

# Tourism Advisory Board Meeting Agenda / Meeting Minutes

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Wednesday, November 14 – 9:30 am

**Meeting Call to Order:** Ross Silkman – President – 9:34 am

**Roll Call:** **Present** Jason Gaffney (phone), Jeff Butcher (phone), Barb Mulford, Karen Hess, John Hunt

**Absent** Judy Heinmiller

**Also Present** Tanya Carlson, Rhonda Hinson

**Approval of excused / unexcused absences:** Hunt motioned to excuse Heinmiller, Hess seconded; all in favor.

**Approval of Agenda:** Hess motioned to approve agenda and consent agenda, Hunt seconded; all in favor.

**\*Approval of Minutes:** September 27th and October 15th, 2012.

**Public Comments:** N/A

**Chair Report:** N/A

**New Business:** *Seat Recommendations*

Butcher has sent his request to remain on the board. Hunt is moving on. Rhonda Hinson has submitted her application to serve on the TAB.

Hess motioned to accept Butcher's letter to remain on the TAB, Gaffney seconded; all in favor.

Hunt requested to hear a bit about Hinson. Hinson grew up in Haines. She and her husband own a shop featuring Alaska items and local artists. Hess motioned to recommend Hinson be appointed to the TAB, Hunt seconded; all in favor.

Recommendations will be passed on to the Mayor and Manger for the next Assembly meeting.

## *AMHS 50th Anniversary Celebration*

2013 is the 50th Anniversary for AMHS. May 5th is the scheduled date for celebration with AMHS in Haines from 9 am – 1 pm. Many things will be happening over the course of the year. A different part of the historical timeline will be highlighted each month on their website, beginning with the Chilkat and Chilkoot in January. KTOO had a documentary that begins airing in February. Parts of this will air on PBS nationally.

Carlson would like to have the dancers from Klukwan at the event and possibly a couple of raptors from the Bald Eagle Foundation. Hunt thought we should contact some dignitaries to take part; past captains, workers, etc. He also thinks the Museum should be involved. The

event will be with the Malaspina which will be on a special run out of dry dock before beginning regular service.

Hinson said it's also about the time when history day is going on. She thinks that maybe we should check with them and see if they have any information or are doing anything in conjunction.

### *Whitehorse Festival of Trees*

This is an event that is a fundraiser for the Yukon Hospital Foundations. The event is 10 days where the trees are on display. News media come out and general public view the trees during a series of events over the 10 days. The trees are then auctioned off at the end. Carlson said Haines will be sponsoring a tree with the theme "Haines Outdoor Adventures". The tree focuses on outdoor activities and included a weekend adventure in Haines package. This is great publicity for Haines.

Carlson plans on planning ahead for next year and purchasing items after this Christmas holiday.

### *PC Dock, Phase 2 Plans*

Silkman recapped the joint meeting that took place for Phase 2. Carlson described what was going to take place for those on the phone. Hunt asked where the golf cart would be located without phase 3. Carlson could not answer this question.

Hess asked when they would begin this construction. Carlson said the plan is August 15 or 16. Mulford mentioned that a lot of the discussion centered on expanding the trestle leading up to the ramp for the lightering float as a cuing area for the fast ferry.

Gaffney would like the draft plan emailed to him if possible. Carlson will work on this. Carlson reminded everyone that this is the 30% plan so now is the time for changes if there are any suggestions.

Silkman suggests having Carlos come to a meeting to and explain some of the details and any changes that have already taken place.

### ***Old Business:***

### *Funding Support via Fund 23*

Silkman spoke with the Mayor about this and she is against this idea believing it would take the funding out of the public process. Carlson feels that we should schedule a meeting that the Mayor can attend so we may explain what TAB is looking at a little more clearly. Carlson believes that this is not being taken out of the public process and if TAB can lay out exactly what the process would be maybe the Mayor can reconsider or help TAB see her point of view.

Part of how this came about is so organizations can show public support when applying to grants. Currently the process provides funds too late to count for many grant applications. Hess asks if a letter had been submitted regarding this. Gaffney drafted one to the Mayor and Manager a few months back but did not address everything.

Hess recommends that Carlson set up a special meeting with the Mayor and Manager regarding this subject at a time that works in both their schedules. Mulford would like to see the history of Fund 23 to see what has been funded over the last 5-7 years. Mulford would also like to see a time frame from the Fair for grants with a breakdown of how much money they could get if they were earlier funds from the borough to leverage.

### *PC Port Tariffs*

At a joint meeting back in October was there be a 5% increase each year over the next 5 years on the PC Dock face. The lightening float was to be tabled until March for more information to be gathered. Since then the Finance committee has taken the subject and decided to proceed with a 10% increase every year for the next 5 years. Both would take place beginning in 2014.

Mulford feels that more information needs to be brought out pertaining to the economics of that dock. She is frustrated that another committee has come in and disregarded what has come out of two other committees and that her time has been wasted. It was brought out that this was the second year that it has been postponed and that should not get postponed again. Mulford would also like to see the exact expenditures for this dock as well. Hunt asked if there was currently a one-off rate for vessels versus those who utilize it regularly as well as those who schedule it ahead versus last minute.

Mulford would like to see what the operating costs are for the PC dock, with the Lightening Float separated out, what the enterprise fund needs, what the possible operating costs will change to after the replacement, etc. She would also like to see what the income is for that dock to the town in terms of possible sales tax, employment, etc. Mulford and Silkman feel that there is no breakdown or evidence to show 5%, 10%, etc for what the dock needs in increase.

Carlson said she is working on the economic impact of the dock. The Harbor Master would be the one to look at the operational costs. Carlson reminded everyone that the Finance Committee is a committee from/of the Assembly and therefore trumps the advisory committees. This topic will be introduced as an Ordinance in the upcoming Assembly meeting.

Gaffney said a letter to the Assembly should include the businesses that are affected by tourism and the average dollars spent by tourist to our town. Carlson added that it should stay brief, to the facts and keep in mind that they have already done a compromise. Present the facts why this decision needs more time before being made.

Hess motions that Silkman draft a letter to the Assembly citing the necessity of the fast ferry to Haines and that the tariff increase should remain tabled until March. Hunt seconded; all in favor.

### *Dock Music Encore*

The Mayor has heard from a member of the public regarding the funding of music on the pier. The person felt that music should also be paid for in downtown to promote business and attract people to/in the downtown corridor. The downtown businesses got together and paid for this during the last season. Last summer the cost of \$150 per day. TAB has not yet discussed what rate would be spent for 2013. Silkman said it could be considered a conflict if we pay to have

musicians play downtown and then not in Dalton City or the Fort. He feels that tourism should pay for the music on the dock and leave it to the business owners in their various areas of town to pay for music in their area should they want it. Mulford agrees, she also commented about businesses that are on the edge of the downtown group that are continuously left out and would also not necessarily benefit from this.

Hunt commented that as one of the musicians that played this past summer, he felt it was appropriate that they played downtown because it was the downtown merchants that paid for them. Gaffney recommends that they play at the pier for a longer period. It is a welcoming experience for the guests and the purpose of having the music. Carlson agrees that for what tourism funds it should just be at the pier. She would also like to see if we could pay the Klukwan dancers to help ensure they are on the pier every week.

Hess motions that tourism pay for music at the pier, Gaffney seconded; all in favor.

**Directors Update:** *Alaska Media RoadShow*

Went exceeding well compared to last year. Two journalists are already confirmed for next year and there a couple other prospects that may be coming.

*FY14 Marketing Plan*

FY 14 planning is coming up. Last year TAB met in January to discuss the Marketing Plan. Mulford asked if Carlson could provide a list of all possible conventions even if not currently attending.

TAB set up a special meeting to develop the FY14 Marketing Plan on January 8<sup>th</sup>, 10:00 am in the Library.

*Vacation Planner*

Carlson is finishing up the Planner to get it to the printer. She presented the 2013 cover. No content inside is changing only photos. Hess recommended one minor alteration to the cover image; Carlson will take care of.

**Board Comments:** Hunt thanked everyone for six years and welcomed the new board member. He's seen a lot of things happen over the years. Gaffney thanked Hunt for all of his efforts.

Mulford wanted to say that Takshanuk Mountain Trail is closed for the winter, please remind people you may know who frequent that it is private property. Mulford tried a liability waiver and user fee last year and only a few people complied, many others called with complaints. There is a certain amount of cost involved to maintain that trail and it won't work at this point in time but is something she hopes to look toward in the future.

**Set Next Meeting Date:** *Tuesday, December 11, 2012 – 9:30 am*

Assembly Chambers, Safety Building (Changed to the Library)

There was no motion to adjourn. Meeting ended at 11:26 am.