

Tourism Advisory Board Meeting Agenda / Meeting Minutes

Monday, October 15 – 9:30 am

Meeting Call to Order: Jason Gaffney – Vice President – 9:40 am

Roll Call: Present - Jason Gaffney, Judy Heinmiller, Jeff Butcher, Barb Mulford

Absent - Karen Hess, Ross Silkman, John Hunt

Also Present - Tanya Carlson

Approval of excused / unexcused absences: Silkman is on the ferry heading back to Haines and unavailable. Hess was excused at last month's meeting. Hunt is unknown. Due to circumstances, with no reminders or agenda getting out ahead of time, Butcher motioned to excuse all absences, Mulford seconded; all in favor.

Approval of Agenda:

Approval of Minutes: August 23rd, 2012 – Butcher motioned to approve, Heinmiller seconded; all in favor. September – pending

Public Comments: N/A

Chair Report: N/A

New Business: N/A

Old Business: *State Fair Funding Support via Fund 23*

Gaffney has been in contact with the Mayor. More information is needed to come out on both sides to see what is needed. Carlson feels that this should be revisited at a later date when both the Mayor and Manager may be able to attend. The reason is because the discussion was much larger than just looking at grant opportunities for the Fair.

Directors Update: *ATIA*

The annual convention went very well. A lot of questions were answered between ATIA and the state. The state, however, has yet awarded the RFP bid. Carlson did have a meeting with InnerSea Discoveries who will start coming to Haines late next year and then regularly in 2014.

Gaffney asked about attendance and business at the Convention. Mulford said it was very well attended and business was conducted just as it was at any other ATIA Convention. The stress on marketing rural communities. She would like to see another prominent face of Haines attend conventions like these to show that we do support things in person. Carlson said the attendance was greater than last year and record number of first timers.

Joint Ports & Harbor and TAB meeting

Silkman and Mulford attended the meeting. Carlson said it was a very long meeting to discuss the tariffs of the PC dock face and Lightering float. The PC Dock will increase 5% every year for 5 years. The Haines cruise tariff is very minimal compared to other ports and Carlson feels this will not make a big difference to the cruise lines.

The Lightering Float is the other portion. At the moment this has been tabled until March as nothing will increase for this summer. They have been looking at substantial tariff increases and it need to be looked at more closely.

Mulford felt there was a lack of information prior to the meeting. She would like to know what the funds are used for and what the break even would be. Revenues to the community from those companies utilizing the fast ferry need to come out so people know how important this service is. One of the number one points the cruise lines were reiterating during ATIA is that they do not want tour rates to be raised. Mulford would like to see some economic statistics for tourism in Haines.

Carlson feels that it needs to be stressed that our current traffic cannot be responsible to pay for the dock expenses in their entirety. What we need is more traffic to help increase the income to the dock.

Alaska Media RoadShow

Carlson leaves on Friday for this event. Every year they look for a new headline. Last year it was the Gold Tour tied in with the Discovery Channel show. This year Carlson has gone with 'The Most Economical Bear Watch in Southeast.'

Golden Circle

Carlson has not had the opportunity to speak with Buckwheat but she has talked with Caribou Crossing who is interested in possibly participating. Carlson would also like to speak with TIA Yukon to see if they would be interested in contributing but she would like to speak with Sheila, from the Whitehorse Chamber, first as she heads up this promotion.

Board Comments: Mulford feels we need to stay on top of the tariff issue.

Carlson reminded that November is election month for the board and that Butcher and Hunt's terms are up.

Set Next Meeting Date: *Wednesday, November 14, 2012 – 9:30 am*

Assembly Chambers, Safety Building

Gaffney motioned to adjourn, Butcher seconded; all in favor. Meeting adjourned at 10:27 am.