

Convention and Visitors Bureau
Board Meeting/Meeting Agenda

Wednesday, November 03, 2004 9:00 a.m.

Meeting Call to Order: Jeff Butcher

Roll Call: Present – Marilyn Josephson, Jeff Butcher, Shane Horton, Karen Hess,
Herb VanCleve, Norm Smith (½)
Absent – Judy, Heinmiller, Norm Smith (½)
Also present – Lori Stepansky, Tom Crandall, Karen Taug

Approval of Agenda: Approved

President's Report: Timing of cruise ship sales calls – Jeff initiated discussion about the Miami cruise ship sales call taking place during the Eagle Festival. Karen Hess stated that the trip was cancelled and that in the future, it should be considered more closely as to whether or not Director Lori Stepansky herself really needs to be staffing the visitor center during events conducted through other organizations when important trips are scheduled. Marilyn and Shane stated that there was a small window of opportunity to meet with the cruise ship executives about the 2006 schedule and that window closes after November. Lori stated that she felt it was unfortunate to not be taking the trip as the visitor center would have been adequately staffed in her absence, but she was happy to be here during the eagle festival. Lori also stated along with Norm that the purpose of today's meeting was to review Borough Code and CVB By-laws. Lori questioned why there was an agenda set and structured according to the format of the monthly meetings and suggested that the meeting proceed according to the plan of reviewing the codes. Norm agreed and proposed moving forward.

Formal request for update on past and future efforts – Jeff stated that the formal request for an update report on Lori's efforts should not be set aside because of the plan to review the codes and by-laws. All present stated it had already been decided not to delay or set any projects aside and to move forward with the meeting.

Old Business: Federal Funding for AMHS letter – Jeff reported that Nancy Burland contacted him and said a letter would not be necessary; that she would add the Haines CVB to the list of supporters of the request.

New Business: Borough Code Review – By-laws were reviewed in conjunction with the Borough Code Title 2, Chapter 2.56.

Suggested changes in the by-laws:

- Article I – Change Haines Convention and Visitor **Advisory** Board to Haines Convention and Visitor **Bureau** Board.
- Article II – Change 'The purpose of the Haines Convention and Visitor **Advisory** Board shall be to **plan and advise** activities designed to develop and promote the visitor industry of the Borough of Haines, Alaska' to 'The purpose of the Haines Convention and Visitor **Bureau** Board shall be to **advise in planning** activities

designed to develop and promote the visitor industry of the Borough of Haines, Alaska.

- Article III Section 2 – Change term of office from **2** years to **3** years and change ‘**two-year** seats beginning July 1 of each year’ to ‘**three-year** seats ending November 30th of each year.’
- Article III Section 4 – Add ‘who shall respond in a timely manner’ after Haines Borough at the end of the section.
- Article III Section 7 – Change ‘A simple majority (**4**) **members** of the Advisory Board’ to ‘A simple majority **of the voting members** of the Advisory Board.’
- Article III Section 10 – Change ‘**two** consecutive Board meetings’ to ‘**three** consecutive Board members.’
- Article IV Section 1 – Change ‘A meeting of the Haines Convention and Visitor Bureau Board **shall** be held monthly’ to ‘A meeting of the Haines Convention and Visitor Bureau Board **may** be held monthly.’
- Article IV Section 4 – Delete this section about Proxies
- Article VI – Funds – **Add a Section 3** – Any grants shall be accompanied by a formal letter of intent from the Haines Convention and Visitor Bureau Board.

Amendments of Borough Code 2.56 to request of the Assembly:

In discussion of the Borough Code 2.56 relating to the Convention and Visitors Bureau, it was noted by Karen Hess and agreed upon by board members that other departments in the Borough Code have the same simple statement in their Formation Sections and so should the Bureau/Tourism Department. It was motioned by Karen, second by Shane, and unanimously agreed that the following change and addition be proposed to the Borough Assembly:

- **Chapter 2.56 Section 010 Formation** – There shall be a Department of Tourism headed by a Tourism Director, appointed by the manager, and provided with a job description and responsibilities.
- Create – **Section 2.56.011 Haines Convention and Visitor Bureau Board** – There shall be an **advisory** board known as the **Haines Convention and Visitor Bureau Board**, composed of **seven (7)** members. The members shall be appointed by the mayor and subject to approval of the assembly. The **Board** shall organize itself and function according to the provisions of chapter 2.60.

Director’s Report:

\$31,000 museum transfer issue – Lori reported that it was brought to her attention that the minutes from a recent Financial Planning Committee meeting listed that there may still be a pending issue about a transfer of \$31,000 from the Tourism/Economic Development funds to the Museum. Lori also stated that it was her understanding that although it had been

acknowledged this was an illegal action because of the tax structure of the borough, there had not been an official motion in the assembly to reverse the action that approved it. It was concluded by the Board after further discussion that a letter should be written and submitted to the assembly stating opposition against this transfer to the Museum and challenging the motion to move the transfer forward should this be the case. Jeff Butcher will draft a letter to the assembly for their next meeting.

\$4910 Legal fees – Lori reported that it was also recently brought to her attention that the legal fees for the case of Dave Button of Eco Orca Tours disputing the Haines Borough pulling his business permit would be taken out of the Tourism Department budget. The most recent notification to Lori was that these fees were \$4910 and rising. Shane and Karen questioned why these fees were being taken from the Tourism budget and where such fees were paid for in a previous legal battle with Eco Orca Tours and that there must be a provision for such situations within the Borough general funds. All Board members voiced opposition to having these legal bills being taken out of the Tourism Department. It was proposed that Jeff Butcher would draft a letter to the assembly and/or mayor opposing this action.

Lori also reported that Kim Lehner was leaving the Chilkat Center for the Arts. Lori stated that acting manager Robert Venables requested of her and two other department heads to help out with administration of the Center until a solution to the situation was found. Lori reported that she responded to Robert saying she felt she would not be able to take on these additional tasks but wanted to inform the Board that she may have to assist in some capacity which might affect her coverage of projects with the tourism department. Lori is assisting Robert with find a solution to this hopefully, short-term situation.

Meeting adjourned.

Next scheduled meeting: Tuesday, November 30, 2004