

PRESENT: Pat Fager, Jeff Budd, Rachel Roy, David Malone, Ron Hauck, John Litten
Staff: Sandy Lorrigan, Dave Nevins
ABSENT: Tina McNamee

PUBLIC IN ATTENDANCE: Yes

I. CALL TO ORDER

Chair Pat Fager called the meeting to order at 12:10 p.m.

II. AGENDA

Approved as is.

III. MINUTES

Jeff Budd / Rachel Roy moved to accept the November 13, 2006 minutes. Approved with **all in favor**.

IV. TREASURER'S REPORT

December and January 2006, and February 2007 as submitted. **Accepted as is.**

V. INVITED GUESTS/PERSONS TO BE HEARD - none

VI. OLD BUSINESS

- **Long-Range Tourism Planning (LRTP) Update**

Director Lorrigan reported John Stein, City administrator, invited her and board members Pat Fager and David Malone to attend a meeting Feb. 7, regarding the Sitka Visitor Industry Plan (SVIP). She explained the discussion was on starting a new destination marketing organization (or manager) to oversee planning, infrastructure, scheduling, marketing, Harrigan Centennial Hall and begin the implementation of a long range tourism plan. John Stein asked the SCVB board for their input on this plan by making comments to the assembly. He suggested attending the Assembly work session on the SVIP Plan that was prepared through a public collaborative process. She also noted that Assembly Member Jack Ozment also met with her on the SVIP, which she gave him a history of how the process began and overview. Board discussed implications of accepting this draft, the process, starting a new "destination management organization, when would a funding source be officially available or how to spend, legalities of the proposed plan, managing the private sector, and realistic goals of the SVIP. Comments were made on initiating a board to oversee the industry and other elements that could involved a board, the SCVB Board, staff and other possible city departments and staff. It was noted that a majority of the tourism-related businesses did not participate through the long process that had originally been expected to dismiss during the summer season. The board felt the SVIP is lacking elements of a true tourism plan and seems to focus on protecting quality of life. Discussion was held on the position stated in the Executive Summary (last paragraph) " . . . The goal of this process was for people of differing perspectives to come together and propose a plan acceptable to all." Board felt this plan was not acceptable to all. Director Lorrigan was instructed to compose a letter to the assembly stating the SCVB Board's concerns on the draft SVIP.

VII New Business

- **Elect New Chair**

A motion was made by Ron Hauck/David Malone to accept Pat Fager as Chair for the upcoming one year position. Approved with **all in favor**.

- **Budget**

Sandy Lorrigan reported she contacted City Finance Director Dave Wolff on the FY08 budget. She stated Dave has given the assembly a projected/estimated amount for the SCVB's budget of \$342,000 less audit expenses. He does not know what the assembly will suggest once they begin the budget cutting process. In FY06, the SCVB received the projected \$320,000 from the bed tax.

- **City Work Session**

Director Lorrigan explained that in order to have a work session with the assembly, a request has to be submitted. Board agreed to put in a request for March 27, and should be confirmed shortly. The Director will email the board.

- **Alaska Cruise Association**

The Director reported a newly formed Alaska-based organization was recently formed called the "Alaska Cruise Association." The organization is being headed by John Binkley and hopes to help have a beneficial relationship between the cruise industry and Alaskans. She is waiting for more information on this group to find out if this is a sub-group of the Northwest Cruise Association, a separate new organization and what their goals are.

VII. STAFF REPORTS

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

She had the meeting planner, Rachel Roy, give an update/overview of the conference being worked at by many organizations as a cooperative effort: Heritage and Cultural Tourism Conference (HCTC) taking place March 20-22, 2007. Sponsorships have been received from the Seminole Tribe for \$10,000, Bureau of Indian Affairs, and City of Sitka is donating Harrigan Hall. The keynote speaker will be from *National Geographic*. Another conference will begin on the last day of the HCTC schedule that is called the Clan conference (Mar. 22-25). The agenda and brochure will be sent out shortly. Director Lorrigan reported that the SCVB and City have worked together in sharing the cost to design a new sign for the Petro Marine Services area. The Harbormaster will arrange to have the new sign installed in plastic, helping to protect it. She reported she attended marketing meetings in Juneau recently, as well as a legislative hearing on ATIA's next fiscal year budget. Last year's state marketing budget was \$10 million and this year's discussion has suggested it could be as low as \$5 million. If the budget is slashed drastically, ATIA will cut back on their programs. The SCVB participates in some of these cooperative programs to save money and many

times we would not be able to afford to participate otherwise. Sandy played ATIA's DVD that was a presentation to the legislature on the importance of marketing dollars for Alaska.

- **Director of Visitor Services Report:** As submitted. In addition: Dave attended the Seattle Travel Show, which was a good experience and will help working future shows.
- **Director of Convention Sales Report:** As submitted. In addition: Director Lorrigan stated Phillip Rupell was attending a tradeshow in Anchorage and making sales calls. Also, Phillip made a presentation on convention sales at a recent Chamber of Commerce luncheon meeting.

IX. Bureau Discussion

Rachel Roy stated that the World of Work fair will be held soon and has become very successful. Ron Hauck stated the restaurant and lounge are offering some exceptional special on food and beverages and invited everyone to stop in.

IX. ADJOURNMENT

Meeting adjourned at 2:05 p.m.