



VISITOR INDUSTRY TASK FORCE (VITF) 2.0 AGENDA

July 9, 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. 2026-06-18_VITF_Minutes - Draft

E. AGENDA TOPICS

1. Revisiting Long-Term Tourism Planning

- i. Reintroduction
- ii. Discussion
- iii. Draft Recommendations

F. COMMITTEE MEMBER COMMENTS AND QUESTIONS

G. NEXT MEETING DATE July 16, 2026 @ 5:30pm

H. SUPPLEMENTAL MATERIALS

- 1. VITF Tourism Vision Memo 05/07/2026
- 2. Regional Dynamics_V2_Presentation

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.