

Tourism Advisory Board

Tourism Director:
Leslie Ross

Assembly Liaison:
Diana Lapham

MINUTES-DRAFT

Members:
Sean Gaffney
Karen Hess
Allison Jacobson
Scott Sundberg
Barbara Mulford
Rhonda Hinson
Michael Marks

Meeting Date: March 30, 2016

Date of Approval: _____

Call to Order: A meeting of the Haines Borough Tourism Advisory Board was held at Assembly Chambers on March 30, 2016. The meeting convened at 9:05 a.m. with Sean Gaffney presiding.

Members in Attendance: Sean Gaffney, Michael Marks, Scott Sundberg, Rhonda Hinson, Barbara Mulford, Allison Jacobson, Tourism Director and Assembly Liaison.

Members Not in Attendance: Karen Hess. Motion by Barbara Mulford and Second - Michael Marks to wait till the end of the meeting to excuse absences. Approved-Unanimous
Motion by Michael Marks and Second by Barbara Mulford to excuse Karen Hess absence. Approved-Unanimous

Others in Attendance: Tresham Greg, Carol Tynman and Emily Files from KHNS

Approval of Agenda: Motion was made by Barbara Mulford to approve the Agenda. Second - Michael Marks. Approval: Unanimous.

Public Comments:

- Tresham Greg shared his support of Leslie Ross and desire to enhance the on-line marketing program. He hopes it will be innovative and interactive. Mr. Greg also requested increased efforts for regional marketing, special events and to try and capture some of the Skagway visitors.
- Carol Tynman mentioned that her daughter has a web site titled Mommy Poppins which has 30 million viewers per year and advertises special activities or travel adventures for families with children. She would like to offer that her daughter could travel for 2 weeks around SE Alaska to gather information that could be placed on the Mommy Poppins web site to promote SE Alaska and Haines.

Chair Report: Sean Gaffney

- Nothing to report

Tourism Director Update:

- Freeride Summary: The event went very smoothly this year as compared to last year. All participants traveled through Juneau which made transportation easier. Storing some of their equipment saved money. Loss of the satellite feed meant that live coverage was unavailable. Freeride Director will return to Haines in May to meet with potential sponsors and seek state support.
- Carol Tynman suggested a special Swatch watch for Haines.

- Budget Review: Submitted budget for review and will email to TAB board members a final budget that includes account amounts. The budget is back to 2014 levels. A budget item was added titled Events and Projects to support more events. \$30,000 was added to develop a promotional video. The back cover advertisement in Milepost was dropped for a less expensive advertisement in the Haines section. The savings will be used to Co-op with ATIA for advertisements in Sierra Magazine and Outside magazine. A new Craft Beer Festival in Anchorage was scheduled one week prior to the Haines Brewfest which could interfere with Brewers being able to attend both in such a short period of time. Recommendations have been shared to move the new Craft Beer Festival to another date for next year. Participation in some trade shows can be rotated to every other year.

New Business:

- Special Event Permit for HeliSki: Need to address Title V changes to amend a “loop hole” that makes it easier for an outside business over a local business to obtain a Special Event permit. Another idea is to combine film production days with user days.
- April/May Tourism and Hospitality Training: April 28, 2016 will feature a 1.5 hour “webinar” for GLCVB diversity training. Business owners who complete this training will receive a “Tag” to advertise that they have participated in GLCVB training. SAIL will conduct training on “How to accommodate people with disabilities.” The Chilkoot Indian Association will provide training on how to properly share native history information.
- Tourism Open House/Town Hall: A Tourism Open House will be scheduled for sometime during the last week of April and the first week of May.

Old Business:

- Budget Marketing Plan overview: Was shared during the Budget Review.
- Title V update, reschedule: Is scheduled for April 6, 2016 at 9:00 a.m.

Board Comments:

- Leslie Ross shared the Travel Writers will be coming to Haines in May. They will focus on Brewery, Distillery, hotels and tours.
- Sean Gaffney advised everyone to attend the grand opening of the Klukwan Heritage Center on May 14, 2016 at 10:00 a.m..
- Allison Jacobson suggested we come up with an interesting gift to give out to visitors at the end of a tour to lure them back for another visit to Haines.
- Leslie Ross mentioned that she is seeking to restructure the Tourism staff.

Adjournment: Motion was made by Michael Marks to adjourn.

Second - Rhonda Hinson. Approval: Unanimous. The meeting adjourned at 10:30 a.m.

Next Meeting: April 20, 2016 at 9:00 a.m. in the Council Chambers.