

PRESENT: Ron Hauck, John Litten, Pat Fager, David Malone, LaVonne Grun
Staff: Sandy Lorrigan, Dave Nevins, Philip Rupell

ABSENT: NONE

PUBLIC IN ATTENDANCE: No

I. CALL TO ORDER

Chair Pat Fager called the meeting to order at 12:04 p.m. and welcome LaVonne Grun.

II. AGENDA

Dave Malone /John Litten moved to accept the agenda. Approved with **all in favor**.

III. MINUTES

Dave Malone /Ron Hauck moved to accept the July 30, 2007, September 25, 2007 and November 13, 2007 minutes. Approved with **all in favor**.

IV. TREASURER'S REPORT

Treasurer's report: **Accepted as is**.

V. INVITED GUESTS/PERSONS TO BE HEARD: None

VI. OLD BUSINESS

• **A. Board – Chair & Vice Chair Elections**

A motion was made by John Litten /Ron Hauck for David Malone to serve as Vice Chair and Pat Fager as Chair with **all in favor**. Term for both positions will be for 1 year. Nominations closed, with **all in favor**.

• **B. Tourism Commission**

Director Lorrigan noted the February 12 Assembly meeting is expected to have the tourism commission elections on the agenda. Board discussed the agency's role and feels its current role is to schedule the meetings and take minutes. The board will wait to see what approach the newly formed commission will take.

VII New Business

• **A. Repository**

Lorrigan explained she attended a meeting recently for a consortium group that is being spearheaded by the Sitka Historical Museum. She explained many of the cultural places have run out of space for repository items. Two possible locations investigated are the Sheldon Jackson Stratton Library and the Rasmuson Center. Bob Medinger from the Sitka Historical Museum has taken the lead in looking at the possibilities, seeking grant and operational funding. More funding would be needed to make either of the buildings sufficient and up to code for the repository's needs. She stated the SCVB has been asked to be a collaborator in the process and asked if the board would offer a letter of support to help in the funding process. After discussion on the importance of marketing a museum/repository and the need to have public access, Board instructed Director Lorrigan to draft a letter in support.

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- **B. Film Legislation Support**

Lorrigan enclosed information on the Senate Bill 230 that is being introduced at the 2008 legislative session to create film incentives for Alaska. General discussion was on the history of the film industry and noticeable effect when Alaska did have a film office, the importance having more films solicited with incentives, the competitive process and how communities could benefit. A **motion** was made by David Malone / Pat Fager to support the bill. **Motion** was passed with **all in favor**.

VII. STAFF REPORTS

- **Executive Director Report:** As submitted. In addition:

At the 2008 legislative briefing session, ATIA shared that their budget will be reduced from \$10 million last year to \$5 million for the coming year at a 50-50 match. Because the cruise industry is withdrawing their voluntary contribution, ATIA feels the most they could raise would be approximately \$5 million and is asking the state for a 90-10 match using some of the cruise tax money. She felt that a reduction in the ATIA budget will affect our options to participate in the programs they offer. She also mentioned the 50th anniversary of Alaskan statehood will be next year (January 3, 2009) and their state is working on plans to market this anniversary including an event in New York City. The Southeast Alaska Tourism Board will meet in Sitka in April. This board will be updating their website and have hired Jean McBride as the Administrative Assistant. Also noted, she spoke with an Alaska Airlines representative who said the Alaska Airlines summer schedule will again run late into September.

- **Director of Visitor Services Report:** As submitted. In addition:

The office is receiving a lot of phone calls as people begin to plan for their vacations. Dave is preparing for the Arizona Travel Show in February and the Orange County Register Travel Show in California in April. Dave reported that he has created a "Sitka Emergency/Important phone number list" which was handed to membership. Also noted was the need for volunteers for the coming visitor season.

- **Director of Convention Sales Report:** As submitted. In addition:

Philip Rupell stated he is helping with workshops and agenda for two new events that are coming up "Arti Gras and Sitka Spring Festival." Both are taking place March 14-16. He and Director Lorrigan are deciding convention trade shows and will be meeting with hotel managers to see what we can do to help bring in more groups. The Estimated Economic Impact for 2008 is currently at \$2.1 million which seems in line with last year at this point.

IX. Bureau Discussion

Board discussed scheduling a retreat when the two open board seats are filled. There was a generic discussion on thinking ahead to the future budget cycle, on what our agency does and how Sitka would be impacted without the SCVB's presence. David Malone reported Jeannie Green with Heartbeat Alaska was just here filming and she will be back during the Herring Festival to with a focus on nature filming.

IX. ADJOURNMENT

Meeting adjourned at 1:10pm.