restrictions.

**Public Comments:** Karen commented about her new businesses, the car wash now named Duck Inn Car Wash; the restaurant, Gilnetters, scheduled to open mid-May; and a tour booking company, AK Getaways.

Lori mentioned that Kori from White Pass Train would be coming to town next week to talk to various business owners about a commissionable program they are offering to promote the train.

Shane reported that the features he requested for the new school design including convention center type facilities is being granted. Lori inquired if Shane was keeping current with the progress and asked about the capacity of people gymnasium/convention features would be able to handle. Lori indicated she spoke with some ATIA board members about having the convention in Haines for 2009. She said that she would be putting a bid on it and saw it as very possible down the road.

Lori asked how many of the board members were Charr members as she spoke last week with Dale Fox, the Executive Director for Charr, about having the Charr convention in Haines. She spoke with Dale about the procedure for bidding and wanted to put in a bid for the next opening of 2007. Jeff said he was a member; Lori noted that Christy Teng was a member and would like to meet with both of them about inviting Charr to Haines.

**Set Next Meeting Date:** Wednesday, May 4, 8:15 a.m.