



VISITOR INDUSTRY TASK FORCE 2.0 (VITF) AGENDA

January 22, 2026 at 5:30 PM

Assembly Chambers/Zoom Webinar

<https://juneau.zoom.us/j/83826098583> or call 1 (669) 444-9171 Webinar ID: 838 2609 8583

A. CALL TO ORDER/ROLL CALL

B. LAND ACKNOWLEDGEMENT We would like to acknowledge that the City and Borough of Juneau is on Tlingit land and wish to honor the indigenous people of this land. For more than ten thousand years, Alaska Native people have been and continue to be integral to the well-being of our community. We are grateful to be in this place, a part of this community, and to honor the culture, traditions, and resilience of the Tlingit people. Gunalchéesh

C. APPROVAL OF AGENDA

D. APPROVAL OF MINUTES

1. January 15, 2026 VITF Minutes - Draft

E. AGENDA TOPICS

1. Vice Chair Election

2. Public Survey Results

A) Presentation by McKinley Research

B) Discussion

3. VITF 1.0 Recommendations Review

A) Presentation by CBJ Staff

B) Discussion

F. COMMITTEE MEMBER COMMENTS AND QUESTIONS

G. MEETING SCHEDULE CHANGES/NEXT MEETING DATE

H. SUPPLEMENTAL MATERIALS (ADDED HERE IF NEEDED)

1. Discuss group preferences and location

I. ADJOURNMENT

ADA accommodations available upon request: Please contact the Clerk's Office 36 hours prior to any meeting so arrangements can be made for closed captioning or sign language interpreter services

depending on the meeting format. The Clerk's Office telephone number is (907) 586-5278, e-mail: city.clerk@juneau.gov.