

MINUTES
Tourism Advisory Board
Meeting Date: October 13, 2016
Date of Approval: _____

Call to Order: A meeting of the Haines Borough Tourism Advisory Board was held at Assembly Chambers on October 13, 2016. The meeting convened at 12:04 p.m. with Sean Gaffney presiding.

Members in Attendance: Sean Gaffney, Allison Jacobson, Scott Sundberg, Barbara Mulford, Rhonda Hinson and Michael Marks. Tourism Director, Leslie Ross and Assembly Liason, Diana Lapham were also in attendance.

Members Not in Attendance: Karen Hess was not present. Michael Marks moved to excuse her absence; such motion was seconded by Rhonda Hinson and passed unanimously.

Others in Attendance: Lori Lapeyri-Smith, Holly Smith (new Planner for the Borough), Alekka Fullerton (new Deputy Clerk for the Borough), Kelleen Adams.

Approval of Agenda: Motion was made by Michael Marks to amend the Agenda to include the issue of the General Access Road and the Alaska Marine Highway System. Such motion was seconded by Sean Gaffney and passed unanimously.

Approval of Minutes: Motion was made by Scott Sundberg, and seconded by Michael Marks to approve the minutes of the September 9, 2016 meeting. Motion carried unanimously.

Public Comments:

Holly Smith- She is very interested in Public Transportation and wants to provide support to the committee.

Diana Lapham- Thanks everyone for being a part of the committee. This is her last meeting as Assembly Liason but she intends to continue to be involved. She also confirmed that she would be interested in being on the board. Sean Gaffney thanked her for her service.

Chair Report: Sean Gaffney- Attended the ATIA Conference. It was very successful. Sean felt that Haines was showcased well as a cruise ship destination. Many questions were being asked in the industry about where to send ships and why. Sean expects to see additional vessels sent to Haines next year. The Mayor was nominated for the community service award which also looks good for Haines. We all want more ships here. The dollars are going to be harder and harder to come by, there is a huge reduction in state funds for tourism dollars. Sean would like to see our \$20,000,000 local industry become \$30,000,000.

Tourism Director Update: Leslie will stay on top of the State's discussion with regard to tourism dollars. She will be meeting with Princess and Holland America. Uncruise will be here every Saturday next season. They are a great fit for Haines. We have a lot of momentum. The McDowell group characterized Haines as a tier 2 port due to our proximity to Skagway and due to the Fast Ferry. The state

has significantly cut tourism dollars so the industry is working together to fill in the gaps. Alaska Magazine and the Alaska Channel are both planning to provide more support this next year. Leslie reported on the ATTA (Adventure Travel Summit) as the best conference ever! They focused on independent travel and Haines was showcased.

New Business:

1. **Review of Summer Season:** No stats yet but it looks like everything was up. It was a good season but it was generally felt that it could have been even better with more consistent ferry support. Whitehorse has been marketing to Europeans and we would like to encourage them to do the “Golden Loop”. Leslie reported that the ferry schedule is out for 2017 and that we will have a ferry in/out of Haines everyday in June, July and August. On the days that the Fairweather comes, we will have 2x per day service to/from Skagway. This past summer, the LeConte and the Fairweather had to turn people away—we need better numbers on how many people were turned away. During next season, Mondays will be the Columbia, Tuesdays and Fridays will be the LeConte, Wednesdays will be the Matanuska, Thursdays, Saturdays and Sundays will be the Fairweather (with 2x per day service to Skagway).
2. **Haines Public Shuttle Service Options:** We have no taxi service and no way to get people to town from the ferry terminal. Holly mentioned that she would like to work with TAB to solve this problem. Barbara suggested that we look to the private sector to provide these services. Leslie will look into the source of funds we could use to provide services—it is a public safety concern since DUIs are up too. Holly will work with Leslie on proposed funding sources.
3. **New/Renewing Committee Members:** Karen is stepping down from the committee. Kelleen Adams is currently a non-voting member who would like to become a voting member.
4. **DOT/Juneau Access Road:** TAB needs to be a united voice.
Motion: Moved by Michael Marks that TAB take the same position as the Haines Borough with respect to the road with the ferry being the preference for the first consideration. Rhonda Hinson seconded the motion. **Motion carried 5-1.** Gaffney, Jacobson, Sunberg, Hinson and Marks voted in favor of the motion; Mulford opposed the motion.
5. **DOT/Haines Highway:** Leslie would like to form a working group meeting to address each issue:
 - a. **7 mile-** There will be no vehicle access; there will be a designated access at the back of the parking area at the old shooting site. The trail will be supported but DOT will not provide any money to create it. They suggested that the Borough may be able to buy the access from the BLM or gain an easement.
 - b. **14 Mile-**Slough with Coho rearing habitat- they want to redirect the boats and establish access down river more. They will be excavating up river to create more Coho habitat away from the put in. This ties into 14.5 mile...
 - c. **14.5 Mile-** Only identified Chum spawning grounds- this area is important for subsistence fishing and historical use.
 - d. **Others:** There are also issues with 11 Mile, 16 Mile, 21 Mile, and the Bridge. DOT would like input from TAB about what to do. Sean and Diana volunteered to be in the work group. They will meet on October 27 at noon at the library.
6. **Title V Code Updates:** To be discussed at the working meeting October 27, 2016 at noon at the library.

Announcements / Member Comments:

Michael advised that the interpretive signs are at the Fort now and they are busy creating a walking map.

Leslie will write a thank you letter to AMHS and request a larger ship regularly.

Next Meeting: The next meeting will be November 10, 2016 at noon at the Assembly Chambers.

Adjournment: The meeting was adjourned at 1:30 p.m.

DRAFT

Alekka Fullerton, Deputy Clerk