

## 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: Wednesday, February 24, 2016

Date of Approval: \_\_\_\_\_

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**Call to Order:** A meeting of the Haines Borough Tourism Advisory Board was held at Assembly Chambers on February 24, 2016. The meeting convened at 11:10 a.m. with Sean Gaffney presiding.

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

**Members Not in Attendance:** Scott Sundberg

Motion by Michael Marks to excuse absence. Second - Barbara Mulford. Motion was opposed by all - It was determine to allow Mr. Sundberg more time to arrive or call in.

**Others in Attendance:** Duck Hess

**Approval of Agenda:** Motion was made by Karen Hess to approve the Agenda. Second - Barbara Mulford. Approval: Unanimous.

**Public Comments:** None

**Chair Report:** Sean Gaffney

- Haines Borough Assembly approved to restore the funds that were transferred to Economic Development back to the Tourism Budget. The Assembly realized the importance these funds were for the Tourism advertising budget.
- Diana Lapham inserted that the Tourism Advisory Board has done an excellent job tackling the Title V revisions and Leslie Ross have done a fine job of working with the Borough Clerk on this topic.

**Tourism Director Update:**

Year in review and stats

- Printed year in review and stats were circulated to Board Members/Assembly Liaison and discussion followed.
- This year the Tourism office will conduct a "Town Hall" style public meeting and present tourism and visitor information.

Conference/Event Challenges

- Information was shared about the challenges of conferences in Haines with limited spaces available for 100-150 people conferences.

**New Business:**

Officer Appointments - Rhonda Hinson

- Motion was made by Michael Marks to re-appoint Rhonda Hinson to the TAB. Second - Karen Hess. Approval: Unanimous.

Consider Cindy Smith from Aspen for a non-voting member

- Motion was made by Barbara Mulford to appoint Cindy Smith as a non-voting TAB member. Second - Rhonda Hinson. Approval: Unanimous.

Budget Amendment and Online Marketing audit overview

- Was approved by the Borough Assembly and staff will move forward on gathering quotes and selecting an Audit company.

Business Retention and Expansion Program - Vista Volunteer

- Haines Chamber of Commerce is working towards developing a plan for economic growth in the community.
- The State and Federal Government has sponsored a program designed to bring jobs to the community, capture base line information and gather statistics.
- The BRE program offers a free software program to monitor your base line and assist business that are in need of help in improving their business practice. The Tourism office was one of the first to sign up for this program.
- The Vista Volunteer will be asked to talk about the program at an upcoming TAB meeting.

### **Old Business:**

Budget Priorities - overview of current marketing plan and focuses on future

- It was determined to begin the audit process prior to making marketing decisions in order to gain audit recommendations.

Title V Committee updates - meeting dates

- A Title V Revisions meeting was set for March 15, 2016 at 9:00 a.m. in the Assembly Chambers.

Freeride Update

- Progress is going smoothly and there will be a Welcoming Reception at the Sheldon Museum on March 16, 2016 from 5:00 p.m. - 7:00 p.m. with beer and wine being sold.

### **Board Comments:**

- Rhonda Hinson pointed out this year is the 100th anniversary of the Chisel Building and it would be a good idea to do some type of program to increase the public's awareness.
- Diana Lapham shared that the Borough Manager and Chief of Police should be hired simultaneously by the second week of June. The Vehicle Tax was reviewed by GAS and it was recommended that the Vehicle Tax should stay in place for two years before making a final decision on it.
- Karen Hess requested if there was any new information on 2017 cruise ships and it was stated that Seabourne and National Geographic have added dockings in Haines.
- Motion by Karen Hess to excuse Scott Sundbergs absence. Second - Sean Gaffney. Approval: Unanimous.

**Adjournment:** Motion was made by Barbara Mulford to adjourn. Second - Karen Hess. Approval: Unanimous. The meeting adjourned at 12:45 p.m.

**Next Meeting:** March 30, 2016 at 9:00 a.m. in the Council Chambers.