

## 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: April 20, 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 April 20, 2016. The meeting convened at 9:04 a.m. with Sean Gaffney presiding.

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

**Others in Attendance:** Helen Alten, Dan Egolf and Tresham Gregg

**Approval of Agenda:** Motion was made by Michael Marks to approve the Agenda. Second - Rhonda Hinson. Approval: Unanimous.

### **Public Comments:**

- Dan Egolf shared recommendations for Title V revisions which included the importance of Tour operator's telephone numbers on the back of tour busses in order for the public to be able to call in any complaints in operation directly to the Tour operator prior to contacting the Borough, review of Guided Fresh Water Fishing/Fly Fishing regulations and insuring that tours have the proper permit for the size of their tour, the impact of Commercial Filming that can have positive and negative economic implications to the environment and infrastructure and the Bear Foundation will conduct Bear Training at the A & B Hall on May 5th at 9:00 a.m.
- Helen Alten commented that on May 3rd - May 17th the Sheldon Museum will offer the Fortnight of Learning program which presents natural history and history talks that would be useful for residents and tour guides. On May 7th a boat trip to Sea Lion rock is scheduled as a fundraiser with a cost of \$40 per person with departure at 10:00 a.m. and returning at 3:30 p.m.. The Museum will also host a reception for the opening of the Student Art Show and The Haines 50:Objects of History on May 13th at 5:00 p.m.-7:00 p.m..
- Tresham Gregg passed on information regarding the sale of large tents that were previously used for Fort Seward special events and that the Borough may want to consider purchasing one or more.

**Chair Report:** Sean Gaffney  
No report at this time.

### **Tourism Director Update:**

Whitehorse Tread Show

- The Tourism office is partnering with the Chamber to participate in the Whitehorse Trade Show April 29th - May 3rd and is seeking interested parties who would like to work in the Haines trade show booth.

### Tourism Training & Opportunities

- On April 28th at 10:00 a.m. there will be a Gay and Lesbian Hospitality training session. Allison Jacobson suggested additional training times for H.S. students or interns. Sean Gaffney commented that he has recently received positive comments from the Cruise Ship industry on the upcoming Cruise Ship Docking Wavier Program.

### **New Business:**

#### Approval of Kelleen Adams

Motion was made by Barbara Mulford to approve Kelleen Adams for a non-voting TAB Board position. Second - Michael Marks. Approval: Unanimous. Sean Gaffney will send a letter to the Mayor recommending Kelleen Adams.

#### Chilkoot Staff Aid Funding-Letter of support

- Leslie Ross has worked out details with ADNR Superintendent Mike Eberhardt to fund a Temporary position for a Chilkoot Corridor Bear Monitor for approximately \$12,000 with an hourly pay scale of a\$18 per hour. This item will be presented at the May 3rd Tourism budget review meeting. Leslie will draft a letter requesting Haines Borough Assembly support. Plans are underway to apply for the Robert Pitman Wildlife Restoration grant that could fund \$750,000 of improvements for restrooms, boat dock and lake/river bank management.

#### Marketing Plan Overview

- Currently the Marketing Plan is in draft format and Leslie Ross invites the TAB Board members to come to the Tourism office to view and make comments. A secondary focus will be on the Arts and Culture of Haines. Part of the new marketing plan will include eliminating the expensive back cover advertisement in the Milepost in exchange for a full page advertisement in the Haines section, cutting back on some Sunset magazine advertisements and work to develop more cooperative advertising in other publications. Leslie will meet with a Freeride World Tour representative in May to assist them in seeking additional sponsors in Alaska. Work is underway to enhance on-line marketing.

#### Tour Operator / PC Dock Meeting

- A meeting will be set up for May 2nd and a new sign out form will be shared for the newly purchased People Mover which will be parked and locked in the storage container.

### **Old Business:**

#### Title V update

- Next meeting scheduled for May 5th at 10:00 a.m.

### **Board Comments:**

- Karen Hess reported that the Discovery Board voted the Steve Kershel Tour as the best tour world wide.
- Barbara Mulford shared the importance of business owners to provide special consideration and customer service to the Shore Excursion and Cruise ship staff and that she has had a successful FAM tour recently and several more upcoming.
- Diana Lapham mentioned the importance of TAB Board members to attend the May 3rd Committee of the Whole meeting and the next Borough Budget meeting on May 10th. She also reported that there will be interview and "meet and greet" with the Police Chief candidates on May 13th and the Borough Manager candidates on May 14th.

- Michael Marks passed around a sample of the new Sheldon Museum dollar off coupon which will be distributed at the dock to increase museum admissions.

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

**Adjournment:** Motion was made by Michael Marks to adjourn.  
Second - Allison Jacobson. Approval: Unanimous. The meeting adjourned at 10:30 a.m.

**Next Meeting:** July 8, 2016 at 9:30 a.m. in the Council Chambers.