

MINUTES JUNE 25, 2007 - SITKA CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
WESTMARK SITKA BANQUET ROOM 1:00 P.M.

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

PUBLIC IN ATTENDANCE: none

I. CALL TO ORDER

Chair Pat Fager called the meeting to order at 1:04 p.m.

II. AGENDA

Director Lorrigan asked to add "Participation in the 50th Anniversary Publication" to the agenda under new business. **Board accepted agenda with this addition.**

III. MINUTES

Rachel Roy / Dave Malone moved to accept the April 23, 2007 minutes. **Approved with all in favor.**

IV. TREASURER'S REPORT

The treasurer reports for May and June 15, 2007 **Accepted as is.** Director Lorrigan explained that part of last year's ad sales were in fiscal year and do not reflect in this year's budget, but did surpass the \$39,000 goal by \$14,000. She will refine the budget by the end of the year and currently is at 98.8% for the year.

V. INVITED GUESTS/PERSONS TO BE HEARD - none

VI. OLD BUSINESS

• **A. Long Range Tourism Planning VIP 2 (VIP 2.0)**

Director Lorrigan, David Malone and Rachel Roy updated the board on the meetings they attended for this latest round of the working group under Chris Beck's direction. The current Visitor Industry Plan (VIP 2.0, written by Chris Beck) was discussed and the response that SCVB should take. General discussion was on the support of tourism in Sitka, assembly support or role in this plan, budget constraints, clarifying issues of who will take the lead in promoting a tourism plan, Long Range Planning Committee, possible restructuring of the SCVB (if it was placed in the city's structure) and the current mission of marketing the SCVB is tasked with. Lorrigan stated the VIP 2.0 is on the agenda for the assembly meeting tomorrow night, and on Thursday's Long Range Economic Planning meeting.

A **motion** was made by Pat Fager/John Litten that if the assembly passes the VIP 2.0 plan, the SCVB will offer to facilitate, arrange and publish meetings dates and recommends if additional funding is designated, to suggest the SCVB board be an oversight committee of the working group. The **motion was passed with all in favor.**

• **B. Budget**

Director Lorrigan shared the draft FY08 SCVB Budget. Due to the \$25,000 decrease by assembly, she shared the possible areas to cut. The main areas she suggested include

reducing ATIA dues substantially which currently are voluntary. The usual dues are \$22,400. Director Lorrigan suggested proposing an amount of \$12,500 to ATIA. It was discussed to drop the proposed ATIA dues even further to \$10,000 and board felt this would be appropriate. The other areas she has suggested cuts are in Promotion – Tourism/Travel Trade and Promo-Convention, though she has made the least amount of cuts in Conventions. She felt with rising costs of doing business, she could further any cuts in basic operation costs. Discussion of using the SCVB's 800 number more frequently was suggested and Director Lorrigan commented that she will try and use it on all the ads if funding is available to redo ads.

VII. New Business

- **50th Anniversary of Alaska Statehood**

Director Lorrigan reported she received a request to participate in a coffee table book project that is being produced in 2009 to celebrate the 50th Anniversary of statehood for Alaska. This book is being produced by an individual company and will be given out at various state functions and sold outright. She noted that there was no guarantee that there would be fair representation in the book including all cities based on the sales staff were taking the 30 first respondents to the offers to participate. The viewpoint of the SCVB was to not take part due to funds involved and that there would be no option for the SCVB to create ad space or return on investment.

VIII. STAFF REPORTS

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

Director Lorrigan shared that there have been a number of articles featuring Sitka lately in their Top 10 list. They include *USA Today's* Top Places to take Dad Fishing, and *VirtualTourists* (chosen by tourists). Sitka also has been chosen to be in *1,000 Places to See Before You Die*. She noted because of this exposure, the office has received a lot of requests on Sitka. Further, she stated there have been a number of visits by media lately and is working with the US Dept. of Commerce in helping to bring a possible film crew from Estonia to attend during Alaska Day week. She is working on fundraising and seeing if she can acquire a cruiseship luncheon. Because she is a board member for Southeast Alaska Tourism Council (SATC), she relayed SATC will fill a part-time position to complete tasks in regional marketing that all CVB directors have not been able to keep up with. SATC has chosen Sitka for the fall meeting destination.

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

Dave Nevins reflected on the number of visits by media recently. Dave assisted Brian Adams who was taking photos to update ATIA's library and felt a number of good photos were taken. Also mentioned was assisting the Fam trip with a group from Europe. He also noted that we were short of volunteers and if anyone may know of someone, please let him know.

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

Philip Rupell recently attended the Affordable Meeting West Convention in San Jose

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and reported that the convention was well attended and went good. He noted that several groups scheduled meetings in Sitka this year, which he solicited several years ago on sales calls. He explained that convention bookings are not always directly seen from sales, promotion or advertising, but may take a few years to gain a return on investment. Philip discussed new creative options to further the convention marketing by using reasonably priced cable advertising in the state of Alaska, working with co-op advertising or groups, and the Show Your Badge program. Some of the remaining FY07 budget will go to reordering the expensive convention folders.

- **Marketing Assistant Report:**

Rene Tuttle shared that the Sitka vacation planner sales went well last year. This year we will reach our budget goals and most likely exceed them, but participants are being much more conservative with their advertising funding.

IX. Bureau Discussion:

John Litten mentioned Alaska Airlines 40th celebration is this Friday night at the airport.

X. ADJOURNMENT

Meeting adjourned at 2:54pm.