

Tourism Advisory Board Meeting Agenda

Date: Friday, July 21, 2006 – 10:00 a.m.

Meeting Call to Order: Marilyn Josephson

Roll Call: Present - Marilyn Josephson, Scott Sundberg, Karen Hess, Judy Heinmiller, Jeff Butcher, Darsie Culbeck, Travis Reid, Shane Roberts

Absent -

Also Present - Mayor Shields, Norm Smith, Brian Lemke, Bonnie Hedrick, Andrew Halcro, Lori Stepansky, Debra Vogt

Approval of May 25, 2006 **Minutes** – Hess motioned to approve, Heinmiller second

Approval of Agenda: Approved

President's Report: N/A

Old Business: **Pavilion Project** – Hess reported contacting Brian Lemke, Borough School Project Manager, for opinion on project. Lemke stated project could be done according to a simple plan without fill dirt, maybe taking up part of a parking spot, listed some dimensions for bathrooms and peplemover cart storage area, with project maybe exceeding the \$125,000 grant but within a reasonable price. Lemke also stated discussing potential monies with other projects going on to provide paving for the PD Dock parking. Lemke commented the pavilion project could be scheduled to begin early spring.

New Business: **Action Request Forms** – Stepansky reported discussing TAB functions with Borough Clerk, Julie Cozzi, and a presented a Borough Assembly Action Request form to use as a tool for TAB to communicate advice and recommendations to the Assembly. Mayor Shields commented that Assembly member Debra Vogt indicated interest in filling the liaison seat that has been open for nearly a year. TAB agreed on Mayor's selection.

Letter of support requesting AMHS providing ferry service for Ride

Yukon event in 2007 – Stepansky reported the Ride Yukon Motorcycle event will include the Golden Circle Route in 2007 with an overnight in Haines on June 22, 2007. Event organizers along with Skagway and Haines agreed to send letters to AMHS for adequate ferry connection for the event. Stepansky stated she had talked to AMHS Commissioner Robin Taylor regarding this issue and he had indicated the potential for making it work. Culbeck motioned writing the letter of support, Sundberg second.

Haines Vacation Planner Bids – TAB took a few minutes to read a letter Chilkat Valley News owner Bonnie Hedrick submitted to the Assembly protesting a Haines Vacation planner with advertising. Chilkat Valley News in conjunction

with Saragraphics in Juneau was the only company submitting a bid in response to the RFP. Hess asked Stepansky for background on the issue. Stepansky summarized referencing documents in meeting packets and noting the distribution of the Haines Vacation Planner and the CVN Visitor Guide. Stepansky stated the main issue is funding for production and printing of the Haines Vacation Planner and reviewed the proposal submitted by CVN. Stepansky asked Hedrick about how many CVN Visitor Guides were printed and commented on the development this year between Juneau CVB and Juneau Empire. Stepansky requested Hedrick review numbers and consider a joint effort for combining the visitor guide and the vacation planner. Further discussion followed regarding advertising options and affects for the vacation planner. Overall discussion was the Haines Vacation Planner should be kept as is as a separate piece from the CVN Visitor Guide without advertising and funding provided by bed tax or tourism/economic development dedicated reserve funds. Mayor Shields and Assembly member Smith reiterated this support. Hess motioned to keep the Haines Vacation Planner ad as is in the same format without advertising and TAB submitting a letter to the Assembly to request the funding for the planner from the bed tax or reserves, above and beyond the current Tourism budget, Heinmiller second.

Golden Circle Brochure/Travel Writer – Stepansky reported the four-year printing of the Golden Circle Brochure was in the works again and the communities involved were working together to negotiate pricing for the piece published by Up Here Magazine. A travel writer had already been through all the communities and would be writing up the editorial for the brochure as well as doing an article in Up Here Magazine's October issue. Concerns about the ferry connection between Haines and Skagway were discussed with Norm Smith. Stepansky reported Golden Circle communities voicing the same concerns and would be writing letters to AMHS Commissioner Robin Taylor. Request for support for this AMHS ferry connection will be included in the Ride Yukon letter.

Directors Report: **WACVB CEO Forum – Idaho** – Stepansky reported she will be attending this conference next week and will return on August 1st after a luncheon with Royal Caribbean executives aboard the Summit in Skagway at the invitation of RCCL.

Haines CMP web page – Stepansky reported that she worked with Shannon Rafferty to create the Haines Corridor Management Web page and it is linked on the Haines Visitor Center web site. The draft plan and maps should be available soon and the public can provide comment through a special email form on the page.

Haines sign at Canadian Games Center/Volunteer program – Stepansky reported that a sign for Haines was designed and produced to display in the Canadian Games Center for a year. The sign will have to be covered up during the Canadian Winter Games but would be advantageous with the event taking place there and the pre-games as well as the overall usage of the facility.

Public Comments: Josephson noted that Stepansky was invited to run for a seat on the ATIA Board of Directors. Discussions flowed in to Haines' functions and inclusion with ATIA Annual Convention in Skagway for 2008.

Roberts suggested taxi service in Haines be put on the next meeting agenda for writing a letter to the Assembly regarding requirements for taxi services in Haines or options for taxi services in Haines.

Heinmiller commented on the new Haines Shopping & Restaurant Brochure and the comments made from ship passengers regarding such activities in Haines. Discussion followed regarding this issue with Roberts providing insight of ship crew and ship functions and procedures. Stepansky suggested telling such passenger to go back to their ship and fill out the comment cards. Circumstances and efforts combating the problem were discussed.

Set Next Meeting Date: Friday, August 18, 2006 – 10:00 a.m – Assembly Chambers/Public Safety Building