

Tourism Advisory Board Meeting Minutes

Friday, August 26, 2005 – 8:15 a.m.

Meeting Call to Order: Marilyn Josephson

Roll Call: Present - Marilyn Josephson, Karen Hess, Jeff Butcher, Darsie Culbeck, Judy Heinmiller

Absent - Shane Horton, Tom Crandall, Herb VanCleve

Also Present - Lori Stepansky, Travis Reid, Scott Dodridge, Bonnie Hedrick

Approval of July Minutes - Approved

Approval of Agenda: Karen Hess requested adding Parking at the PC Dock - Approved

President's Report: Pavilion Project Update – Marilyn reported that Ron Caspers is going to draw up a design and send it to a designer in Juneau for an official drawing suitable for the planning commission. The designer in Juneau has a good relationship with the fire marshal and would be able to run the design by him. Lee Heinmiller provided the Juneau designer old pictures in which to model the pavilion design. Marilyn reported that Borough Manager Robert Venables has approved funds from the grant can be used to pay for the services of the designers. Judy Heinmiller will follow up with the procedures.

Old Business:

New Business: By-laws and meeting rules - Lori Stepansky stated she had contacted Julie Cozzi and Mayor Mike Case about by-laws of a board being approved by the Assembly and found that such approval was not required. Lori opened up discussion with the board for addressing the issues of board members' absences, what qualifies excused or unexcused, conference calling verses physical presence of a board member, partial attendance of members, and cell phones during meetings and requested they be addressed in the board by-laws. Copies of Borough Code 2.56, 2.60, and the current by-laws were provided for the meeting to reference discussed points. Darsie Culbeck stated that he disagreed with his effectiveness of being a board member during his winter absence. Karen Hess and Marilyn Josephson commented that physical presence is vital for doing legwork and attendance of additional meetings including support during meetings such as the Assembly meetings when tourism related issues are on the agenda. Lori Stepansky noted three members that had been absent for enough meetings to qualify dismissal from the Tourism Advisory Board according to Borough Code and the current advisory board by-laws. It was agreed upon that having a special meeting to discuss

by-laws and any amendments to adopt. A meeting was scheduled for Friday, September 2.

Sales Tax Reform – Marilyn reported that she attended the Borough Assembly meeting the previous Tuesday where a sales tax reform was proposed to be placed on the ballot for vote of the people pertaining to the 1% dedicated sales tax that funds the tourism department. The options discussed at the Assembly meeting were discussed. A copy of the proposed revisions options was passed around to the board. It was noted that Option A cutting the amount of the dedicated sales tax to ½ % and adding the bed tax but cutting the tourism budget of approximately \$88,000 was voted upon, but did not pass. Karen Hess stated that it had been brought to her attention that a special meeting to reconsider this issue was being held on Monday evening, August 29. Board members were encouraged to attend by chair, Marilyn Josephson.

Directors Report:

CHARR Convention – Lori reported that she and president of the Haines Chamber Karen Hess would be attending the CHARR convention in Kodiak, Alaska in efforts to make a bid on the 2008 convention being held in Haines. Lori stated that Ed Lapeyri and Brian Lemke might also be able to attend. Ideas were discussed for a bid presentation. Jeff Butcher offered to contact the owner of the Best Western Kodiak Inn to assist with a hospitality room for this event.

Milepost Ad – Lori reported she had finished designing and had submitted the 2006 back cover of the Milepost ad. Lori made note that Herb VanCleve assisted her with a color conversion format detail her program was not able to make. A copy of the ad was provided for viewing during the meeting.

Bus Tours Magazine – Lori reported that this magazine had contacted her in the spring about a writing opportunity. Lori wrote a 4-page article that appeared in the magazine's July issue. Lori also noted that her photographs were submitted for this article. A copy of the article was provided for all board members. Lori noted that this magazine might have a booth at the ABA (American Bus Association) convention in February. Lori also commented that she had nominated the Eagle Festival for the top 100 events in America with ABA and the event won, so she anticipated a good presence at this year's convention.

Norwegian and Oosterdam Inaugural – Lori reported the inaugural for the Norwegian Dream went well and one was scheduled for the Oosterdam on September 7. A guest list has already been submitted with a number restriction.

Haines Corridor Management Plan – Lori reported that she has a list of names she will be contacting personally to be on the Haines Corridor Management Committee. Lori has filled in the blanks for the draft RFP and submitted to Julie Cozzi for posting. The current status is that the RFP will be posted soon and is merely waiting for the Borough Clerk to be able to complete work with another project. Award of the contract should occur

by the Assembly approximately October 18. After that, Lori stated the meetings would actually begin with the contracted entity and the committee. Lori expressed some concern that although it was simply allocating grant funds to be spent, it had been conveyed to her that the Borough Assembly did not seem clear on what the Haines Corridor Management Plan and National Scenic By-way designation was all about. Lori reported that she had repeatedly submitted information to the Borough Manager and offered to arrange having her contact from DOT, Aneta Synan, attend the Assembly meeting when it was discussed, but had been told it would not be necessary. Lori stated she has scheduled Aneta to make a scenic by-way presentation for the Haines Chamber Luncheon in December.

WACVB CEO Forum, Tucson, AZ - Lori reported that the WACVB Conference went well and she noted three points of interest from the meeting: on-line advertising is up 28%, visitor on-line research for a destination is reflecting visitor center numbers being down, and requests for vacation planners has been increasing, not decreasing. Lori stated that the vacation planner request was interesting as she said it had been pointed out to her that the postage for the tourism budget should decrease in lieu of on-line promotion but she anticipates the figure will need to be increased for next year's budget.

Public Comments:

Set Next Meeting Date: Tuesday, September 27, 2005
8:15 a.m.
Public Safety Building
Assembly Chambers