

Tourism Advisory Board Meeting Minutes

Tuesday, July 10, 2007 – 9:00 a.m. Assembly Chambers

Meeting Call to Order: Travis Reid – 9:10 a.m.

Roll Call: Present - Travis Reid – Chair, Judy Heinmiller – Vice-Chair, John Hunt, Jeff Butcher, Darsie Culbeck, Scott Sundberg

Absent - Deborah Vogt

Also Present - Lori Stepansky, Mike Denker, Robert Venables

Approval of June Minutes: Heinmiller motion to approve, Culbeck second

Approval of Agenda: Heinmiller motion to approve, Butcher second

President's Report: Reid noted increased calls from Holland America for 2008.

New Business: **Haines Energy Task Force – Impact of oil price increases** (*The Mayor appointed a 12 member board to research the impacts of Peak Oil on the community. Mike Denker has been scheduled to acquire input from the Tourism Advisory Board. A document with additional information with specific questions to focus on is in the meeting packet.*)

Discussion took place regarding goals and questions posed by the Peak Oil Task Force. Examples of various scenarios for future oil pricing impacts on tourism were discussed with the conclusion of the board members contacting Denker directly with feedback to questions listed in the document in the meeting packet.

Trade Show booth at ATIA Convention (*ATIA Annual Convention is being held in Juneau this year. Tourism Director would like in-pur from TAB regarding having a Haines booth being worth the fee.*)

Stepansky commented that Haines had a booth at the previous ATIA convention in Juneau and felt it was not worth the cost, time, or effort to do this again but requested feedback. The board members unanimously agreed a booth would not be beneficial and money would be better spent on Haines' promotional items and/or a special Haines function at the convention. Discussion included the successful Haines event at the Hanger coordinated by the previous tourism director, Michelle Glass during the 2002 convention in Juneau.

Haines/Holland America reception at ATIA (*Tourism Director would like to request assistance and discuss planning a thank-you reception for Holland America at the ATIA Convention*)

Stepansky commented that the reception put together for HAL at last year's convention was well done but would like to put more planned efforts into such an event for this year due to the increased calls for next year by HAL. Discussion followed regarding ideas for time and place and involvement of others in the community for input. Board agreed to put this item on next month's agenda for further discussion.

Old Business:

Pavilion Project

No update regarding project

Tent/Covered Temporary Structure

Culbeck reported the tent structure has been ordered.

Directors Report:

Ride Yukon Event Update

Stepansky reported the event was a huge success despite the lower than expected numbers. The reception from Haines was excellent and event organizers are looking to expand the event into two nights in Haines to allow for shopping and participation in more local activities.

Haines Video Update

Stepansky reported the two-member Alaska Channel crew came through Haines twice in June and obtained more than adequate footage to produce a quality video. Stepansky also reported the video script would need adjusting due to footage not obtained because of weather. The finished product should be in-hand around September/October.

WACVB CEO Forum

Stepansky reported she will be attending this conference in August which is training/networking with other CVB directors in Western states.

Public Comments:

Borough Manager Venables noted there would be two public conference calls set up on Wednesday regarding the winter state ferry schedule.

Venables asked the board for feedback as to whether or not a local business/tour operator should have free access to use material purchased or produced by the Visitor Center as a business tool for their operations. Reid, Heinmiller, Culbeck stated it should be incumbent upon the business owner to acquire the literature and not to burden the Visitor Center with the costs. They also suggested that it should be sufficient to provide publisher information, a CD, or a copy master to the interested business owner.

Set Next Meeting Date: Friday, August 17, 2007 – 9:00 a.m.

Assembly Chambers, Public Safety Building