

Tourism Advisory Board Meeting/ Meeting Agenda

Friday, August 29, 2008 – 9:00 a.m.

Meeting Call to Order: Travis Reid

Roll Call: Present - Chris Schelb, Deborah Marshall, Judy Heinmiller, Travis Reid, John Hunt

Absent - Jeff Butcher, Greg Johnson

Also Present - Lori Stepansky

Approval of July Minutes: Heinmiller motioned to approve; Schelb seconded

Public Comments: N/A

Approval of Agenda: All Approved

President's Report: Reid reported knowing the Pavilion Project was planned for placement on the dock side of the road as originally planned.

New Business: **Haines Highway – Going for All-American Road** (*Stepansky has learned the application process for nominating highways for national designation will open early September and want to discuss support efforts for achieving this designation.*)

Stepansky reported the Federal Highway Administration will open the application process in early September for highway nominations in the Scenic Byway programs and Haines could apply for the top billing of All-American Road. Stepansky noted she was already working to gather letters of support and requested the board to not only assist in these requests but to also write a resolution with the sample copy provided in meeting packets as a template. Stepansky was asked to email the sample resolution to Chair Reid and Vice-Chair Heinmiller to sign after revisions were made. Schelb motioned to adopt the resolution for supporting the Haines Highway as an All-American Road; Marshall seconded; all in favor.

Haines Thank-You reception for cruise lines at ATIA (*Stepansky is organizing this reception and would like to share current information with the board and discuss ideas and suggestions for the event taking place in Anchorage this year.*)

Stepansky reported she selected the Hotel Captain Cook for the Haines Thank-you Reception for the cruise lines. Stepansky presented menu selections and discussion followed regarding the beverage and cocktail costs. Stepansky reported she intends to send out a message to all local businesses with the opportunity of \$100 sponsorship next week. Having tiered sponsorship at higher levels was discussed. Chair Reid indicated wanting talking to Karen Hess for suggestions and input.

Chilkat Valley Artists Presence (*Board member Marshall as president of the Alaska Arts Confluence would like to discuss the local artist community presence in Haines tourism*)

Board member Marshall reported the Arts Confluence would be stepping up the efforts to create the awareness of the arts community in Haines and assist local artists with marketing in brochures and internet. Marshall commented on the artist presence on the Visitor Center web site and the Arts Confluence organization would be working through the winter on various marketing avenues.

Old Business: **Alders on Waterfront** (*The topic of cutting/thinning the alders and brush along the waterfront between Lookout Park and the PC Dock had been discussed in meetings earlier in the year. Board member Schelb would like to discuss this subject again and have the board make a recommendation to the Borough Manager/Assembly to have alders and brush removed from the waterfront.*)

Schelb commented the brush and weeds along the waterfront from the PC Dock to Lookout Park blocked the mountain views for visitors and locals and would like to see this dealt with. Discussion followed regarding other brush removal along roads in the Borough and methods of removal in the specified area. Schelb motioned to send an action request to the Assembly to instruct the Borough Manager to oversee removal of alders, brush, and weeds along the waterfront from the PC Dock to Lookout Park but not to include conifers or birch trees to enhance the view shed of the walkway, Hunt seconded; all in Favor.

Directors Report:**Web site language tools**

Stepansky reported implementing a new and free language translation tool on the Visitor Center web site that not only translates the site into 9 other languages but also all web sites linked on the site.

CHARR, Harbormaster, and other Convention updates

Stepansky reported CHARR pretty much finalized the details of the convention, the Harbormaster convention takes place shortly after CHARR and Visitor Center staff was supporting Harbormaster Phil Benner with planning details. Stepansky also reported Haines' hat was in the ring for hosting the SE Conference again in 2010 which possibly could be moved up to 2009. Stepansky also noted the American Legion convention was rumored to be held in Haines in the spring and commented on promotional items the Tourism Department had purchased for CHARR and other conventions.

ATIA Golden Circle Chapter

Stepansky reported the ATIA Skagway Chapter was now officially renamed the Golden Circle Chapter and she had attended a chapter meeting on the previous Saturday. Stepansky noted the chapter was considering options of sponsorship for the Eagle Festival and planned member drives through the winter months.

Ships of Summer

Stepansky reported the summer program of Ships of Summer was a success with the Haines summer school students. It was hoped to have the program implemented with a ship tour for the Haines and Skagway 5th grade classes combined but the schedule was not working out. Stepansky is working with 5th grade teacher Jansy Hansen for potential dates for the ship tour in September or May.

ATIA Trade Mission

Stepansky reported efforts to participate in the ATIA Australia/New Zealand Trade Mission in November and presented research and data regarding this market. Stepansky noted having conversations with interim manager Bob Ward regarding the trip and the travel authorization had been signed. Stepansky also noted the trip would be taken in place of the NTA convention and the difference in costs would be absorbed by the lowered costs of ATIA member dues for the CVB and may even allow for attending an RV show in Quartzite, Arizona. Discussion followed regarding the marketing data and percentages Stepansky provided with Stepansky requesting a letter of support from the board to file with the travel authorization. Discussion continued with Hunt commenting Haines needed to think big in order to have big success. All in favor to provide the letter of support noting the excellent documentation of information Stepansky submitted to the board.

Alaska Media Roadshow

Stepansky reported preparations had begun for her attendance of Alaska Media Roadshow in Santa Barbara later in October.

Round-table News: Board member updates N/A

Board member Hunt requested meetings starting 30 minutes later than have previously been scheduled.

**Set Next Meeting Date: Friday, September 26, 2008 – 9:30 a.m.
Assembly Chambers, Public Safety Building**