

PRESENT: Pat Fager, Dave Malone, Tonia Rioux, Yvonne Grun, Ron Hauck,
John Litten

Staff: Sandy Lorrigan, Philip Rupell, Dave Nevins

ABSENT: NONE

PUBLIC IN ATTENDANCE: No

I. CALL TO ORDER

Pat Fager called meeting to order at 12:03.

II. AGENDA

John Litten / Ron Hauck moved to accept the April 21, 2008 agenda. Approved with **all in favor**.

III. MINUTES

John Litten / Ron Hauck moved to accept the January 28, and March 17, minutes. Approved with **all in favor**.

IV. TREASURER'S REPORT

As submitted.

V. INVITED GUESTS/PERSONS TO BE HEARD – Scott Brylinsky

Scott is the Operation Chief of Public Works. He shared his role and some of the goals for his department. Scott is a good contact point for city issues. City is putting together a plan for using the head tax money coming in. They are waiting on legal parameters as to how the money is to be used and by whom it can be used by. City is currently involved in a Spring Clean Up campaign.

VI. OLD BUSINESS

• A. Tourism Commission

There have been two meetings so far. Steve Ash was elected Chair and Dave Malone the Vice Chair. The group passed a resolution in support of the Sitka Historical Museum's drive for a repository. The group has considered possible cruise head tax funding. Their Yearly operating budget projected at \$120,000. The group is working on what are their "official duties." Director Lorrigan commented that she is spending a lot of time devoted to preparing for the Tourism Commission packets.

• B. Film Legislation

Director Lorrigan mentioned that a state film office will be established in the next year. The SCVB will send information to participate in a Film Producer's trade show that will be in California.

• C. Sitka Vacation Guide

Director Lorrigan is looking at ways to reduce the cost of postage for the next Guide and will start to put together the 2009 edition soon.

Page 2 – April 21, 2008 SCVB Board Meeting

- **D. FY09 Budget**

Last year the SCVB's budget was \$317,000. The City Administrator, Jim Dinley has suggested an additional \$10,000 (\$327,000). The board suggested \$10,000 as the amount to cover staffing for a tourism commission worker to take minutes and additional tasks. Director Lorrigan has asked for a total SCVB budget of \$390,000 and will include a special line letting them be aware of \$10,000 to cover staffing. Thursday, April 24th was the first Assembly budget meeting.

VII New Business

- **Summer 2008 Ferry Service**

Director Lorrigan noted that Sitka Economic Development Association (SEDA) Director was to start a local campaign to encourage Ferry usage. Because he is stepping down from SEDA, the city will hire a short-term contracted worker to help promote Ferry usage in Sitka by locals. The budget was approved by the assembly and \$15,000 to apply toward radio, TV and other media. There will be Sitka-Juneau service 5 days a week on the fast ferry (Fairweather) and 1 day a week on the slower ferry (Columbia). Board discussed how this may be a marketing avenue, but with budget cuts and lack of staff, the city seems to be proceeding on assisting the AMHS in their marketing efforts.

VII. STAFF REPORTS

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

The Heritage & Cultural Conference went well. 22 speakers and it was an off-season event. Webbweavers, the SCVB web hosting company was sold to Sundog Media. Juneau is adding a new piece of artwork, a life size whale, to its downtown area. Ketchikan is expected to receive about 900,000 cruise passengers with Juneau receiving 1 million passengers. The SATC (Southeast Alaska Tourism Commission) met recently at a board retreat in Sitka. They are working on a regional map, an updated website, and hired a part-time staff to assist with marketing projects and duties. In the future, Director Lorrigan's involvement with SATC will require more time as the group is trying to revitalize regional representation. A letter has been drafted to Governor Palin involving funding for the Sitka Sound Science Center. She noted a nice article mentioning Sitka was recently in the *Porthole* magazine. The SCVB worked with the writer, Susan Zimmerman. The Foraker Board Training was very interesting and was meant to teach board members their roles, communication, financial responsibility, etc.

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

Director of Visitor Services, Dave Nevins recently returned from the Orange County Register Travel Show in Costa Mesa, California. With the tourist season fast approaching, there is a lot to do to prepare the SCVB flyers, website, volunteers and visitor centers. There is a shortage of volunteers to staff the visitor centers and there will be one extra day (Sunday) needed to staff them. A PSA has been put into the newspaper and calls have been made to local organizations to recruit volunteers. There has been a lot of interest in Sitka in the media lately. In one week, Dave has been in touch with Fodors, Frommers, Animal Planet, Globetrekker and Lonely Planet.

Page 3 - April 21, 2008 SCVB Board Meeting

- **Director of Convention Sales Report:** As submitted. In addition: Director of Convention Sales, Philip Rupell shared an article that mentions Sitka as an emerging market for conventions. Along with the article, the SCVB took out an ad in the magazine *Black Meetings & Tourism*. It was a new media for the SCVB. Phil also shared that the Heritage & Cultural Conference had good attendance, lots of activities and participants enjoyed Sitka.

IX. Bureau Discussion

Ron Hauck stated that the Westmark Sitka is re-doing 48 rooms. Director Lorrigan and Director of Convention Sales Rupell are working on a TV commercial for meetings solicitation.

IX. ADJOURNMENT

Meeting adjourned at 1:40pm.