

**Draft MINUTES September 25, 2007 – SITKA CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
WESTMARK SITKA BANQUET ROOM 1:00 P.M.**

**PRESENT:** David Malone, John Litten, Ron Hauck  
Staff: Sandy Lorrigan, Philip Rupell, Dave Nevins, Rene Tuttle

**ABSENT:** Pat Fager, Yvonne Grun

**PUBLIC IN ATTENDANCE:** none

**I. CALL TO ORDER**

Because of no quorum, only discussion and staff reports were given.

**II. AGENDA**

Not approved (no quorum).

**III. MINUTES**

Not approved (no quorum)

**IV. TREASURER'S REPORT**

Accepted as is.

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

**VI. OLD BUSINESS**

• **Board Seats (President & Vice President)**

Director Lorrigan stated that we need to have President and Vice President elections, but without a quorum, we could not have elections. She noted there are still two board seat openings and she has encouraged members to apply.

• **B. Fundraising Update**

Lorrigan reported the fundraising lunch aboard the *Serenade of the Seas* on August 20, went well. \$1,750 was raised and a variety of attendees enjoyed the lunch. Don Habeger from Royal Caribbean Cruises flew over for the event.

• **C. 2008 Sitka Vacation Guide**

After Rene Tuttle completed ad sales, Lorrigan reported \$52,415 was received for the 2008 vacation guide. The actual ads that were placed were down slightly to 27 ads, as compared to last year's 33. It costs over \$43,000 to produce 55,000 planners. The vacation guide map is being updated since we do not have rights to the previously used map. She stated this will be our own copyrighted version for the SCVB's use and she will also have a similar map to use for the convention market that Philip Rupell will be able to email to meeting planners for their usage. The director also displayed the new cover for the 2008 guide that she has worked with Rene Tuttle and PV Quinn to produce. It is hoped to have the final in-house work completed for production this week.

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### VII. New Business

#### • **A. Website**

Director Lorrigan discussed the SCVB's website updates. New pages have been added to include "Everyday Questions", "Itinerary Page" and "Wish You Were Here". Everyday Questions will help answer commonly asked questions we receive. The Itinerary Page is in the process and will eventually give suggestions for different itineraries depending on the length of stay in Sitka. The Wish You Were Here features pictures the office staff has taken of visitors. The photos are then placed on the website page and cannot be downloaded. The purpose of this is to increase visitors to the website and help "word of mouth" about Sitka. The people that are on the website will in turn tell their friends, family, etc. to visit the website who may not normally visit our website. The new postcard feature will be a useful tool as well. She also reported that the 2007 vacation guide has finally been made into a PDF form and placed on the website. Though this is new in the last month, about 72% of those visiting the website have used the PDF form. She will see if this may reduce the amount of planner requests.

#### • **Tourism Commission**

Lorrigan reported open seats have been announced, but is not on tonight's Assembly agenda. General discussion was mentioned about this new tourism commission, how would the assembly be involved or who (or which department/commission/agency) may help to disseminate the expected cruise tax.

### VIII. STAFF REPORTS

• **Executive Director Report:** As submitted. In addition: Director Lorrigan shared that she attended a recent meeting held by the Bureau of Land Management to discuss who may be interested in management of the blockhouse through buy/lease or other options. Discussions are just beginning and expected to proceed this fall. Lorrigan stated she has been working to help the Anchorage production company Sprocketheads in pre-scouting for scenes with Disney on the movie "The Proposal." The tentative plan is for Disney to hire a film director in the fall and film in Sitka for 1-2 weeks (possibly more). She stated that at this point, it is tentative, but anticipated 1-2 weeks, or more, for filming in Sitka next March, April or May. It was reported that a Sitka film director would be hired, and we may know more about some scouting. She also noted the assembly approved \$10,000 to help offset bed and car rental tax fees.

• **Director of Visitor Services Report:** As submitted. In addition: Dave Nevins shared that there have been a number of travel agents, writers, and a photographer who have visited Sitka recently. Thanks were extended to those who have assisted in their businesses in helping make the VIP's time here more valuable and positive. On Saturday, September 15, there was a group of 9 who were on a Fam trip from Alaska Travel Industry Association (ATIA) and National Tour Association. Their time here went very well. Dave shared that his season is now changing with the final touches of the tourist season upon us. Next week he will attend the ATIA convention (with Director Lorrigan) and fall will start a season of travel shows.

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**Director of Convention Services Report:** As submitted. In addition: Philip Rupell shared that he is busy with marketing and advertising. A meeting assistance brochure was created to be used by Harrigan Hall staff to help locals in their questions on what is available for meetings and how can the SCVB assist. Philip displayed the Assembly Updates that he has put together for the fall and spring on the convention market. He also noted that a member expressed interest in holding a March art and musical festival and would meet to see if he could assist in a limited capacity.

**IX. BUREAU DISCUSSION:**

Ron Hauck mentioned there would be an Oct. 13 wine tasting to be held at the Westmark Sitka Hotel for the Alaska Day Festival. The cost is \$35 and the proceeds will go to the Bagpipers. Philip Rupell toured the Performing Arts Center and mentioned that it is a great facility that he hopes everyone will get to see.

**X. ADJOURNMENT**

Meeting adjourned at 1:49 pm.