

Tourism Advisory Board Meeting Agenda

Date: Thursday, May 25, 2006 – 8:30 a.m.

Meeting Call to Order: Marilyn Josephson

Roll Call: Present - Marilyn Josephson, Judy Heinmiller, Karen Hess, Travis Reid (arrived 8:40 a.m.), Shane Roberts (arrived 8:40 a.m.), Jeff Butcher (arrived 8:45 a.m.) Darsie Culbeck (arrived 9:00 a.m.)

Absent - Scott Sundberg (excused)

Also Present - Lori Stepansky, Julie Shook

Approval of May 2, 2006 **Minutes**

Approval of Agenda: Approved

President's Report: Marilyn Josephson – Josephson stated meetings need to have more organization and structure and board members should be on time to eliminate un-necessary lengthy meetings. Discussion followed regarding time of day to hold meetings and whether or not to hold monthly meetings. Hess initiated discussion regarding the function and purpose of TAB and who the tourism director answers to. Reid suggested a consistent day each month or quarterly for meetings and suggested next meeting date for Friday, July 21, 10:00 a.m. Hess motioned to change the by-laws from meeting once a month to meeting at least once quarterly to comply with Borough code requirement of a quarterly report from TAB, Reid second; passed 5 to 0 (8:55 a.m.).

Old Business: Pavilion Project – Hess reported there has been no progress regarding the Pavilion project and indicated disappointment in Borough Administration for lack of response for in-kind assistance and seeing the importance of the project. Roberts suggested building the project in incremental phases to at least construct a sheltered area then move forward to different phases of the project as money becomes available. Stepansky reiterated this idea. Hess stated she will meet with Borough project manager Brian Lemke. Josephson stated she would meet with the Mayor.

New Business: CVB/Haines Business Cooperative Marketing – Darsie Culbeck – Culbeck suggested a program for local businesses to include their brochures in Visitor Center bulk mailings. Stepansky questioned plan criteria. Visitor Center staff person Julie Shook was called upon to answer questions and explain database processing and bulk mailing procedures of mailing vacation planners. Discussion followed regarding details of time, costs, numbers of mailings, invoicing, and staffing required for such a project. Stepansky indicated the project would not be feasible at this time. Reid motioned to table the idea, Hess second. Discussion

followed regarding effectiveness of potential visitor receiving an overwhelming large package of information verses repetition from various businesses over course of time. Josephson suggested such a project might make a good opportunity as a new business venture.

First Cruise Ship Day - Lori Stepansky – Stepansky opened the floor for discussion regarding the previous day’s Veendam docking in Haines. Stepansky stated the Harbormaster and his assistant have worked very hard to get the dock ready and will finish tasks such as pressure-washing and putting up flower boxes. Hess commended the Harbormaster for all his hard work. Reid praised Hess for taking the lead to implement the new parking plan on the first cruise ship day.

Directors Report: **Restaurant/Shopping Brochure update** – Stepansky reported a design issue delaying production of brochure but it is anticipated to be in hand next week.
Haines Corridor Management Plan update – Stepansky reported meetings went well and she is working with Shannon Rafferty to create a web page highlighting the project which would assist the community with familiarizing of the project and having the opportunity to provide public input. Stepansky reported anticipating the new web page should be linked up next week.

Public Comments: Hess requested the board create a resolution addressing the Borough Assembly take action on dedicating bed tax to acquiring conferences and conventions. Discussion followed regarding tax structure, value of conventions, and details of request for letter of action. Hess and Butcher agreed to work on a draft letter.

Josephson state the board should go back to agenda item regarding approval of the minutes of the last meeting; Judy motioned to approve, Hess second.

Roberts noted Stepansky’s accomplishments, work, and efforts behind the scenes and with the constraints of budget. Board agreed and applauded the statement. In addition, Stepansky noted support of good Visitor Center staff.

Culbeck commented on value of McDowell report. Stepansky noted it can be viewed on the tourism page of the Haines Borough web site.

Set Next Meeting Date: Friday, July 21, 2006 - 10:00 a.m.

Meeting adjourned: Hess first, Butcher second.