



VISITOR INDUSTRY TASK FORCE 2.0 (VITF) AGENDA

August 20, 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. 2026-07-30_VITF_Minutes - Draft

E. AGENDA TOPICS

1. Revisiting Downtown Congestion
2. Follow up on last meeting and Tourism Plan draft scope

F. COMMITTEE MEMBER COMMENTS AND QUESTIONS

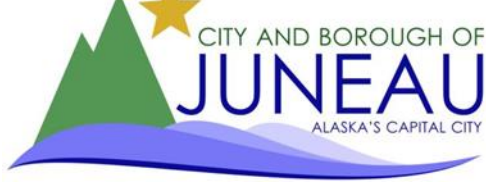
G. NEXT MEETING DATE September 3, 2026 @ 5:30 pm via Zoom Only

H. SUPPLEMENTAL MATERIALS

1. 8-11-2026 VITF Revisit Downtown Crowding Memo
2. Juneau Tourism Plan - Draft

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**

July 30, 2026 at 12:00 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 July 30, 2026 VITF meeting to order in the Assembly Chambers and via Zoom at 12:01pm.

B. ROLL CALL

Task Force Members Present: Ella Adkison; Neil Steininger; Ren Scott; Shem Sooter; Sarah Lowell; Kirsia Hughes-Skandijs; Jeremy Timothy (via Zoom)

Task Force Members Absent: Meilani Schijvens; Matt Catterson; Kirby Day

Staff/Others Present: Alexandra Pierce, Visitor Industry Director; Breckan Hendricks, Municipal Clerk; Carl Uchytel, Port Director; Emily Wright, City Attorney

C. APPROVAL OF AGENDA – Agenda approved as presented.

D. APPROVAL OF MINUTES – Minutes approved as presented.

- a. 2026-07-9 VITF Minutes - Draft

E. AGENDA TOPICS

- a. Downtown Waterfront Restrooms and Covered Shelter Updates
Port Director Uchytel presented updates on the downtown waterfront restroom project and answered questions from the Task Force.
- b. CBJ Law Update: Changes in the legal landscape since VITF 1.0
City Attorney Wright presented updates on recent changes in the legal landscape as it pertains to Juneau's visitor industry and answered questions from the Task Force.
- c. Data collection and long-term planning
 - i. Introduction
Director Pierce reintroduced the topic of data collection and long-term planning, and associated metrics.
 - ii. Discussion
General discussion followed.
 - iii. Draft recommendations
No formal action was taken. Director Pierce will continue work on a general scope for a tourism plan and present it at a future meeting.

VITF 2.0 – MEETING **DRAFT MINUTES**

July 30, 2026 at 12:00 PM
Assembly Chambers & Zoom

F. COMMITTEE MEMBER COMMENTS AND QUESTIONS

- a. There were no additional comments or questions from Task Force members.

G. NEXT MEETING DATE Thursday, August 13, 2026 @ 5:30pm.

- a. This is likely to be cancelled and rescheduled due to 2026 GLOF emergency response.

H. SUPPLEMENTAL MATERIALS

- a. Approaches to Tourism Management Planning Memo 7-10-2026
- b. DWI Phase II VITF Presentation – Updated 7/24/2026

I. ADJOURNMENT

With no further business to come before the Task Force, the meeting adjourned at 1:00pm.



MEMORANDUM

To: Visitor Industry Task Force

From: Alexandra Pierce, Visitor Industry Director

Date: August 11, 2026

Re: Formalizing Recommendations on Downtown Crowding

This memo serves as a reminder of the VITF's discussions around downtown crowding, the first substantive discussion for the Task Force and one of the highest-ranking concerns in the 2025 Juneau Tourism Survey. Possible recommendations included:

- Encouraging continued construction of benches and covered areas to aid in human congestion
- Encouraging businesses to shift customer entry and focus to the Seawalk rather than the street
- Maintaining and growing the crossing guard program
- Maintain conscientious development plans in Peratrovich Plaza area. Retain presence of communal spaces and public games/activities
- Restructuring roundabout outside of Red Dog Saloon to aid in traffic congestion
- Encourage Seawalk development through Wharf to Aak'w Landing
- Better signage noting one-way streets and traffic rules downtown for car rentals

At our next meeting, we will work through these recommendations individually and vote on the final wording. Once approved, they will be included in the final report. After the VITF has revisited all topics and finalized recommendations, staff will compile them into a report, and the public will have one more opportunity to provide testimony before it is refined, approved, and sent to the Assembly for review and adoption by resolution.

To prepare, please review your notes from our downtown crowding sessions and come ready to confirm the specific language you want carried forward. If any member feels a recommendation needs revision before the vote, please raise it early so we can finalize the wording together.



Juneau Tourism Plan

Building on VITF's Work to Create a Citywide Strategic Plan

Prepared for the Visitor Industry Task Force to
review and recommend this scope

Project Scope

This scope of work builds on VITF conversations thus far, turning them into a full Juneau Tourism Plan built around vision, goals, and measurable outcomes.

The new plan will hold metrics and potential recommendations against the 2002 Plan, the adopting Resolution 2170, and later CBJ planning work, to avoid redundancy in previously completed or otherwise settled efforts.



The Deliverable

A single, adopted Juneau Tourism Plan with vision, goals, strategies, action items, metrics, and a public process record, built on the VITF's work and carried forward as the City's guiding tourism policy document.



Vision and Guiding Principles

Carried forward unchanged from the 2002 Juneau Tourism Management Plan and reaffirmed by the VITF. This Plan revisits the vision only if the Task Force finds it outdated:

- Anchors every goal, strategy, and metric in the Plan against a single, consistent standard
- Gives the public and the Assembly a fixed reference point for evaluating whether the Plan is working

Vision Statement

“A healthy and vibrant tourism sector protecting Juneau’s heritage and cultural values, and making a positive contribution to the community’s quality of life.”

Vision, 2002 Juneau Tourism Management Plan — to be reaffirmed by the VITF

Every goal, strategy, and metric in this Plan is checked against this standard.

Building on Two Decades of Planning

Foundational Documents

- 2002 Juneau Tourism Management Plan
- Resolution 2170 – annual reconfirmation mechanism for tourism commitments
- Recommendations that carried over between VITF cycles
- 2025 Juneau Tourism Survey Report
- Data collected and tracked to date



Strategic Goals

Organizes VITF's topic areas into seven strategic goals:

- Manage visitor volume and vessel scheduling sustainably
- Ease downtown congestion through dispersal
- Strengthen workforce and housing capacity
- Invest in infrastructure (docks, transit, trails)
- Reduce environmental impact (emissions, whale watching, noise)
- Align revenue and fee allocation with community priorities (Marine Passenger Fee, Port Development Fee)
- Advance regional coordination (Port Communities of Alaska alignment)



Public Process

The VITF is a public process, however, a long-term plan will include additional public engagement:

- Taylor 2026 public survey to long-term planning questions
- Hold additional public meetings on long-term planning and regional engagement
- Engage relevant community partners and other stakeholders with focus groups
- Other community outreach activities as directed by the VITF

From Goals to Strategies

Each goal is broken into strategies, then specific action items:

ID

- Sequential tracking number

Recommendation

- The specific action, not a general goal

Goal area

- Visitor flow/infrastructure/workforce/
environment/marketing/revenue

Owning department

- Tourism Management, Docks & Harbors, Planning,
Engineering, or N/A – external

Action channel

- Who does the work and how

Timeline

- Target date or season

Status

- Not started/in progress/negotiated/pending
ratification/complete

Performance Measures & Monitoring

The evidentiary backbone the Plan depends on:

Resident sentiment survey – rotated with the visitor survey/economic study rather than run every cycle

Destination ranking – Juneau's standing relative to comparable destinations

Cruise industry economic impact – studies conducted more frequently than in the past

Business climate evaluation – measures whether visitor capacity is serving or straining local businesses

Whale watch vessel counts – number of active vessels

Visitor volume and flow data – passenger counts, ship schedules, pedestrian counts, trailhead/shuttle usage

Downtown traffic – pedestrian and vehicle counts identified in the 2002 plan and VITF discussions

Infrastructure and service load indicators – transit ridership, emergency response call volume at peak visitation

Centralized infrastructure improvement tracking – one record of completed and underway projects, tied to the action item register

Permitting data – number of permits issued by CBJ and USFS, developed jointly with USFS

Performance Measures & Monitoring (cont'd)

The evidentiary backbone the Plan depends on:

Centralized existing CBJ data – bed tax, sales tax, and passenger numbers pulled into one dataset rather than tracked separately

Economic indicators – visitor spending, business revenue by sector, seasonal employment

Data ownership – each metric assigned to the department already positioned to collect it

Reporting format – published alongside pertinent action items



Adaptive Management

A process for evaluating any future proposal to change passenger or ship caps:



Plan Governance & Public Reporting

Review Cadence

- Periodic reconfirmation of recommendations
- Data collection and survey cycles run on a fixed interval
- A defined point, e.g. every 5 years, or when VITF reconvenes

Public Status Reporting

- A published, updateable version of recommendations and underlying metrics
- Shows what's negotiated, what's underway by CBJ or an outside party, what's stalled in Assembly, and what's complete
- Addresses any transparency concerns

Project Scope: Phases & Timeline

Phase 1 - Consolidate

- VITF reviews and recommends this project scope
- Cross-walk VITF recommendations into one document
- Draft the goals, strategies, and performance measures
- Confirm vision and guiding principles with VITF
- Establish planning horizon and review cadence

Phase 2 - Engage and Adopt

- Run public processes
- Bring the draft Plan to the Assembly for review and adoption
- Publish the adopted Plan and begin the reporting cycle