

**Convention and Visitors Bureau**  
Board Meeting/ Meeting Agenda

Tuesday, January 10, 2005 – 8:15 a.m.

**Meeting Call to Order:** Marilyn Josephson

**Roll Call:** Present - Shane Horton, Karen Hess, Marilyn Josephson, Judy Heinmiller, Darsie Culbeck

Also Present – Lori Stepansky, Robert Venables

Absent - Herb VanCleve, Tom Crandall, Jeff Butcher

**Approval of Agenda:** Approved

**President’s Report:** No Report from Marilyn

**Old Business:** **Code and By-laws** – Borough Manager Robert Venables – Robert stated that he was asked by the Assembly to speak to the CVB about requested code changes and that previously, the CVB Board has been unclear as to its mission and purpose. There are advisory boards and supervisory boards such as the Library and the museum; the CVB needed to determine which type they wanted to be.

Karen questioned Robert about clarifying the power of supervisory boards and gave the scenario example of would the library board be able to fire their director should there be dissatisfaction with job performance.

Robert responded that would not be the case, it would be Borough Management at that point.

Karen also stated that the difference between tourism, the library, and museum is that the tourism department is funded by public funds that were designated by vote of the people.

Marilyn stated that it had been agreed upon by the board that the CVB board would be advisory.

Robert stated that another issue for the CVB Board is that many of the members have about 4 to 5 months where having a quorum meeting is sometimes difficult because of the board members’ involvement in summer business.

Shane stated that the hiring committee for the tourism director was randomly selected and the CVB Board does not want to micro-manage. He also pointed out that the purpose of reviewing the Borough Code for tourism was to bring the department into compliance with Borough Code for other departments and clear up the confusion for how board and staff are described in Borough code.

Marilyn asked Robert if he would be able to take the comments from this discussion to the Assembly to express that the requested changes to the

code were a house keeping measure to bring the tourism department in line with Borough code.

Karen asked Lori if she was aware of who wrote the current code, Michelle Glass or Susan Johnston. Lori responded stating that to her knowledge, it was mostly Susan Johnston but Michelle participated. Karen stated that the verbage of the code just needs to be cleaned up.

**New Business:**

**Elections/nominations** – It was agreed that board members present for the meeting should be allowed to proceed with elections of chair and vice-chair instead of delaying it another month.

Shane nominated Marilyn as Chair. This motion was second by Karen and third by Judy. Karen stated that with Marilyn's history and experience with the CVB Board, she would be a good choice but asked Marilyn if she would be comfortable with the position again. Marilyn stated that she would especially with a board composed of individuals interested in being active in the community. Lori conducted a roll call vote. Shane, Karen, Darsie, Judy, and Marilyn were all in favor of Marilyn being Chair of the CVB Board.

Shane Horton was nominated for Vice-Chair by Marilyn. Darsie second the motion, Judy third. Lori conducted a roll call vote. Shane, Karen, Darsie, Judy, and Marilyn were all in favor of Shane Horton being Vice-Chair of the CVB Board.

It was questioned as to whether or not to designate a secretary and it was stated by Robert that in the past, the tourism director's assistant had been the administrative assistant to organizing the meetings, writing the minutes, etc. Lori stated she would be happy to work with everyone on this but did not feel comfortable writing the letters for the board as she felt letters expressing opinions and action should come directly from the board. All agreed.

**Borough Manager Robert Venables will discuss Pavilion structure plans with board**

– Robert stated that MRV offered to do design work for the pavilion to be built at the head of the pier and at some point, present several design options to the board. The structure would be to provide shelter from weather and restroom facilities for cruise passengers and crew. Robert also stated that he would like to have the design include an 'anchor' for a boardwalk from the pier to Lookout Park originally proposed by Tresham Gregg. Robert stated that the money is 'there' to build the pavilion but not the boardwalk and he would like to see this discussed with the cruise ships to give them an opportunity to participate in waterfront development for Haines. Robert asked the board to designate a point person to follow up on the details of this project as well as participate with him in conference calls to MRV. Karen Hess volunteered for being the point person. Robert and Karen agreed to meet at the end of this week to discuss this further and possibly make the first conference call together.

**Directors Report:** **Lori's Meeting with Aneta Synan** – Lori reported this meeting went well and that Aneta went over contracts and the procedures for submitting information during the project.

**Logo Branding Campaign RFP** – Lori stated that she would be writing the RFP for the logo and branding campaign. Shane asked Lori if she thought it would be helpful to meet with some of the board members to write the RFP in order to make sure it had adequate information being requested. Lori responded that Patti Mackey from Ketchikan had sent her a copy of their RFP as they recently went through this process and Lori planned to use that as a format but adamantly welcomed the assistance from the board.

Vacation Planners delivered – Lori passed out the new vacation planners for Haines and reported that they had arrived the day before. All are stored on the visitor center premises at this time.

**American Bus Association** – Lori reported that it was confirmed she would be attending the ABA convention in Chicago February 3 – 9 and that she was surprised that in her research of profiles of companies for appointments, this was going to be a very cruise ship oriented trip. She also reported that additional fees were paid to participate in ATIA hosted events at the convention.

**Meeting with Holland America in Seattle** – Lori reported that a meeting had been established with Linda Huston of Holland America in Seattle on February 2 at 2:00 p.m. to further discuss the relationship Holland America has with Haines. Points for the meeting would be a fam trip for the Stattendam crew as well as other items such as the pavilion. Karen will be able to attend this meeting. Marilyn stated that she would be in Seattle at that time and would be able to participate as well.

Bulk mailings – Lori reported that two large bulk mailings had gone out in December and the requests for information were on the rise.

Lori also brought up Rod Pflieger contacting her about the CVB Board having their name included in the efforts of NWCA opposing the move for the head tax on cruise ships in Alaska. Rod had contacted Karen about this matter as well and Karen stated her tour operation would be listed as a participant of support for this move and expressed her thoughts about why the board should oppose the head tax as well and join the list of supporters against it. Lori will contact Rod to determine if board support will need to be expressed in a letter and what other communities were also supporting the move.

**Public Comments:**

**Set Next Meeting Date:** Tuesday, February 15, 2005 – Assembly Hall Chambers 8:15 a.m