

Convention and Visitors Bureau
Board Meeting/ Meeting Agenda

Friday, June 17, 2005

Meeting Call to Order: Marilyn Josephson

Roll Call: Present - Marilyn Josephson, Darsie Culbeck, Jeff Butcher, Tom Crandall, Karen Hess

Absent - Judy Heinmiller, Shane Horton, Herb VanCleve

Also present - Lori Stepansky, Jamie Karnik, Robert, Venables, Shane Roberts

Approval of Agenda: Approved

Approval of Minutes: Approved

President's Report: Pavilion Project update – Marilyn reported that she discussed a scaled-down version of the pavilion design Dale Mulford created a few months ago with Dave Stickler. Dave had quickly created a redesign on his computer and Marilyn shared the draft with the board indicating he was still fine-tuning the layout. Marilyn indicated suggestions by Dave such as On-Demand hot water systems for better utility efficiency. Issues were discussed about the area available for the structure and the look of the building. Marilyn also asked Borough Manager, Robert Venables, if it might be possible for other financial contributions to come from places such as AP&T in light of the phone service that will be available with this structure. Robert indicated that it would be a possibility along with a possible contribution from NWCA. Karen Hess stated concerns of adequacy of the design and asked if there would be room for expansion and if it would allow for boardwalk attachment and stairs to the beach. Marilyn indicated this would be possible. Darsie Culbeck expressed concerns about the appearance and quality of structure of the building especially from the aspect of people who spend time on the beach below. Karen Hess commented that it was possible to ask for involvement from people in the community to contribute to the look of the structure with totem pole and Tlingit design carvings and drawings. Compliance with the look of the Fort Seward buildings was agreed upon and discussed that it would be simple to oblige the stipulations of such Fort structures. Marilyn commented that the appearance of the building was to be pleasing to the eye of the cruise ships as well as the community and attention to such details would prevail. Lori passed out a copy given to her by Borough Administration indicating property ownership clarification for where the pavilion will be erected. Robert Venables indicated that any concerns pertaining to the land ownership would be looked in to. Lori also, having the Borough Manager present, went over the future steps of this project indicating that the design recommendations by the board would need to be presented to the planning commission board at their next meeting on July 21. From there, it was recommended to the Assembly, additional funding from other sources would be requested, the project would be put to RFP,

the Assembly would award, and then the awarded company would complete the project.

Parking issues at the dock were discussed in relation to primary and secondary staging for tour busses. Robert Venables indicated that the current plan was workable and efforts were being made to enforce the parking plans.

Robert Venables also discussed at this time the conference call about the state ferry issues scheduled for the following Wednesday. The conference call had been rescheduled and Robert asked Marilyn to participate in this conference call. Robert indicated that there may be some very viable plans on the table, but at this time, Haines needed to make their concerns known.

Dock Flower project – Marilyn reported that there were 22 participants in the dock flower project and she had the flowers planted in the boxes. Marilyn and Lori indicated the next step would be to talk to Public Works or the Harbormaster about getting the flower boxes hung on the walkway railing. Lori stated that she would be placing a notice in the paper thanking the participants and listing the business names. In addition, Lori reported that she had painted the visitor booth on the dock and with Marilyn's help, would be putting flowers on and around the booth. In addition, Lori reported that she ordered new brochure racks for the booth and would designate one of them for brochures of the flower box sponsor participants. Darsie inquired what the policy was for putting brochures out on the dock. Lori stated that due to space issues, the brochures placed on the dock were at the discretion of the visitor center for the interests of the cruise ship passengers. Karen Hess asked if it would be possible to have the dock pressure washed to remove a mossy build up in areas that cause slick walking conditions. Lori will talk with the Harbormaster about options for doing this.

It was at this point, Lori moved up the Holland America agenda item and reported that in her meeting with Linda Huston the previous Friday, Holland America is planning to make 15 Wednesday calls on Haines with the Veendam and Ryndam ships in 2006 with docking times being 7:00 a.m. to 9:00 p.m.

Old Business:

Budget – Lori passed out the latest copy she had of the tourism budget and pointed out that the \$8,000 amount for the cruise ship shuttle service included revenue that now would not be there due to the contract awarded for this service not being structured as it was last year. Lori indicated that the actual budgeted amount was about \$3,000 and the shuttle contract would cost about \$2,000 more than budgeted, but could be absorbed in the janitorial budgeted amount due to the contract awarded for this year's janitorial service and the delay with the pavilion project.

Lori reported that information was relayed to her that as of June 29, the CVB Board would officially be a 7-member board and renamed the Tourism Advisory Board. Lori and other board members commented that they liked the new title of the board stating that it gave more clarification to the purpose and function of the board.

New Business:

Literature display policy for Visitor Center – Lori reported a situation that occurred at the visitor center with a local Haines resident that wanted to display brochures for an internet singles network service. Lori stated she did not allow these brochures to be displayed and expressed concerns about such material in the visitor center and possibly having to put it on the HCVB web site. Lori also expressed concerns about liability with businesses such as this along with literature and business information for places that do not comply with tour permitting and business licensing. Lori stated she discussed the recent situation with the Borough Manager and a result of this conversation was suggesting the board and CVB write a policy for display literature. The board agreed with writing such a policy but also discussed other policies that could be used to assist Borough Administration with enforcing codes. Suggestions for policies will be sent to Lori and a meeting will be scheduled to discuss details of policies to recommend to the CVB and Borough Administration.

Volunteers for Peplemover cart – Lori reported that Bill Heritage would no longer be volunteering for the peplemover cart service. The service is needed during the docking time of large cruise ships. Lori reported that she might have volunteers for the peplemover cart on Tuesday when the Regal Princess is in, but needed volunteers for the remaining 14 large ship dockings for the season. Lori requested that any potential volunteers be sent to her. Several board members had suggestions for volunteer sources.

Visitor Comments – Lori reported that there had been a few complaints about a couple tourism related businesses in town but, unfortunately, there was little that could be done despite the poor affect on tourism because of these complaints. It was pointed out that policy suggestions could give teeth to Borough code that might enable options for dealing with such problems.

Townsite sign suggestion – Lori relayed a request by the Borough Manager to provide feedback about a townsite sign suggestion. Robert Venables has suggested a sign that reads: Welcome to Haines, Alaska, townsite – Outpost to Wildlife. The board stated that it was fine with them although some members stated most such townsite signs simply state the name of the town with a population figure.

Directors Report:

Holland America – This item was moved up in conjunction with the pavilion discussion.

Outdoor Channel film crew – Lori reported that a 2-man film crew representing the Outdoor Channel would be in town the following weekend. They are creating a 13-week series/program that will begin airing in July. Lori reported that it appeared Haines would be able to get two of the 30-minute show times, which would air in August. Lori stated that they are not like a travel writer that can cover a lot of ground in a short amount of time, as they will have to set up and interview along with taking time to get film shots completed. Lori is working with them on an itinerary and expressed to the board that the show was about Haines as a destination with outdoor activities. Lori also expressed there may be some businesses that will feel they are being left out, which is not the case. Lori stated that the film crew indicated they fully expected to be able to come back next year and could include other highlights and attractions at that time. Lori asked the board to pass along this information to anyone questioning the agenda of the film crew.

Wildlife viewing project – rep Jamie Karnik – Guests Jamie Karnik spoke about his reason and purpose for visiting Haines as an AmeriCorp representative working with the Watchable Wildlife Coordinator for Fish and Game on a project called the Alaska coastal Wildlife Viewing Trail. This project is gathering wildlife viewing opportunity information for the communities along the Alaska Marine Highway System, which will produce a wildlife viewing brochure of information for each individual community in the quantity of approximately 5,000 each community. Additional quantities can be ordered for the higher volume pricing breaks. Jamie will be passing that information along to Lori. Jamie expressed that things were going well for him on his Haines portion.

AP&T – Visitor Center phone system – Lori reported that the project to re-wire and install a new phone system for the visitor center was approved and being scheduled with AP&T.

Dock visitor booth – As previously indicated earlier in the meeting, the visitor center booth on the dock has been painted and is being ‘spruced’ up for the cruise ships.

Logo/Branding identity workshop update – Lori reported that she spoke with Susan Bell about the branding workshops and had been in contact with Dru Garrison as well. This workshop fits into a state program that may completely fund the event. Lori reported that Susan and Dru had informed her of a few other projects they had been working on which delayed correspondence with Lori about the Haines branding issues. These other projects were wrapping up and Susan conveyed the likely possibility of having a branding workshop for Haines in July or August. Lori will keep the board posted of the progress for scheduling the workshop.

Lori also pointed out an article in the board members meeting packet pertaining to US Pass Port Deadlines stating she thought it might be of interests to them.

Public Comments:

Set Next Meeting Date: Friday, July 15, 8:15 a.m. – Assembly Hall, Public Safety Building