



VISITOR INDUSTRY TASK FORCE 2.0 (VITF) AGENDA

June 11, 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. 2026-05-21_VITF_Minutes - Draft

E. AGENDA TOPICS

1. Goldbelt Inc. Presentation

i. Introduction & Overview

ii. Discussion

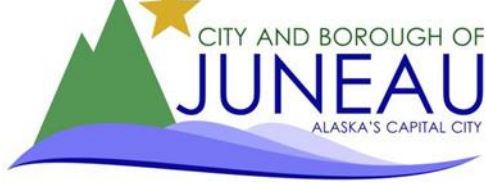
F. COMMITTEE MEMBER COMMENTS AND QUESTIONS

G. NEXT MEETING DATE June 18, 2026 @ 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 21, 2026 at 5:30 PM
Assembly Chambers & Zoom

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

A. CALL TO ORDER

Chair Ella Adkison called the May 21, 2026 VITF meeting to order in the Assembly Chambers and via Zoom at 5:30 p.m.

B. ROLL CALL

Task Force Members Present: Ella Adkison; Kirby Day; Neil Steininger; Kirsra Hughes-Skandijs; Ren Scott; Shem Sooter; Sarah Lowell; Meilani Schijvens; Jeremy Timothy (joined late)

Task Force Members Absent: Matt Catterson

Staff/Others Present: Visitor Industry Director Alexandra Pierce; Engagement Specialist Phil Huebschen; Jose Fernandez; Beth Thibadeaux; Renee Limoge Reeve; Lalayna Downs; Micaela Fowler; Elizabeth Bolling; Sandra Weir; Hernan Zini

C. **APPROVAL OF AGENDA** – Agenda approved as presented

D. **APPROVAL OF MINUTES** – Minutes approved as presented

a. **2026-05-14 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, who also noted the extension of VITF meetings into October while highlighting changes to the meeting schedule. Director Pierce introduced Renee Limoge Reeve, and initiated conversation with cruise industry representatives.

ii) Discussion

General discussion by Task Force Members followed, with questions being asked of all guests in attendance. No formal action was taken.

F. **COMMITTEE MEMBER COMMENTS AND QUESTIONS** - None

G. **NEXT MEETING DATE** Thursday, June 11, 2026 @ 5:30pm.

VITF 2.0 – MEETING **DRAFT MINUTES**

May 21, 2026 at 5:30 PM
Assembly Chambers & Zoom

H. SUPPLEMENTAL MATERIALS

I. ADJOURNMENT

With no further business to come before the Task Force, the meeting adjourned at 7:18 p.m.



GOLDBELT'S VISION FOR JUNEAU

Presented by McHugh Pierre, President & CEO
Mayor's Visitor Industry Task Force
June 11, 2026



Mission

- Make a positive impact in the lives of our owners.

Vision

- Be a forever company that is a leader in business and community.

Values

- Guide ourselves by the Tlingit beliefs of Integrity, Respect, and Service
- Exercise an Entrepreneurial Spirit
- Emulate the **G**old Standard — Excellence in everything we do

MISSION, VISION, AND VALUES



ANCSA: A RESPONSIBILITY TO FUTURE GENERATIONS

- Goldbelt selected these lands through ANCSA
- Stewardship includes economic stewardship
- Responsible development helps fulfill our obligations to future generations
- Doing nothing is not stewardship
- Long-term planning is part of our responsibility

History of Goldbelt Land on Douglas Island



1971: ANCSA signed into law and Goldbelt selected its lands.

These lands were selected to fulfill Goldbelt's responsibility to create long-term economic and social benefit for shareholders.



Mid-1970s: CBJ selected land from the state of Alaska above Goldbelt's property for specific community expansion.



1991: Goldbelt and CBJ engaged in master planning.



2018: CBJ pioneer road built for access.



Today: Goldbelt continues to evaluate responsible development that supports shareholders and contributes to Juneau's future.

These lands were entrusted to us not only to protect, but to thoughtfully steward for future generations.



THINKING BEYOND TODAY

- Growing infrastructure needs
- Visitor management challenges
- Housing pressures
- Economic diversification opportunities
- Community growth and resilience

THE CHALLENGES FACING JUNEAU

- 2019 Visitor Industry Task Force identified key infrastructure challenges in downtown Juneau
- Nothing has been done to expand that infrastructure
 - Seasonal congestion pressures
 - Housing and workforce challenges
 - Infrastructure and utility demands
 - Limited public funding for major improvements



WHAT IF GROWTH COULD HELP SOLVE CHALLENGES?

- Private investment will generate visitor revenue to pay for growth and amenities for locals
- Infrastructure investments
- Utility expansion opportunities
- Economic growth
- Community benefits beyond tourism



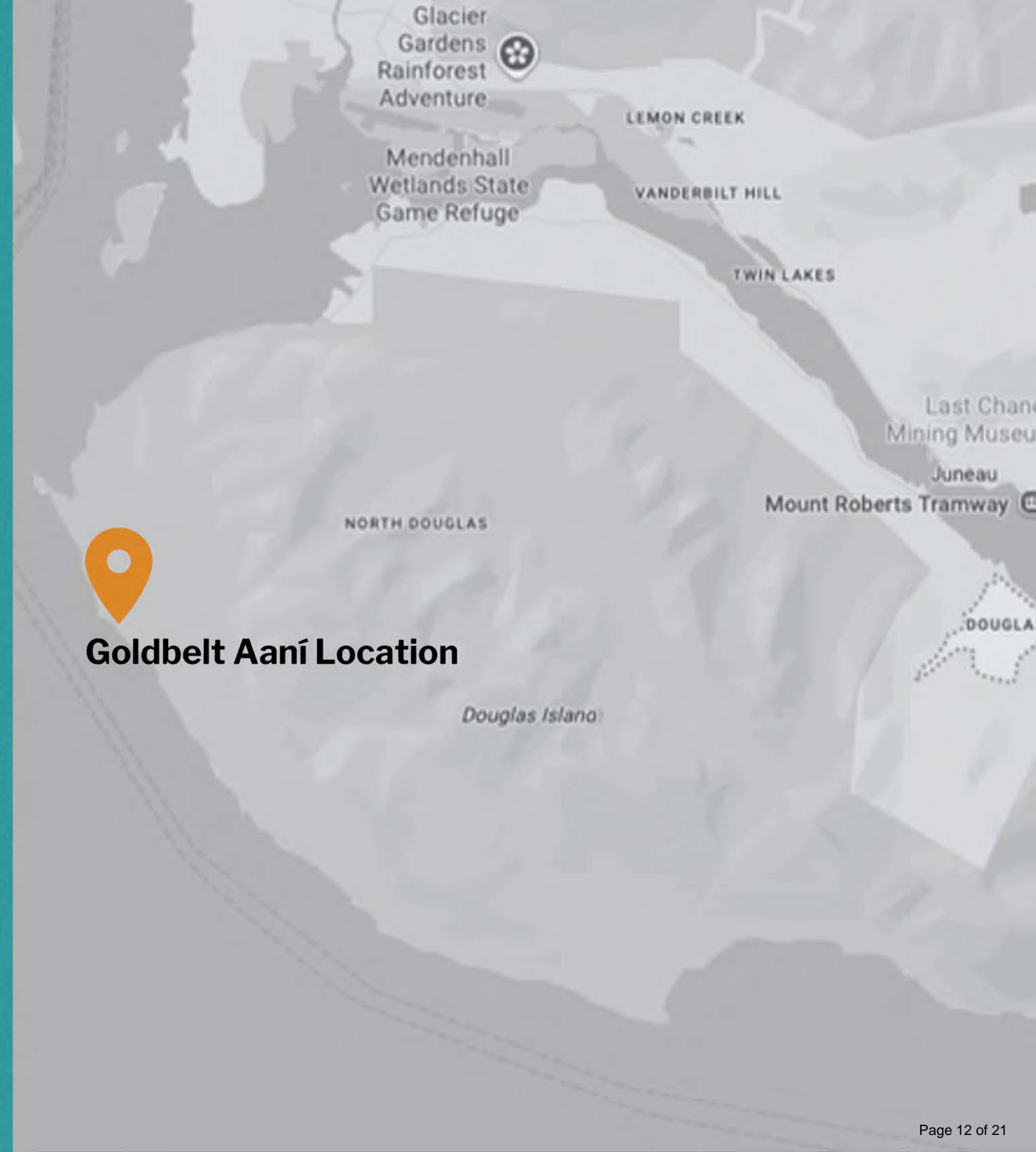
REIMAGINING THE VISITOR EXPERIENCE

- Purpose-built Tlingit destination experience
- Access by water and air
- Managed visitor flow
- Nature, recreation and culture integrated together
- Designed to complement Juneau's existing visitor experience



SUPPORTING BETTER DESTINATION MANAGEMENT

- Creates additional visitor capacity
- Helps distribute visitor activity
- Supports broader destination management goals
- Offers new visitor experiences
- Creates flexibility for future tourism planning



INFRASTRUCTURE THAT BENEFITS MORE THAN ONE PROJECT

- Utility expansion opportunities
- Transportation improvements
- Shore power infrastructure
- Long-term community infrastructure potential
- Future-ready development





SUPPORTING JUNEAU'S LONG-TERM TRANSPORTATION FUTURE

- Economic justification for long-term transportation planning
- North Douglas crossing
- Bench Road connectivity opportunities
- Future access considerations
- Supporting community growth discussions
- Creating opportunities for future collaboration

SUPPORTING FUTURE HOUSING OPPORTUNITIES

- Workforce housing challenges impact the entire community
- Housing affects employers across industries
- Infrastructure investment can create future opportunities
- Long-term planning requires thinking beyond today's needs
- Growth and housing must be considered together



ENVIRONMENTAL LEADERSHIP THROUGH ELECTRIFICATION

- Shore power opportunities
- Reduced vessel emissions
- Reduced idling pollution
- Sustainable infrastructure investments
- Supporting community environmental goals



ECONOMIC IMPACT THAT STAYS IN JUNEAU

- Construction employment
- Long-term jobs
- Local vendor opportunities
- Economic diversification
- Community investment
- Increased tax base



ONE OF JUNEAU'S LARGEST FUTURE TAXPAYERS

- Significant future property tax contribution
- Expanded tax base
- Long-term economic activity
- Support for public services
- Community-wide benefit





PARTNERSHIP IS ESSENTIAL

- Local businesses are critical partners
- Community voices matter
- Public-private collaboration creates stronger outcomes
- Long-term success requires shared commitment
- We want to be the high tide that lifts all vessels

A SHARED OPPORTUNITY

This is bigger than a single project.



THE FUTURE WE CAN BUILD TOGETHER



The question is not whether Juneau will continue to evolve. The question is how we shape that future together.