

## **Tourism Advisory Board Meeting Agenda**

**Date:** Tuesday, May 2 – 2006      8:38 a.m.

**Meeting Call to Order:** Scott Sundberg

**Roll Call:** Present    - Scott Sundberg, Jeff Butcher, Darsie Culbeck, Travis Reid (arrived late), Karen Hess, Judy Heinmiller

Absent                - Marilyn Josephson, Shane Roberts

Also Present        - Lori Stepansky,

**Approval of March Minutes:** Hess motioned to approve Heinmiller second

**Approval of Agenda:** Butcher motioned to approve Culbeck Second

**President's Report:** N/A

**Old Business:**        **Pavilion Project** – Hess reported John Shively is still looking in to funding options from Holland America and that she is still talking with Bill Thomas regarding funding options from the state. Culbeck suggested when looking at fill for the pavilion to look at fill options for extending the parking lot. Hess said she would speak to Borough Project director Brian Lemcke.

**PC Dock Parking** – Hess reported about the PC Parking meeting from April 27 – all present at the meeting agreed on one parking plan instead of a primary and secondary. The new plan was explained and discussed.

**Dock Flowers** – Hess reported she was unsure how many businesses signed up for flower boxes this year but the project is moving along well.

**New Business:**        **Milepost Re-design** – Stepansky reported the options for using the Chamber gaming license were not applicable and the estimate for creating the new design involving a contest were much higher than originally planned. The re-design concept would be reviewed again in the future.

**Mailing Lists** – Stepansky reported a community member requesting a list of any travel agents the CVB may have and the idea of selling the list to interested parties in the community as an extra service. Database and current mailing list distribution discussion followed.

**Visitor Center Web Site advertising** – Stepansky reported about an idea for enhanced listings on the visitor center web site and other advertising options for the web site to generate revenue for the department. Web site redesign was discussed.

**Directors Report:**    **TIA Yukon Conference** – Stepansky reported details and events of the TIA Yukon Conference. Stepansky also reported TIA Yukon members Shane Roberts

of Chilkat Cruises and Tours and Evangeline Willard-Hoy of Klukwan, Inc. also attended the conference.

**06/07 Budget** - Stepansky reported virtually no comments or questions were brought up by the Assembly during the Tourism Department portion of the budget hearings. Potential allocations and other budget issues were discussed.

**Map Network** – Stepansky reported the Haines database for the Map Network/USA Today project is moving forward well and the final database deadline should be met.

**Restaurant and Shopping Brochure** – Stepansky reported the shopping and restaurant brochure information was turned in to the printers and she is awaiting the first proof. The deadline of May 24 is still anticipated and cost per participant may end up being closer to \$100 instead of the \$112.50.

**Visitor Center Hours** – Stepansky reported the Visitor Center hours will be weekends 9 a.m. to 6 p.m. and Monday through Friday 8 a.m. to 6 p.m. except on large cruise ship days when the Visitor Center will be open until 7 p.m.

**Haines Corridor Management Plan** – Stepansky reported the next CMP meeting is scheduled for Thursday, May 11, at 4:30 p.m. in the Assembly Chambers and a possible lunch meeting at 33-Mile may also be arranged.

**Janitorial services** – Stepansky reported that Ike Lorenz was awarded the janitorial contract for the Visitor Center.

**Cruise ship shuttle** – Stepansky reported that the cruise ship shuttle contract was awarded to the only bidder, Chilkat Cruises and Tours. Discussion followed about the route.

**David Canite** – Stepansky reported being contacted by Kathy Pardee Jones regarding a PGA Tour member assisting the golf course throughout the season with promotion.

**Haines Video** – Stepansky reported a proposal for Alaska Channel putting together a short DVD for Haines using Haines and local business footage already in existence and additional filming while in the area in June. Discussion followed and Stepansky stated her decision to not pursue this project at this time.

**Alaskans Protecting Our Economy** – Stepansky reported APOE contacting her regarding meetings for supporting the campaign against the cruise ship ballot initiative. Stepansky stated she forwarded the information to the Haines Chamber and a meeting date would be set soon.

**Peplemover Cart** – Stepansky reported a storage issue of the peplemover cart with Public Works and new batteries had to be ordered. It is undetermined at this time if there was any motor damage done to the cart. Stepansky reported requesting a meeting with the Borough Manger to further discuss the situation of paying for the new batteries.

**Public Comments:** Stepansky commented that she had Visitor Benefit Raffle Tickets for sale for a Holland America Cruise.

**Set Next Meeting Date:** Thursday, May 25, 9:00 a.m.