

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

PUBLIC IN ATTENDANCE: None

I. CALL TO ORDER

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

II. AGENDA

Board member moved to add Item **C**, under old business, calling for a brief executive session to follow the current meeting to discuss Executive Director Review. **Approved by all.**

III. MINUTES

Jeff Budd / Rachel Roy moved to accept the March 12, 2007 minutes. Approved with **all in favor.**

IV. TREASURER'S REPORT

March and April, 2007 as submitted. Director added that all financial issues seem to be on target. **Accepted as is.**

V. INVITED GUESTS/PERSONS TO BE HEARD - none

VI. OLD BUSINESS

A. Long Range Tourism Plan

Rachel Roy attended the session on Friday April 13, and updated the board on the teleconference between the Long Range Planning Economic Development Commission and Visitor Industry related organizations. The conference call discussed the upcoming schedule for Chris Beck who will be conducting the meetings to discuss a tourism plan and concerns. The meetings with the invited persons will be held two days, from 12:00pm until 2:00pm and an evening session will be held for public comment. This process will then be repeated the following week. Rachel Roy, David Malone and Sandy Lorrigan will attend meetings.

B. Budget

Director Lorrigan felt this year could be difficult in acquiring the funding needed for the CVB. She has sent a budget to the city assembly as suggested in Mr. Wolfe's initial request to city administrator in the amount of \$342,000. She noted that an assembly budget work session will be held on April 26, 6:00pm and asked for board members to attend. Jeff Budd agreed to attend. She noted she had included statistical information to the board that will be presented to assembly.

VII New Business

none

VII. STAFF REPORTS

Executive Director Report: As submitted. In addition:

- “Mother Earth” has listed Sitka as one of the top twelve “places you never heard of”
- Email Scams that have affected lodging facilities was mentioned to the State Marketing Association (ATIA) for investigation. Similar scams have started to affect Charter fishing businesses as well.
- She is working with several media groups and ATIA is scheduling their spring tour operators FAM trip in May
- Sitka will be mention in an upcoming book called “1000 places to see in the US and Canada before you die.” Director worked with a producer last fall on research and is not sure exactly what will be listed.
- Recently attended the WACVB Conference on internet marketing. Many agencies are dedicating huge percentages of their budgets to internet marketing and even subcontracting out for internet marketing.
- Postage is increasing substantially and SCVB will consider a re-design for 2009 Vacation Planners to save funding.
- Lorrigan noted that the kiosk under O’Connell Bridge was vandalized and in poor condition. Office staff Philip Rupell has done a great job helping to put the kiosk in good working order.

Director of Visitor Services Report: As submitted. Dave Nevins is currently attending an international tour operators trade show (Pow Wow) and is participating in ATIA’s travel agent seminar to approximately 90 persons being held in the same area as Pow Wow (saving transportation costs).

- **Director of Convention Sales Report:** As submitted. In addition:
Director Lorrigan asked the board to read the attached “Assembly Update” by Philip Rupell, Director of Convention Sales. Also, Rupell mentioned that the RFP for the 2010 ATIA conference was received and asked if there was any interest in bidding. After a discussion, the consensus was not to bid for the event.

IX. Bureau Discussion

None

X. Executive Session Called

Board recommended reflecting a cost of living raise for staff in future budgets.

IX. ADJOURNMENT

Meeting adjourned at 1:35 p.m.