



VISITOR INDUSTRY TASK FORCE 2.0 (VITF) AGENDA

May 21, 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. May 14, 2026 VITF Minutes - Draft

E. AGENDA TOPICS

1. Conversation With Cruise Line Representatives

A) Introductions & Overview

B) Discussion

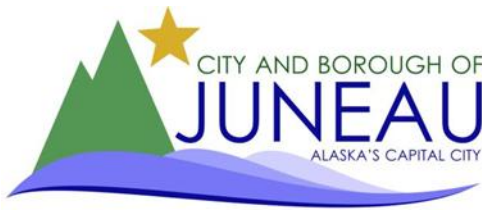
F. COMMITTEE MEMBER COMMENTS AND QUESTIONS

G. NEXT MEETING DATE - JUNE 11, 2026 AT 5:30PM

H. SUPPLEMENTAL MATERIALS

I. ADJOURNMENT

ADA accommodations available upon request: contact the Clerk's Office (907)586-5278 or city.clerk@juneau.gov at least 36 hours prior to a meeting, to request ADA arrangements.



VITF 2.0 – MEETING **DRAFT MINUTES**

May 14, 2026 at 5:30 PM
Assembly Chambers & Zoom

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A. CALL TO ORDER

Chair Ella Adkison called the May 14, 2026 VITF meeting to order in the Assembly Chambers and via Zoom at 5:31 p.m.

B. ROLL CALL

Task Force Members Present: Ella Adkison; Kirby Day; Kirsa Hughes-Skandijs; Matt Catterson; Ren Scott; Shem Sooter; Jeremy Timothy (joined late)

Task Force Members Absent: Neil Steininger; Sarah Lowell; Meilani Schijvens

Staff/Others Present: Visitor Industry Director Alexandra Pierce; Engagement Specialist Phil Huebschen

C. APPROVAL OF AGENDA – Agenda approved as presented

D. APPROVAL OF MINUTES – Minutes approved as presented

a. 2026-04-23 VITF Minutes - Draft

E. AGENDA TOPICS

a. Discussion on long-term tourism planning and regional context

i) Introduction & Overview

Topic was introduced by Director Pierce and provided overview of supplemental materials. Director Pierce noted the addition of a presentation by Goldbelt, Inc. during the June 11 meeting. Staff will redraft standing VITF meeting schedule and present it at the next meeting.

ii) Discussion

General discussion by Task Force Members followed. No formal action was taken.

F. COMMITTEE MEMBER COMMENTS AND QUESTIONS - None

G. NEXT MEETING DATE Thursday, May 21, 2026 @ 5:30pm.

H. SUPPLEMENTAL MATERIALS

1. VITF Tourism Vision Memo 5-7-2026

I. ADJOURNMENT

With no further business to come before the Task Force, the meeting adjourned at 6:37 p.m.