

Tourism Advisory Board Meeting/ Meeting Agenda

Tuesday, June 23, 2009 – 8:30 a.m.

Meeting Call to Order: Judy Heinmiller

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

Absent - Chris Schelb (Excused)

Also Present - Lori Stepansky, Tom Bolen

Approval of May 2009 Minutes: Gaffney motioned to approve, Johnson seconded; all approved.

Public Comments: Manager Bolen reported on the bathroom/pavilion project and different options now being considered. Bolen reviewed the preference of the Planning Commission versus the Tourism Advisory Board's preference of a plan requiring permitting due to the tide lines. Bolen presented a list of project considerations. Discussion followed regarding status of temporary bathrooms, piling issues, and cost issues for various options. Johnson motioned for the board to recommend the assembly move forward with Consideration C, concept 5 for the Pavilion Project, Hunt seconded; all approved.

Approval of Agenda: Hunt requested adding Letter of Recognition.
Gaffney requested adding Board support for Eagle Festival in ad campaign.
Hunt motioned to approve agenda, Gaffney seconded; all approved.

President's Report: Chair Heinmiller commented on cleanliness of bathrooms at the dock but most especially those in the Fort Seward area noting they had not been cleaned all season. Heinmiller commented her significant other and his mother took it upon themselves to clean these bathrooms. Some discussion followed regarding the appearance of town to visitors.

New Business: Letter of Recognition

Board member Hunt motioned to have a letter of recognition written by the board to acknowledge and thank Dave Pahl for all he has done for the community. Discussion took place regarding the purpose of the letter and any precedent it may set. Stepansky commented she was aware Pahl had some issues with the Borough and was seeking non-profit status. Stepansky stated it may be better to talk with Pahl about his issues to determine how the board could support his needs and write a letter with more of a call to action than just a thank-you. Hunt withdrew his motion. All agreed to invite Pahl to the next meeting and add him to the agenda.

Downtown Planning Project Update (*Board member Johnson requested members look into the progress and plans for the this project for an update at the next meeting*)

Johnson reported there had been little movement with the downtown planning project but may move ahead after the next Planning Commission meeting.

Haines Ad Campaign – Bring Back the Canadians (*Aasman Design of Whitehorse made a presentation to the board in May reviewing the previous campaign conducted in 2002 and the options to revive this campaign and make it sustainable for Haines. Recommended action: vote to support the Haines Borough funding the campaign with the start of an awareness program using previous campaign materials.*)

Discussion took place regarding the special meeting with Aasman a month ago and how things should proceed with reviving this campaign. Stepansky reported Trevor Sellars of Aasman met with the Haines Chamber and all were in support of moving forward with this campaign. Stepansky also reported she was aware Mayor Hill was much in favor of this project but felt it would be best to focus on approval reviving the entire previous ad campaign and let her department deal with any awareness campaign for this season. Discussion continued about the cost of the project and all it would entail. Gaffney stated he would like to see all the materials used in that campaign and inquired about who owned them and where material was being held. Stepansky noted permission was given by the Chamber to use the materials but she did not have digital copies.

Marine Passenger Fee Fund Recommendations (*Board member Jeff Butcher would like the board to consider discussing options for how cruise ship head tax monies should be spent in Haines in order to make recommendations to the Assembly.*)

Butcher reported Juneau CVB had an approach for taking the lead in spending cruise head tax and made recommendations for how the money should be spent. Stepansky noted this was copied by Sitka and provided a copy of the letter and recommendations made by their board to the city council. Butcher commented he would like to see this board do the same. Discussion followed regarding creating a list of ideas and soliciting information with dollar figures to prioritize the list. Gaffney noted it would be best to compile a concise, organized list with specifics as this would give more weight with any recommendations to the assembly. Butcher and Hunt will work on starting the list of potential projects for the head tax.

Old Business:

Bathroom Pavilion Project Update (*Borough Manager, Tom Bolen, provided information to the board at a special meeting in May regarding Tideland permits required to move forward with a successful plan. Possible action needed: Vote to support pursuit of permits for construction to be begin next season with a plan to include adequate bus parking.*)

This subject was discussed in the Public Comment section when Manager Bolen was present.

Directors Update: Cruise Ship Inaugural

Stepansky reported there would be an inaugural ceremony with the Sea Princess July 7 at 4:00 p.m. with limited space. She noted if board members wanted to attend to let her know as soon as possible.

Board Comments: N/A

Set Next Meeting Date: July 21, 2009 – 8:30 a.m.
Assembly Chambers, Public Safety Building

Hunt motioned to adjourn, Butcher seconded; all approved. Meeting adjourned at 10:10 a.m.