

Convention and Visitors Bureau
Board Meeting/ Meeting Agenda

Tuesday, October 28, 2004 9:00 a.m.

Meeting Call to Order: Jeff Butcher

Roll Call: Present – Marilyn Josephson, Jeff Butcher, Herb VanCleve, Judy Heinmiller, Norm Smith, Shane Horton, Karen Hess
Also Present – Lori Stepansky, Dan Egolf, Debra Schnabel

Approval of Agenda: Approved

President's Report:

- Federal Funding for AMHS/Letter from Nancy Burland - Letter from Better Ferries for Alaska was sent to the CVB requesting the CVB sign on to support future funding of the state ferry system. Jeff Butcher will write a letter of support to Better Ferries for Alaska on behalf of the CVB.
- Top priority list, report request – Jeff Butcher presented an outline of the McDowell report and requested Lori Stepansky report on efforts toward each item and the plan for each item in the next 6 months. A lengthy discussion followed about Borough Code for the CVB and Boards. It was decided that a special meeting should be scheduled to lay the ground work of defining the CVB board according to the Borough Code before pursuing a marketing plan or strategic plan based on the outline Jeff presented. This meeting is scheduled for Wednesday, November 3, 9:00 a.m. Lori will forward the link to Title 2 of the Borough Code to CVB Board members to review for next week's meeting.

Old Business: Advertising/Vacation Planner funds approved – Requested funds for additional advertising and funding for a two-year vacation planner was heard for the third time and approved by the Borough Assembly Tuesday, October 26, 2004. Moving forward on the vacation planner will now take place.

McDowell Report copies – Jeff Butcher emailed the Haines Tourism Management Plan but some board members wanted to have hard copies to reference. Debra Schnabel also suggested the CVB Board have copies of the Haines Convention Center Feasibility Study. Lori stated that her plan to move forward with bigger issues such as a marketing plans, logo and branding campaigns would be better organized and executed if everyone was on the same page and had the referenced documents. Copies will be ordered through the McDowell Group by Lori.

New Business: Miami Cruise line sales call in November – Karen Hess, as president of the Chamber of Commerce for Haines, has scheduled an annual cruise ship sales call to Seattle and Miami. Karen and Lori stated that cruise ships are working on their 2006 itineraries. Marilyn Josephson and Shane Horton commented and

agreed that they were aware this is the situation and is the time line with the cruise ships. Although it is a line item in the budget, Lori requested support from the CVB board for her attendance in the annually scheduled November cruise sales call. The board agreed to have Jeff Butcher contact acting manager Robert Venables via phone as soon as possible in order to execute the travel authorization for Lori.

Directors Report: WACVB convention – Lori attended the WACVB convention last week in San Diego and reported it went well and was very successful for supporting and training for her position as tourism director.

CD Project – Lori has been in contact with Rich Cooper about the infamous Haines CD project. The project was started at least 4 years ago with approximately \$5,000 spent on it with no finished product. Rich Cooper, a former Haines resident, has indicated wishing to help out with this situation. Discussions between Lori and Rich are on-going for finding a solution to completing this project quickly and in the dollar range of \$2500 or less.

Logo, Branding, Website Redesign and Marketing plan – Lori stated that pursuing these projects could begin soon and should be grouped together. Norm Smith indicated that some updates and improvements could take place in a short time range and there are possibilities of redesigning and updating the CVB web site within the dollar range of the budgeted line item for this project. James Alborough, who does the maintenance for the current web site, is out of town for two months but accessible by email for November. Lori will contact James to discuss quick updating options and what would be involved for redesign. Lori stated that in addition to color changes and pictures, the mechanics of the site needs to perform more functionally for the office in the visitor center (request processing, databasing, etc.)

Grant writing – Lori stated that she was made more aware of funds that might be available for CVBs through the state and on the federal levels via her attendance at the WACVB convention last week. She also stated she was aware there were grant writing workshops from time to time and requested input from the board about this topic. Judy Heinmiller said she had a great deal of experience writing grants. Other board members indicated this ability and/or knowing community members that might be able to actively assist the CVB acquire grant funds.

Public Comments: Dan Egolf stated concerns about the amount of Bird Lists the visitor center distributed to local businesses. He stated that he was willing to print the Bird List from his own office operations but indicated that it was harmful to the advertising efforts of the tourism department. Director Lori Stepansky stated that the Bird List is occasionally sent out to individuals requesting information, but mostly given to visitors passing through the visitor center, and not utilized as a lure piece in conjunction with the vacation planner.

Dan Egolf also commented on a personnel issue within the CVB pertaining to the dismissal of Sabine Olsson. He also mentioned feedback he says he has received about her work in the tourism department. Some board members requested an explanation from Lori about this situation. Lori stated that the tourism director is a department head position within the Borough administration and that she is unfortunately not able to comment on details of personnel issues. Lori also stated that any further questions pertaining to this issue should be directed to the Mayor.

Set Next Meeting Date: Tuesday, November 30, 9:00 a.m. in the Assembly Hall