

# Tourism Advisory Board Meeting Agenda / Meeting Minutes

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**November 20, 2014 – 9:30 am (Assembly Chambers)**

**Meeting Call to Order:** Barb Mulford – President –9:40 am

**Roll Call: Present** Barb Mulford, Rhonda Hinson, Jeff Butcher (called in) and Scott Sundberg

**Absent** Michael Marks, Karen Hess and Judy Heinmiller

**Also Present** Interim Tourism Director Tammy Piper, Assembly member Diana Lapham, Sean Gaffney, and Tom Kain

**Approval of excused / unexcused absences:** Sundberg motioned to approve Michael Marks, Karen Hess and Judy Heinmiller’s absences, Hinson seconded; all in favor.

**Approval of Agenda:** Sundberg moved to approve the agenda, Hinson seconded; all in favor of agenda.

**\*Approval of Minutes:** None

**Public Comments:** Mulford acknowledged audience members.

**Chair Report:**

**ATIA Feedback**

Mulford covered Tourism Director Ross’ report on attending ATIA; covered meeting with Sitka representatives who will keep the Backroads momentum going forward and reported Un-Cruise Alaska will not be in Haines in 2015 but possibly in 2016.

**Operators conducting business without proper licensing/permitting**

Mulford reported a visitor visiting Alaska booked a tour for Juneau through Dolly Varden Tours that had been canceled due to weather but had not received a reimbursement. The visitor contacted the Chamber because the address for Dolly Varden Tours was a Haines PO Box and he has also contacted the Better Business Bureau. Mulford contacted the Haines Borough verifying if Dolly Varden Tours has a business license in Haines, Borough Clerk suggests Mulford contact the Attorney General, whom forwarded official documents to the visitor to file a complaint and suggested they file a civil lawsuit. Mulford questioned the AG’s office on how can someone operate a business in the State of Alaska and fly under the radar and not get caught if they don’t have a business license.

Mulford stated she heard a comment on the Eagle Festival, that there was a lack of open restaurants, a concern which also came up at the Chamber meeting because of the Freeride World Tour coming up and also expanding our visitor market with conferences and conventions but do we have the amenities to accommodate them. Sundberg suggests Tourism Director to prep businesses on events confirming status. There was discussion. Hinson stated we are trying to promote Haines year-round and how can we when we don’t have places to eat in the winter.

## ***New Business:***

### ***Board Vacancies***

Mulford stated receiving a letter from Michael to renew his seat and Judy is not renewing her seat but we did get an application from Sean Gaffney for a seat so we need to take action to fill the board seats.

Sundberg, makes motion:

*Re-approve Michael Marks's request to continue on the board and to except Sean Gaffney's application for the vacant seat.*

Hinson seconds, all in favor

### ***Informal Economic Impact Study-updates***

Mulford stated Tourism Director Ross needed this information to present to the Borough Assembly to hope for incentives to entice new/more cruise lines to dock in our port. Gaffney stated he didn't know the status of this but there were two types of challenges in getting this information; people tendencies to disclose that type of financial information and if it would be truly confidential and the second challenge was the type of information that was coming back to her, variations from whole seasons to days of the week and how collate the information into a accurate and meaningful way. Gaffney stated the goal was to show the revenue/sales tax that is generated by cruise traffic specifically relative to the other days you consider base line. Gaffney stated incentives are gives and those have a direct cost to borough so showing the larger financial gain in direct revenue on those ships days is presented to the assembly. Gaffney feels this should be approached again but in a more stream lined way and disclosure papers would give confidence to businesses to provide this information so we could get the assembly and community support. There was discussion. Mulford stated let's keep this on the agenda and revisit this again.

### ***GLCVB Sensitivity Training***

Mulford covers Director's report on this topic. Mulford questioned who must take this training; Piper stated that Director was hoping to get businesses that are in the tourism industry, no training has happened as of today but possibly after the conference she will move forward with this item.

## ***Old Business:***

### ***Title V/Chilkoot Corridor***

Mulford stated that at the last meeting that the board walked away with three recommendations to pass onto the assembly but that never happened because I don't take notes so I will look at the minutes than move those recommendations to the mayor than to the assembly for the last meeting of the year. Sundberg makes a motion to postpone sending anything to the assembly involving Title V in 2014 because he is not sure what those recommendations were since he missed that meeting. Piper read some of the recommendations and motions that got passed and minutes will get resent to everyone for clarification on those motions. Mulford stated it looks like the Title V and Chilkoot Corridor got wrapped into the same topic. Mulford stated there is a motion on the table; Sundberg withdrew the motion because most of the recommendations have to do with the Corridor and the recommendations have been approved by the board already but Title V sill needs more work. Lapham stated she recommends clarification and definition on either moving heli-skiing in its own paragraph or chapter so you wouldn't have to open everything back up and define everything again. Mulford stated for the recommendation to move forward we have to take Title V and show the mayor what it is that we are doing than it can be part of the assembly's packets for a recommendation.

### *Freeride World Tour*

Mulford covers Director's report stating out of bound request will be presented at next assembly meeting with approval by manager contingent on stated stipulations. Mulford questioned if the board had done a letter of support for this event. There was discussion.

Sundberg makes motion:

*Draft a new letter to support the event on Telemark Ridge with the addressed concerns listed for out of bounds,* Hinson seconds motion, all in favor. Mulford stated she would draft a letter sending it to TAB for review and input.

### *Ship Pop-Up Displays*

Mulford stated the only reason I put this on here was I received my bill from the Borough and paid it but I just wanted to get feedback was it a good investment of money/time spent. Gaffney believed they were not effective. Mulford tabled discussion for next meeting. Gaffney stated they were general and not well displayed and to get the best sense if they were effective would be from the shore excursion desk.

### *Backroads Alaska*

Mulford stated she addressed this in the ATIA discussion to continue our relationship with Sitka, cruise lines executives and continuing the brand and the web site.

### *Picture Point Design Committee*

Mulford stated wanting to table this discussion for next meeting because Judy was the TAB representative and we need someone on the committee from TAB.

### *Juneau Access Improvement Project*

Mulford stated that she has been reminded that TAB is an advisory board and the assembly from the Borough has already sent their comments on this project but does TAB want to discuss this because tourism is a portion of it. Sundberg stated we should let it lye and Hinson stated we may want to individually send our comments to the email posted. There was discussion.

### *Directors Update:*

Mulford read Tourism Director's report on her attendance of the Alaska Media Roadshow, stepping into the Interim Economic Director position but will handle big ticket items in the Tourism Dept., working on purchasing a new people mover cart, starting work on 2016 budget, working with parks and ski club to promote new grooming equipment and marketing trails, attending Whitehorse forum on influx of Chinese tourists, Gay and Lesbian CVB conference, LA Adventure Travel Show and new this year the Vancouver Outdoor Adventure Expo.

### *Board Comments:*

Mulford stated Ross wanted members aware of the Lutak Dock workshops coming up in December. Lapham stated it is important that TAB have a representative, there will be one representation from each standing committee, Mulford will contact Hess to see if she can attend. Lapham stated to the Mayor that she is happy to stay on the TAB board as assembly liaison but it may change. TAB board will ask to maintain current liaison.

### *Set Next Meeting Date: January –notification will be sent to set date and time*

Assembly Chambers, Safety Building

Sundberg motioned to adjourn, Hinson seconded; all in favor, meeting ended at 11:15 am.