

Haines, Alaska CVB
TOURISM ADVISORY BOARD - MEETING MINUTES



DRAFT

Monday, March 23rd, 2015 - 9:30 a.m. - Assembly Chambers

Meeting call to order-9:45am

Roll Call: Call to order 9:45am

Present. Sean Gaffney, Rhonda Hinson, Michael Marks, Diana Lapham, Leslie Ross

Phone: Jeff Butcher

Public: Andy Hedden, Assemblyman Mike Case

Borough Staff: Bill Mandeville

Approval of Excused / Unexcused Absences: Scott Sundberg , Karen Hess and Barbara Mulford excused

Approval of Agenda:

Approved Marks and second Butcher

***Approval of Minutes: approved Marks, Gaffney**

Public Comments:

Diana Lapham – Suggests TAB be present at Ports and Harbor meeting to discuss Lookout Park and paving of parking lot. Tourism director Ross and Gaffney plan to attend

Chair Report:

Karen will return about the 14th or 15th of April.

New Business:

Review of the Freeride World Tour

Marks reports a successful Museum Reception for FWT.

Freeride Tour Review moved to next meeting as the competition is still in progress.

Mandeville/Ross plan to circulate a Survey following event to get public input. Ross comments on great public receptions, happy visitors, plans for FWT to return next year, plans to debrief with FWT organizers.

Fireworks for the 4th of July

Discussion of Tourism Dept. budget and responsibility for Fireworks. Is it Tourism's responsibility to support a community based fireworks show? Tourism Director Ross does not think so, the Chamber has not shown interest in taking it back, discussion of asking the American Legion to take it on or share it with Community Economic Development.

Current options: Contact Western Pyrotechnics. Michael Marks will contact Phillip Wilde locally.

Old Business:

1 Presentation by Bill Mandeville: Financial Analysis of Tourism Market of Haines. Looking at the relationship between Tourism and Museum, Chilkat Center. Overview of moving Lookout Park and the connection between Small Boat Harbor and PC Dock. Mandeville, supports waivers for cruise ship industry but acknowledges the need to discuss this in the entire budget. Waiving fees demonstrate intent to welcome ships into town.

2 FY15 Community and Economic Development Department Budget

Ross discusses cuts to budget, reasoning for moving/cut items. Desire for a Web/Online Marketing budget – this budget had been moved to Econ Dev.

3 Incentive program to encourage more ships to Haines (docking fees)

Bill Mandeville will present to Assembly in April.

Tourism Director Update:

Board Comments: Jeff Butcher gives quick update on 4th July music fest.

Meeting adjourned: 11:30am

Next Meeting Date: 4/14/ 2015 , 9:30am Assembly Chambers

Minutes Submitted: _____

Approved: _____