

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

**PUBLIC IN ATTENDANCE: Yes**

### **I. CALL TO ORDER**

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

### **II. AGENDA**

It was suggested to add "Membership Dinner" to the agenda. **Board Accepted with this addition.**

### **III. MINUTES**

Jeff Budd / Dave Malone moved to accept the February 12, 2007 minutes. Approved with **all in favor.**

### **IV. TREASURER'S REPORT**

The treasurer reports for February 2007 **Accepted as is.** Director Lorrigan shared that the Audit is still pending.

### **V. INVITED GUESTS/PERSONS TO BE HEARD** - none

### **VI. OLD BUSINESS**

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

Open discussion on different aspects to the Long-Range Tourism Plan (the draft plan is called the Sitka Visitor Industry Plan (SVIP)). General discussion was held on the lack of major stakeholders not participating, questioning if the public has read the draft plan, who exactly is wanting the plan to move forward, is there fair representation of tourism businesses in the plan or committees and other key questions on implementation. Director Lorrigan stated she checked with the city clerk and will confirm to see if it is added to the assembly agenda and will let the board know. Board discussed meetings with assembly members, but decided to wait until the city work session in case this topic was discussed at that meeting. It was discussed the lack of cruise line representatives involved in the process that should be involved. A brief discussion was held on how Hoonah has affected our cruise ship traffic, with this next year having an impact on Sitka's numbers (approximately 40,000 decrease).

In addition to this planning, discussion was held on developing a voluntary tourism best management practices (TMBP) plan similar to Juneau's plan. Discussion was held on how to start this plan, making suggestions to help minimize impacts that would be drawn up by participants, with a dedicated phone line for the public to use if an offense has occurred. A **motion** was made by Tina McNamee / David Malone for Director Lorrigan and Fred Reeder to meet and come up with a list of names to create a working committee to discuss if a TBMP should happen in Sitka. **Motion was passed** with all in favor.

- **City Work Session**

Director Lorrigan reminded the board there will be a work session scheduled for March 27, at 6:00pm and needs board members to attend. She asked the board to let her know of any additional suggestions for the work session besides the important SCVB funding/budget process. Further, she stated City Finance Director Dave Wolfe reported this year's budget process will be different in that the assembly will see the draft budget first, begin making comments and Mr. Wolfe will let the SCVB know when we need to begin being involved.

- **Budget Process**

The Director handed out statistics for bed tax and noted that in FY06, \$34,747 was the surplus in the general fund from the bed tax. She also compiled other information on conventions, promotion advertising, volunteers, and cruise, ferry and air counts that she felt would help in the budget process.

## **VII. New Business**

- **Membership Banquet**

Fred Reeder stated that the Ketchikan Visitors Bureau held an Annual Banquet with award and felt we should consider this event. Discussion was held on the lack of time to have actual awards, but would be a good opportunity for members to network. The Alaska Raptor Center was suggested and the Director will work to see if she will be able to schedule this event in May.

- **Team Sitka Update**

Director Lorrigan has asked SEDA (Sitka Economic Development Association) to re-open the Team Sitka program. These quarterly meetings are with top city persons as an avenue to help with improving communication between organizations.

## **VIII. STAFF REPORTS**

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

Director Lorrigan shared that she has scheduled the Alaska Travel Industry Association (ATIA) Marketing Director Kathy Dunn as a speaker to share the latest facts and figures just released by ATIA on Alaska Tourism. Ms. Dunn will speak at the Chamber of Commerce luncheon on April 4, at 12 pm at the Westmark Banquet Room, the presentation is free and lunch is \$15. She noted the 2008 Ad Sales Kit, 2007 Cruise Calendar and the Spring 2007 SCVB Newsletter will be sent to SCVB members shortly. Director Lorrigan will attend a Southeast Alaska Tourism Council (SATC) board retreat in April. She explained the group has not been able to meet as often, but was able to complete a new website last year. This regional organization was created as a tool to create more regional awareness and exposure to Southeast Alaska. Also, she mentioned SeaTrails is in the processing of making a marine and land trails maps for each city and they hope to hire a part-time person to help in the process, but for this summer, a VISTA volunteer is scheduled to assist.

- **Director of Visitor Services Report:** As submitted. In addition: Dave Nevins is preparing for the Bay Area Travel Show (Santa Clara, California) March 24 and 25, and is learning a great deal on the job.

- **Director of Convention Sales Report:** As submitted. In addition: Philip Rupell attended the Annual Air Carriers Association Conference & Tradeshow (Anchorage). It was a different type of show for SCVB, but Philip felt it went well. Philip has been assisting in preparing for the upcoming Heritage & Cultural Tourism Conference (March 20-22) by helping with catering bids, press releases, and other conference items.

## **IX. Bureau Discussion**

Tina McNamee gave an update on meetings she has attended on the charter fishing industry. She also further explained that the fish box tax is going to be a very daunting task in scheduling collections for this new tax.

### **Executive Session Called for Director's Review**

Called by Tina McNamee.

Following Executive Session, Board asked for the director to research cost of a new office position and write a job description.

## **X. ADJOURNMENT**

Meeting adjourned at 1:50 p.m.