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: February 3, 2016
Date of Approval: _____

Call to Order: A meeting of the Haines Borough Tourism Advisory Board was held at Assembly Chambers on February 3, 2016. The meeting convened at 11:04 a.m. with Sean Gaffney presiding.

Members in Attendance: Sean Gaffney, Michael Marks,, Rhonda Hinson, Karen Hess, Allison Jacobson, via telephone Barbara Mulford, Tourism Director and Assembly Liaison.

Members Not in Attendance: Scott Sundberg. Motion by Karen Hess to excused absence. Second - Michael Marks. Approved-Unanimous

Others in Attendance: Carol Tuynman, Jan Hill, Dan Egolf, Duck Hess, and Tim Holmes.

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

Public Comments:

- Carol Tuynman provided an update on the Alaska Arts Confluence's Fort Seward Sculpture Garden project which will be completed Spring/Summer 2016 with locally created sculptures in the Barracks ruins, around town and will include interpretive signs. Ms. Tuynman also reported that the AAC is looking to spearhead a special event to correspond with the 50th anniversary of the Chilkat Valley News and the dedication of the Fort Seward Sculpture Garden in August 2016.

Chair Report: Sean Gaffney

- On Jan. 20 the TAB Title V committee made progress with recommendations to Title V and it was noted several more committee meeting will be required to complete the total review.
- At the recent Commerce Committee meeting it was announced the DNP will take over ownership of the Chilkoot Corridor road and plans are underway for building Bear Viewing Platforms by next fall. We are pushing for Spring. **Note from Tourism Director:** She and Manger met with Bill Thomas to discuss how the lobbyist could help in this endeavor, Thomas involved Albert Kookesh who greatly assisted in this pursuit and they will continue to push an earlier construction time.
- Seeking funding for one Bear Monitor for Spring 2016 with looking into additional funds from other groups : Tour Ops, Bear Foundation and Fish & Game.

New Business:

- Review of Chilkoot Corridor status -- Presented as part of the Chair Report.

Status of current Budget Amendment

- February 9th will be a budget hearing for the Tourism Budget Amendment. Funds were transferred from Tourism to Economic Development under Bill Mandeville and this Budget Amendment seeks to transfer them back to Tourism. This includes $31,400 for the Tourism marketing budget and $32,600 for an audit of the current on line web site marketing. The audit will provide

recommendations to improve the on line web site marketing. TAB members were urged to send emails recommending the Budget Amendment to Borough Assembly members.

Set FY17 Budget Priorities

- Focus will be to review current marketing and what changes should be made for next year. Staff line item will change due to increased need for an additional part time staff person and seeking to move Tourism Dept. into a new range in the union.
- Considering advertising in new sources such as Outside and Sierra magazines.

AMHS scheduling impacts

- Ferry schedule to the Upper Lynn Canal was increased from the proposed reductions but still does not provide previous years service. The Fairweather is scheduled for weekend service but due to is vehicle loading restrictions the route will be Juneau to Haines to Juneau and Juneau to Skagway to Juneau. During special events the Fairweather will be scheduled for additional runs. TAB members were encouraged to send emails to the Governor and Representatives to support the ferry option of the Juneau access negotiations.
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Old Business:

Review status of Title V Committee and next meetings

- Meeting scheduled for February 17, 2016.

Board Openings

- Cindy Smith has submitted a Board Appointment application and Rhonda Hinson will submit a Board Reappointment application.

Tourism Director Update:

- TIA canceled its convention in Haines due to the declining Canadian dollar.
- Will attend the upcoming Vancouver Convention and invited to participate with other SE communities at the Seattle Show.
- Staff seeking small conference possibilities.
- SATC will represent Haines at the San Francisco and LA Travel shows.
- Freeride World Tour March 17-25 and the Sheldon Museum will host an opening reception on March 16 from 5:00 p.m.-7:00 p.m..
- Alaska Municipal League will have a convention in Haines in August 2017 and Southeast Conference will also be in Haines, Sept. 2017

Board Comments:

- Diana Lapham shared the GAS committee has an idea for better communications by having Board presidents send a short summary report after board meetings. It was reported that motions need to be restated prior to voting. GAS and Finance will review to repeal the Vehicle Tax.
- Jan Hill informed that Haines sister city in Florida has an interest in visiting Haines for the 40th anniversary and hopes that representatives will be able to visit the sister city in Florida.
- Carol Tuynman announced that February 5th will be another First Friday with events in various locations from 5:00 p.m.-7:00 p.m..
- Barbara Mulford requested statistics on the economic impact of 2015. She also asked that Scott Sundberg be contacted to make sure he is able to attend the upcoming Title V review.

Adjournment: Motion was made by Michael Marks to adjourn. Second- Karen Hess. Approval: Unanimous. The meeting adjourned at 12:35 p.m.

Next Meeting: February 24, 2016 at 11:00 a.m. in the Council Chambers.