

Tourism Advisory Board Meeting/ Meeting Agenda

Tuesday, April 13 – 8:30 a.m.

Meeting Call to Order: Judy Heinmiller

Roll Call: Present - Judy Heinmiller, John Hunt, Juanita Lidholm, Gregg Johnson, Jason Gaffney

Absent - Michael Ahmuty, Jeff Butcher (both excused)

Also Present - Lori Stepansky, Jerry Lapp, Jerrie Clarke, Rebecca Heaton, Patti Brown, Brad Maynard

Approval of January 2010 Minutes: Hunt motioned to approve, Johnson seconded; all approved.

Public Comments: Jerrie Clarke was called upon for public comment and noted she and others were there to discuss ideas for the 100th Anniversary of Haines.

Approval of Agenda: Hunt motioned to approve, Johnson seconded; all approved

President's Report: Chair Heinmiller reported she had been out of town lately and had little to report. Heinmiller commented on the email sent from Susanne Smith regarding the waterfront project possibly being put on the Assembly agenda this evening and her efforts to rally opposition to the project. Assembly liaison Lapp commented on the Assembly's history with the project and voting to move forward with the project which is why it is at the stages it currently is at. Lengthy discussion followed regarding funding that would be lost if the project were overturned at this point and the DOT mandated position which would result in the loss of the parking area altogether for public as well as tour busses.

Johnson motioned for the Tourism Advisory Board to support the current waterfront project as the 95% drawings from PND Engineers have presented the plan; Juanita seconded. Discussion followed regarding adding a ramp for handicap access. Brad Maynard acknowledged this as a good suggestion and would mention it to PND. All approved.

New Business: 100th Anniversary of Haines

Jerrie Clarke reported communicating with Joan Carlson of the Chamber, Borough Clerk Julie Cozzi, Deputy Clerk Jamie Heinz, and Tourism Director Lori Stepansky regarding ideas to celebrate the 100th Anniversary of Haines. Clarke also reported being made aware Borough Manager Mark Earnest had indicated in a previous manager's report that there may be funds in the budget to help with implementing ideas. Discussion followed regarding ideas for celebrating throughout the year by incorporating the theme into July 4th, enlarging vintage photos for businesses, flags for street poles, pins, and other promotional products. Stepansky suggested having a few people research costs of some of this ideas and

presenting them to the Borough Manager and Mayor. Chair Heinmiller offered to be on any planning committee. Clarke indicated she would be in touch with ideas and meet with the Borough Manager regarding potential funding.

Cruise Ship Calendars

Stepansky provided the board with new cruise ship calendars noting the different format and added features to the piece.

Old Business: Waterfront project update (if any available)

Chair Heinmiller commented the topic had already been discussed but called on Brad Maynard for a brief update on the project as he knew it. Maynard updates to the project and curb issues he had tried to work out with DOT.

Directors Update: Director's travels – report on March and April travels

Stepansky reported she had attended the Seattle Bike Expo, Seatrade, WACVB Tourism Tech Summit, and ATIA Marketing meetings in March. She commented the Bike Expo had approximately 12,000 people go through the show. She also commented on the Alaska booth at Seatrade, the Governor's attendance of the conference, and the issues of the Governor's proposed bill to cut head tax. Stepansky stated social media and analytics were top focus at the Tourism Tech Summit and she hoped to implement ideas gathered from this conference soon. Stepansky also reported she participated in the SATC Retreat in Skagway last week and noted projects the organization would be working on this year including branding and marketing plans.

Yukon Trade Show

Stepansky reported the Yukon Trade Show would take place April 30 – May 2 and that the Visitor Center and Haines Chamber were working together to promote Haines at this show.

Haines articles and promotion

Stepansky reported Haines had appeared in several articles from two Australian travel writers who visited Haines last year and there was a new article in the Sydney Globe by Joanna Hall. Stepansky also reported a guide book produced by travel writer Carol Fowler along with an article submitted to a Bay Area Newspaper. Stepansky reported Haines was signed up for a year with Destinations TV which advertised every Friday on USA Today.com in the travel section. Stepansky noted many additions are added to the visitor center media pages on a regular basis.

Promo items

Stepansky provided the board with ink pens with Haines Alaska written on them. She stated they were giveaway items at trade shows and were popular. She would be ordering more.

Budget

Stepansky reported the Tourism/Economic Development budget was anticipated to be down 17% next fiscal budget and she was asked to make a list of potential cuts. Stepansky reported she had provided Borough Manager Mark Earnest with \$37,000 in possible cuts but he was working to provide funding from other areas to keep the budget somewhat the same as last year. At this time, there has been no definitive cut but Stepansky anticipates possibly more may be requested due to the anticipated increased costs with employee benefits and the health care.

Scenic Byways Grant

Stepansky reported an application was submitted to the Scenic Byways Program to acquire funds for creating a Master Interpretive Plan for the Haines Highway.

Board Comments: Hunt questioned when the Community Clean-Up takes place. Chair Heinmiller commented it was in the first part of May.

Hunt also commented about littering and suggested coming up with community pride campaign. Chair Heinmiller stated it could be discussed at a later meeting.

Set Next Meeting Date: Tuesday, May 11, 2009 – 8:30 a.m.
Assembly Chambers, Public Safety Building