

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

Tuesday, May 17, 2005 – 8:15 a.m.

**Meeting Call to Order:** Marilyn Josephson

**Roll Call:** Present - Karen Hess, Darsie Culbeck, Herb VanCleve, Judy Heinmiller, Marilyn Josephson

Absent - Tom Crandall, Shane Horton, Jeff Butcher

Also present - Lori Stepansky, Trevor Sellars, Margriet Aasman

**Approval of Agenda:** Approved

**Approval of Minutes:** Approved

**President's Report:** Marilyn reported that she has been working with Dave Stickler for figures to construct flower boxes for the dock beautification project. The boxes will be about 2 feet long. Lori added that she needed to acquire costs for nameplates to display business name sponsorship of flower boxes. First year cost of the flowers for a business should be approximately \$130 plus name plate. This figure includes watering and maintenance of the flowers throughout the season. Lori will acquire a final cost figure in the next few days.

Marilyn also reported that she has been working with Dave Stickler to obtain a cost estimate for the Pavilion project. She reported that Dave is working to get an estimate complete with there being fewer stalls in each bathroom and that the project should be in very close range of the granted amount for this project. Darsie requested clarification and definition of the project. Karen again conveyed to the board that Dale Mulford had been consulted for a project outline and estimate. Darsie discussed other location options of the Pavilion. It was agreed it would have to be located to the left of the dock walkway. Marilyn indicated Dave Stickler would be touching base with Lori about location and other details.

**Old Business:** **CVB Borough Code Changes – Herb VanCleve** – Herb presented the ordinance proposed by the Government Affairs Committee to amend CVB requested code changes. Herb noted that the biggest change was to refer to the CVB Advisory Board as the Tourism Advisory Board to better clarify the relationship between the board, the department, and the manager and clear up the language of the code from when the city and borough merged. Karen moved to approve the suggested changes. Judy seconded the motion. Darsie questioned section 2.56.030 B about the board submitting reports to the Assembly. Herb indicated that Lori already submits monthly reports and that it is standard for the boards to submit reports at least quarterly.

**Pavilion Project – Marilyn Josephson** – Covered in President’s Report  
**Flowers for the Dock** – Covered in President’s Report.

Darsie reported that he sent a letter to the Harbormaster about opening the dock to the public and the Harbormaster responded that this was up to the Borough Manager, Robert. Darsie said he contacted Robert and that this was not on his priority list. Darsie also mentioned that with Homeland Security there were other considerations with this but it was still out there. Marilyn commented that there had been safety and security issues in the past with the dock being open to the public. Lori mentioned that another consideration about opening the dock to the public is that until the Pavilion is completed, the peplemover cart would be stored out on the dock when a ship was not docked. Lori indicated her concerns of vandalism to the peplemover cart as well as other areas on the dock that might affect the cruise ships docking. Karen commented on the Homeland security procedures for the docks in Skagway and that opening the dock to the public is not a simple issue. Darsie stated he would keep the board posted on any new developments with this topic.

**New Business:**

**Branding/Logo Issues – Trevor Sellars of Aasman Design, Inc.** – Lori began the discussion stating that logo/branding is a very important component of the marketing for Haines and that this particular project was not a rubber stamp for Haines as a whole but for the CVB to market tourism for Haines. Lori indicated wanting to proceed with workshops through the McDowell Group that may be able to be funded by the state as it is a state program. Lori shared her thought process with this project and that she asked Trevor Sellars of Aasman Design to speak to the board about the issue and how to start the process of pursuing the project.

The board embarked on thorough discussions with Trevor Sellars and his business partner Margriet Aasman about the need to focus on a strategy and create a theme for Haines which is what the hat of a logo/branding identity is hung upon. Trevor pointed out that the visual of a logo is secondary, the concept of branding identity is the theme and way of thinking about what the brand stands for. Trevor stated that how the people in the Yukon were marketed was not necessarily applicable for marketing to the cruise ship passenger; there were different marketing needs for various segments of Haines’ tourism and business.

Karen Hess commented on Skagway’s branding with the White Pass but that there were other pictures and themes that came to mind for Skagway branding. Karen also commented that the theme for Haines should be along the lines of nature. Other board members commented that there are many ways to enjoy the theme of nature in Haines and it should be included in the branding identity. Lori stated that the very discussion process they were having during this meeting was part of the process of developing not only the theme but the strategy of the science and process of creating the logo/branding. It was discussed that this could be a lengthy project with additional costs involved.

The marketing plan for Haines was discussed with Lori stating the current marketing plan is one she had in her head based off the McDowell Report for Haines but indicated there was no plan written out or physical document in a file specified as a marketing plan for Haines. In a discussion with Darsie and Herb,

Lori differentiated advertising being the marketing plan and the strategy behind advertising choices.

Due to time spent on this topic, it was decided that Lori would pursue investigation of the state program to fund a logo/branding workshop to be conducted by Susan Bell of the McDowell Group as the next step in the project.

**NWCA – Visiting again May 19** – Lori reported details were confirmed for Rod Pfleiger of NWCA and Don Habeger of Royal Caribbean being in town on Thursday, May 19. Lori stated she had arranged for a breakfast meeting with the Mayor and Borough Manager in the morning and an open public meeting at the library in the afternoon.

**Alaska Travel Fam – June 6 & 7 with Sharon Gaipman** – Lori reported a Fam trip organized by Sharon Gaipman, formerly the marketing director for AMHS would take place with the arrival of 12 package tour operators on the night of June 6 and departure on the afternoon of June 7. Details were still being worked out for activities on the morning of June 7.

**Canadian Games – February 2007** – Lori reported that the Canadian Winter Games were taking place in Whitehorse in February 2007. Lori stated that pre-games would begin next year and everything is being geared up for the influx of people going to Whitehorse for the event. Lori stated that in the next few months, she wanted to research ways to get Haines more involved in this event and how to have a presence in the next 18 months leading up to the games.

**Volunteer Program** – Lori stated she was running an ad and working on a volunteer program to assist with having the visitor center, dock, and peplemover cart staffed through the season with emphasis on days the larger cruise ships are docked.

#### **Directors Report:**

**TIA Yukon Conference/Whitehorse trip** – Lori reported that the TIA Yukon Conference and Whitehorse trip was extremely successful; new relationships were established. Lori stated she views the Yukon as a cruise ship that is docked 12 months out of the year and will make major efforts to focus on building relations with the Yukon and marketing Haines to the Yukon.

**Whitehorse Visitor Numbers** – Lori reported that Trevor supplied her with numbers from the border north of Haines specifically for Yukon visitors. The number is nearly 10,000. Lori pointed out that the population of Whitehorse is 20,000. Lori anticipates these Yukon visitor numbers to increase this year with the reduction of the Alaska fishing license fees for Yukon residence.

**CBC Radio Interview** – Lori reported that she was able to participate in a 10-minute radio interview with CBC. This is the second radio interview with them in a month and is pleased with the media relations being built with Whitehorse.

**Yukon Trade Show** – Lori reported that Julie and Jim Shook attended the Yukon Trade Show last month and that the Haines booth was extremely popular. Julie reported to Lori that Canadians attending the show continuously expressed how much they love Haines.

**SATW Fam trips** – Lori reported that the two Fam trips associated with SATW were very successful especially the last one giving rave reviews about how wonderful Haines was and how this trip went far beyond their expectations for the area.

**Lonely Planet Author Jim DuFresne** – Lori reported this travel writer was here at the same time of the last SATW group. Lori stated that he had planned on just one night but she was able to convince him to stay three nights.

**Canada's First Nations** – Lori reported a group representing Canada's First Nations had recently been in town and the purpose of their trip was to explore economic development opportunities with Haines in the old tradition of the Grease Trail. Lori stated that the Mayor accompanied them to Klukwan and they had additional meetings around town. Lori stated she has had several discussions with her main contact person with First Nations, Ian Robinson, about highway initiatives in conjunction with the Scenic By-Ways Corridor Management Plan for the Haines Highway. Lori expects good things to come out of these efforts on First Nations part.

**Public Comments:** Lori reported that she has hired staff for the summer including local Tammy Piper.

Karen questioned Lori about the procedure for sending out the leads from the visitor center that includes emails. Karen commented that several of the email leads were returned in her email marketing. Karen wanted to know how the email addresses were processed into the database to distribute to businesses around town. Lori said they were typed into the database and streamlining this process was one of her main projects for the web site.

**Set Next Meeting Date:** Friday, June 17, 8:15 a.m. Assembly Hall