ASSEMBLY STANDING COMMITTEE
LANDS, HOUSING & ECONOMIC DEVELOPMENT COMMITTEE
THE CITY AND BOROUGH OF JUNEAU, ALASKA

August 9, 2021, 5:00 PM.
Assembly Chambers/Zoom Webinar
Lands, Housing, and Economic Development Committee Attendee link:
https://juneau.zoom.us/j/94215342992 or 1-253-215-8782 Webinar ID: 942 1534 2992

AGENDA

I. CALL TO ORDER

II. LAND ACKNOWLEDGEMENT

III. ROLL CALL

IV. APPROVAL OF AGENDA

V. APPROVAL OF MINUTES

A. July 19, 2021 Draft Minutes

VI. PUBLIC PARTICIPATION

The LHED Committee will follow COVID protocols in accordance with CDC guidelines, CBJ ordinances & resolutions, and COVID mitigation strategies at the time of the meeting. Committees members will be meeting in person, to the extent possible. **In-person public participation will be limited on a first come, first served basis to no more than 8 persons in the public audience seats. Masks are required for everyone in the room regardless of vaccination status.** Attendees in excess of that number will be requested to participate via Zoom webinar. Testimony time will be limited by the Chair based on the number of participants.

When attending the zoom webinar [login info listed at top of agenda] to speak on an item up for public hearing or a non-agenda item please hit the 'raise hand' button if participating via a computer/tablet; if participating by phone press *9 on your phone; this will place a 'raised hand' icon next to your phone number and will add you to the queue.

VII. AGENDA TOPICS

A. Assembly Priorities and Title 49 Land Use Code Update

B. Tourism Marketing Strategy

VIII. STANDING COMMITTEE TOPICS

A. Status of Title 49 Updates

B. Status of Housing Initiatives

IX. NEXT MEETING DATE - August 30, 2021

X. SUPPLEMENTAL MATERIALS

A. Travel Juneau Memorandum of Agreement

XI. 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 586-5278, TDD 586-5351, e-mail: city.clerk@juneau.org

ASSEMBLY STANDING COMMITTEE MINUTES
LANDS HOUSING AND ECONOMIC DVELOPMENT COMMITTEE
THE CITY AND BOROUGH OF JUNEAU, ALASKA
July 19, 2021, 5:00 P.M.
Assembly Chambers/Zoom Webinar Meeting

I. CALL TO ORDER

II. ROLL CALL

Chair Gladziszewski called the meeting to order at 5:00pm.
Members Present: Chair Maria Gladziszewski, Wade Bryson, Alicia Hughes-Skandijs, Greg Smith
Members Absent: none
Liaisons Present: Lacey Derr, Docks and Harbors, Dan Hickok Planning Commission
Liaisons Absent: Chris Mertl, Parks and Recreation
Other Assembly Members Present: Loren Jones
Some Members of the Public Present: Dave McCasland, Paul Voelkers
Staff Present: Dan Bleidorn, Lands Manager; Roxie Duckworth, Lands & Resources Specialist; Rorie Watt, City Manager; Jill Maclean, CDD Director

III. APPROVAL OF AGENDA

Agenda was approved as presented.

IV. APPROVAL OF MINUTES

June 7, 2021 Draft Minutes were approved as presented.

V. PUBLIC PARTICIPATION

No public participation.

VI. AGENDA TOPICS

A. Norwegian Cruise Line Request to Lease Tidelands

Mr. Bleidorn discussed this request. In June 2021, Lands received an application from Norwegian Cruise Lines (NCL) to lease tidelands. NCL acquired the upland parcel that is adjacent to the requested tideland lease in 2019 from the Alaska Mental Health Trust Land Office. In January 2021, the City Manager provided the Committee of the Whole a memo on the topic for Assembly consideration and discussion. The initial application step is for the Assembly to determine "whether the proposal should be further considered and, if so, whether by direct negotiation with the original proposer or by competition after an invitation for further proposals. Upon direction of the Assembly by motion, the Manager may commence negotiations for the lease, sale, exchange, or other disposal of City and Borough land," (53.09.260). If the Assembly provides a motion of support to work with the original proposer, staff will work with NCL to apply for the correct City permits, outline the public process, and will negotiate terms and conditions of a lease. Staff will provide regular progress reports to the LHED. If the assembly fails to provide a motion to work with the original proposer and determines a lease should not be considered, then the application process will be concluded. If the Assembly provides a motion to seek further proposals then a RFP will be advertised and the results brought forward to the LHED for review. NCL is the adjacent property owner and there is no other uplands access to the City tidelands, seeking other proposals is not recommended.

Mr. Bleidorn noted that the map presented in the packet was an older map and the area is slightly different, a little longer and skinnier than that map. Smith asked if with this new area if NCL will still be the only adjacent property owner and no one else to the uplands access. Mr. Bleidorn confirmed and noted that the written memo is correct with its information.

Mr. Bryson made the motion that Staff request that the Lands, Housing and Economic Development Committee pass a motion of support to the Assembly for working with the original proposer Norwegian Cruise Line in accordance with City Code 53.09.260. Motion passed.

B. Franklin Foods LLC Request to Purchase City Property at 139 S. Franklin St.

Mr. Bleidorn discussed this request. On June 3, 2021, David McCasland of Franklin Foods LLC submitted an application to purchase City property located at 139 S. Franklin St. This property was known as Gunakadeit Park and is roughly 4,000 square feet. Franklin Foods is leasing this lot as part of their food court. McCasland sent the Borough Assembly a letter stating that he is in discussions to purchase the former Gastineau Apartments property located at 127 S Franklin St. This property is the former location of the Gastineau Apartments and is adjacent to the City's property. It is roughly 16,000 square feet and is leased to Franklin Foods for the food court. The 2016 Land Management Plan lists the City lot as managed by Parks and Recreation and the retention status marked as "Retain/Dispose." At the time of the Plan's adoption it was determined that the City property was needed to facilitate the demolition of the burned out Gastineau Apartment building, which was a public nuisance. The 2019 Parks Master Plan listed the property as a Special Use Area.

In 2018, Lands received a similar application to buy this property also from Franklin Foods. The Parks and Recreation Advisory Committee (PRAC) at their October 8, 2018 meeting determined that a temporary lease would be preferred over selling the property and recommended the Assembly retain Gunakadeit Park as a Special Use Area and requested that staff develop options for future development or disposal. During the 2018 Assembly review, Assembly Member Jones noted that if the purchase of the neighboring property did go through that it would be worth approaching the Assembly again to request another proposal to purchase Gunakadeit Park at that time. The Assembly, at the November 5, 2018 meeting, directed the City Manager to negotiate a fair market value lease of Gunakadeit Park. The current lease agreement is for one year with two additional one-year terms remaining. With the new application received, the initial step is for the Assembly to determine whether the proposal should be further considered and, if so, whether by direct negotiation with the original proposer or by competition after an invitation for further proposals. Upon direction of the Assembly by motion, the Manager may commence negotiations for the lease, sale, exchange, or other disposal of this land.

Mr. Smith asked that when we are dealing with an issue about parkland if sending it to the PRAC is standard practice. Chair Gladziszewski confirmed. Mr. Smith commented he wanted to keep this as less bureaucratic as possible.

Mr. Bryson asked if any other members of the public or organizations expressed interest in this property in the past few years prior to Mr. McCasland's lease. Mr. Bleidorn replied that there has been no other inquiries, but there has not been any public outreach or advertising about this property. The applicant submitted a purchase and sale agreement for the Gastineau Apartments lot with the concept of trying to consolidate these lots, which could be a stipulation if we move this forward.

Ms. Hughes-Skandijs **moved that Staff request the Lands, Housing and Economic Development Committee forward this application to the PRAC prior to the Assembly determination in accordance with City Code 53.09.260. (*MOTION PASSED after amendment to motion failed*).**

Mr. Bryson objected to the motion and commented that he is aware that normal practice is to send this to PRAC and as a PRAC liaison; he has watched this come through the first time. The valid reasons that are going to be stated again are that CBJ is concerned about letting go of parkland and we do not want to sell this of property and to develop in this area. I would imagine this is similar to what operated just three years ago, with only a couple of new members. They are going to give us the same explanation and probably decisions, which will be real close to that one way or the other. It is going to come back to the Assembly, then, and then we are going to have to make a decision or we can make these recommendations. We know the facts that are part of this request to purchase CBJ land. The PRAC is an unnecessary step and Mr. McCasland has demonstrated that he is going to do the development that we wanted and it has, I would consider, a private sector park. He has open land that is well received in the community, it has a park like setting, it's outdoors but because private sector needs to make money, they have the food station there. We are maintaining it as a downtown park-like setting attraction. He's doing everything that we've asked as an Assembly and has plans to build housing which we've incentivized by property tax abatement. If we allow Mr. McCasland to do this we're encouraging development downtown, we're adding his property as he develops it to the tax rolls, and he'll be able to generate a great asset in the heart of downtown. This is win, win, win for the City.

Mr. Smith appreciated Mr. Bryson's comments but felt that the PRAC had a broader view of that land and how it should be used and we should give them a chance to look at it.

Ms. Hughes-Skandijs asked Mr. Bleidorn about the flow chart process, if we skip sending it to the PRAC the only other step would be to go directly to the Assembly, so we're just kind of cutting off one bubble. Mr. Bleidorn confirmed and the PRAC would provide a recommendation to the assembly for retaining or disposing of this property. They wouldn't look at the disposal and ask what is going to get built there.

Chair Gladziszewski commented that she is not ready to forward this to the Assembly. LHED has not examined this proposal and she would want it to come back to the LHED for discussion and analysis after it has been considered by the PRAC.

Mr. Smith asked how long the PRAC review process takes. Mr. Bleidorn replied that the PRAC meets once a month and this may not be on the August meeting, probably September. Addressing previous comments, if decided to work with the original proposer, it would come back to the LHED after a proposal is put together and if everything were agreed upon, draft an ordinance, which would go to the Assembly for introduction and public hearing.

Mr. Bryson made an amendment to the motion **that the Lands, Housing and Economic Development Committee forward this application to the full Assembly for a motion of support to work with the original proposal in accordance with City Code 53.09.260. Amendment failed by 2:2. Original motion passed with no objections.**

C. Amending Title 49 Land Use Code/TPU Updates

Ms. Maclean and Mr. Watt discussed this item. Chair Gladziszewski noted that during the last meeting, there was conversations about Title 49 and we've added updates as standing agenda items. Mr. Watt commented that if you want a system that produces more code amendments then you need a faster process. Right now, what we have is deliberative, slow and careful, and there are good reasons for that. Times have changed and we want to put more focus on amending and updating the land use code, then, our current system is going to frustrate us. On

top of all that I just think we ask a lot of the Planning Commission and I think we have to be realistic on how much time the Planning Commission has to do all the things that we ask of them. No recommendation for this meeting, I just think that if we if we are frustrated at our current pace than we should look at the system.

Mr. Bryson asked if any Planning Commissioners indicated that the workload was too heavy or if the spectrum of responsibility is too broad. Mr. Watt replied that he has not communicated with the Planning Commission, but is aware that they meet for long hours and when they schedule the Title 49 Committee to work on the code, it's tough to get a quorum. Our ability to move code updates through the process is hard and we are trying to find time for CDD, Law, the Planning Commission, and then finally the Assembly to focus on the topic, so I don't know what the Planning Commission would say, but if the Assembly is frustrated at the pace of land use code changes, then I think it's on the Assembly and Manager to look at the system.

Chair Gladziszewski called on Planning Commission liaison, Mr. Hickok for comment. Mr. Hickok said he could not speak for the entire Planning Commission but noted it's frustrating with the length of time that some of these things get voted on and processed through, which a lot of it seems to be self-induced. I think sometimes the Planning Commission micromanages many of these proposals, so I don't know of a quick and easy fix but sometimes we step out of our means as far as overanalyzing or micromanaging.

Chair Gladziszewski called on Planning Commissioner Paul Voelckers in audience to see if he wanted to add anything. Mr. Voelkers commented that the he thought the Manager's memo was well written and the one thing he would say is he thought that Covid has made it harder. For instance, there are some frustrations on timing to get through revisions for the parking ordinance, with three failures in a row trying to get a quorum. It's just hard, so I think we have to bear that in the back of our mind. I think the Planning Commission does work hard and they have lengthy meetings. That said, I do not think it should be flip and easy to modify code language, it should have a due diligence process. I think if we get past Covid maybe things will ease up and it will feel more tenable.

Mr. Bryson commented that we definitely do our due diligence on most of the committees that he has witnessed. That being said, addressing Mr. Watt, how do we get a fast track for correcting Title 49, as we need to make changes. The development community has spoken up, and the Chamber of Commerce is looking at this issue with Title 49, how do we create a fast track to get Title 49 cleaned up so that the frustration that the development community is experiencing right now doesn't continue to fester and we can make the City employees lives easier if we streamline this code. If we can get at the number of meetings to develop a building down from, say 100 times, to maybe like 10 or 20 times, that's what we're trying to accomplish here, how do we create a fast track. Mr. Watt replied that CBJ code requires that changes to Title 49 go through the Planning Commission, so that is a good question for them. If the Assembly wants faster changes to the code, start with the Commission, they are the one that are the volunteers that work on code amendments and work on apply the code. The people that have technical expertise staff them. The CDD – Planning Commission staff and volunteer interface is the place to get recommendation from a high level of the Assembly that would be more responsive and quicker at updating the code.

Chair Gladziszewski commented that she was trying to get the Title 49 committee and this committee together. It didn't happen for this meeting, but a good step would be to get together

and chat about what's happening. She was hoping the Title 49 updates would help organize everyone's thoughts, but would like to see some sort of spreadsheet or a list that about what sections we are working on and their timeframe. A list would help provide a good sense of what exactly is in the queue as the verbal updates go by fast and are not easy to follow. The Title 49 committee, she assumes, has such a list if they are working on it. That list would help organize this committee's accomplishments and what still needs to be done.

Ms. Maclean commented that she will provide the update in writing, including what CDD and the Planning Commission are working for the Assembly priorities, which alludes to the memo on industrial zoning. The top priorities include the comprehensive plan, which was cut in the budget last year. The Auke Bay zoning and implementation, which the rezone failed at the Planning Commission, not for lack of extensive trying we just couldn't seem to bring out the community in support of that zone change. The Planning Commission did approve and recommend for the Assembly to approve two new types of zoning districts, Neighborhood Commercial and Mixed Use-3. The Douglas area plan is still being worked on, with some zone changes that may provide more opportunity for the types of uses that the Community wants to see in the Douglas area, which is quite different then downtown Juneau and Auke Bay. Ms. Maclean noted that if there is time to dig into the industrial zoning this evening, it could provide not only CDD staff, but also the Planning Commission some direction on that Assembly priority. Chair Gladziszewski replied that she was asking about Title 49, where are we with that, what plans are being worked on. There are fits and starts of trying to make the code helpful to developers and that's specifically what we're asking about, where are we with those things. Ms. Maclean replied that she would put together a memo that mashes the Assembly priorities, which is our direction, and a higher level with the plans and actions that drive the land use code changes. She will also work in the changes that the Title 49 committee, Planning Commission and staff have been working on. There are quite a few that have been moving through the process that may not be the most exciting and people may not recognize them for what they are. We will be talking about zoning and housing later this evening at the Committee of the Whole with ways to make housing a priority. Ms. Maclean will bring forward some of the work that have been doing on housing and the other priorities. Chair Gladziszewski appreciated that and still wants to meet with the Title 49 Committee.

Mr. Bryson commented that he appreciates the Ms. Maclean's memo because he knows that zoning is one area LHED discussed. He asked about industrial zones and how much more industrial land do we need and is that the actual direction for the City. Is having industrial as a priority benefiting the City. This is just one more layer that somebody would have to get around as they are looking to develop near areas that have not been developed. Ms. Maclean mentioned this at the last meeting, that the land that is still being developed in Juneau is unorthodox and hard to development. What we have tried to achieve here and what the City is trying to figure out is how we fit these round pieces of land into these square rules, which is what it seems we are coming up against. The rules don't match the land that is for development and we shouldn't be hearing from experienced developers that have built the neighborhoods in our community, that now they can't get a neighborhood built, that means something is broken somewhere. I think Ms. Maclean was helping here that if we remove industrial zoning as a priority it could be just one more step to make it easier for development. Chair Gladziszewski commented that land is super scarce and we have to decide what is priority, do we need more industrial or commercial land, we need all of it. The industrial zone in Lemon Creek was supposed to be industrial but is filled up with commercial and there are very few smelly things

there anymore. We are looking at how much of that do we need, how many rock quarries or breweries do we need. This is a question for the Planning Commission.

Ms. Hughes-Skandijs commented that she appreciated Mr. Watt's memo and noted that we made cuts to CDD. It looks like we are running into a logjam and would want to hear from the Manager or from Ms. Maclean on what Title 49 is working on that requires lawyers and planners. If it turns out to be too slow for us, and we need to put that money back, I'm not looking for places to try to spend money, but I think we need to be aware of that as well. Chair Gladziszewski commented that we need to decide what our priorities and what ones to pay for.

Chair Gladziszewski noted for the next meeting that she would like to get Title 49 and this Committee together and a list that we can all chat about what has been accomplished. She knows there are other groups in the Community, such as the Chamber, who's frustrated with what's going on and they're having their own meetings. It would be nice if we could move some of this along faster than it has been going. We talked at the last Assembly meeting about the PC getting together with the Assembly or Title 49 getting together with LHED and we decided that it would be faster to get Title 49 together with LHED. LHED does not represent the whole Assembly, and neither does the Title 49 represent the whole Planning Commission. Ms. Hughes-Skandijs added that in the last full Assembly meeting, we also made a note that she requested that we prioritize the full Assembly meeting to meet with the full planning Commission.

Mr. Smith commented that at the last meeting, there was a discussion on the other kinds of things we should be considering in terms of how to move housing along. We are just looking at how we can continue with housing and that is there's probably multiple tracks, models or concepts to be useful for LHED to hear about in terms of development or housing.

VII. STANDING COMMITTEE TOPICS

A. Status of Title 49 Updates (verbal)

Ms. Maclean's discussion was incorporated in Agenda Topic C (above).

B. Status of Housing Initiatives (verbal) – No update.

VIII. COMMITTEE MEMBER / LIAISON COMMENTS AND QUESTIONS

No comments or questions.

IX. ADJOURNMENT

Chair Gladziszewski adjourned the meeting at 5:52 PM. Next meeting Monday, August 9, 2021.

CITY AND BOROUGH OF JUNEAU
ALASKA'S CAPITAL CITY
COMMUNITY DEVELOPMENT

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155 S. Seward Street • Juneau, AK 99801

MEMO

To: **Chair Gladziszewski, and Assembly Lands, Housing, and Economic Development Committee**

CC: **Chair LeVine, and Planning Commission**

From: **Jill Maclean, Director, AICP**

Date: **August 5, 2021**

RE: **Assembly Priorities and Title 49 Land Use Code Update**

Each year, the Assembly sets priorities with the Planning Commission (PC) at a joint meeting. Staff proceeds to prioritize those items, ensuring that Title 49 Land Use Code updates and ordinance revisions directly implement the Assembly / PC priorities or more often, support an Assembly Goal; or are required to meet new case law or federal and state regulations, e.g. signs, small cell wireless, floodplain.

Assembly 2021 Priorities Related to Community Development:

- Downtown Housing incentives (complete)
- Area Plans:
    - Auke Bay Area Plan adopted in 2015; PC recommended approval of the two new zoning districts (NC and MU3) to be added to Title 49, which may be applied throughout the borough providing the zoning conforms to the Comp Plan; PC did not recommend rezoning areas of Auke Bay to NC and MU3;
    - Blueprint Downtown Juneau Area Plan completion expected 2021;
    - S. Douglas / W. Juneau Area Plan underway, on schedule for completion winter 2022
- Comprehensive Plan cut from FY21 budget
- Protect Industrial Land (memo submitted to LHEDC July 19, no recommendation from LHEDC)

Assembly Goals, Assembly / Planning Commission Priorities, and Staff Works in Progress:

Code Revision	Last Action	Status	Next Step	Assembly 2021 Goals	Assembly / PC Priority
Floodplain Maps*		Maps adopted, in effect 09/18/2020	**Complete**		
Floodplain Regulations*		Effective 05/25/2021	**Complete**		
Auke Bay Zoning**	PC	PC hearing 06/22/2021	**Complete**		
Hazard Maps (Landslide / Avalanche)	Community meeting 07/21/21	Scheduled for PC Hearing 08/10/21	PC Hearing	N/A	N/A
Downtown Parking	CD staff drafted recommendation	PC hearing 05/25/2021	Second PC hearing TBD	No	New Assembly priority in 2020
New Zoning Districts NC, MU3	PC	PC recommended for approval	Assembly date TBD	Goals 1, 2	Yes
Landscape / Vegetative Cover	PC	PC recommended for approval	Assembly date TBD	Goal 2	Yes
ADOD Downtown Juneau	PC	PC recommended for approval	Assembly date TBD	Goals 1, 2	Yes
ADOD Downtown Douglas***	Assembly extended sunset date to 08/2021		N/A	Goals 1, 2	Yes
Accessory Apartments	PC COW	PC recommended for approval	Assembly date TBD	Goal 1	Yes
Common Walls (Residential / Mixed Use)	CD staff review	Law review	PC COW	Goal 1	Yes
Streamside Buffers	T49	T49	Law review; PC COW	Goal 1, 2	Yes
Lot Depth	PC hearing 07/13/2021	PC recommended for approval	Assembly 08/02/2021; 08/23/2021	Goal 1	No
Other Dimensional Standards / Forms of Zoning	LHECD requested info 07/19/2021	New priority	Assign planner	Goal 1	No
Coastal Management*	PC hearing 06/22/2021	PC recommended for approval	Assembly 08/02/2021, sent to COW 08/30/2021	N/A	N/A

Code Revision	Last Action	Status	Next Step	Assembly 2021 Goals	Assembly / PC Priority
Small Cell Wireless*		CD staff review	Law review; T49	N/A	N/A
Signs*	CD drafted ord.	On Hold	CD leadership review; T49	N/A	N/A
Urban Agriculture	PC COW; Law review	CD staff review	T49 date TBD	No	Yes
Mobile Homes / RVs***	CD staff review	On Hold	CD leadership review; Law review	N/A	N/A
Private Shared Access	First revision adopted	On Hold	TBD	Goal 1	No
ROWs Phrasing Cleanup	CD staff review	On Hold	CD leadership review	Goal 2	No

** Required to meet new regulations, case law, etc.*

***49.75.130, he commission shall make a recommendation to the assembly to approve, approve with modifications, or deny a rezoning request*

****South Douglas / West Juneau Area Plan is progressing on schedule, zoning is expected to follow spring 2022; ADOD has not been used in Douglas and is not recommended to extend the sunset date of August 2021*

Recommendation
None at this time.

City and Borough of Juneau
City & Borough Manager's Office
155 South Seward Street
Juneau, Alaska 99801
Telephone: 586-5240| Facsimile: 586-5385

TO: Chair Gladziszewski and Assembly Lands Housing & Economic Development Committee

DATE: June 21, 2021

FROM: Rorie Watt, City Manager

RE: Tourism Marketing Strategy Discussion

The Assembly has forwarded a draft Ordinance regarding travel marketing to the LHED for consideration.

That Ordinance contemplates a competitive solicitation for the provision of marketing services. As part of that discussion, the Assembly may wish to consider whether Travel Juneau (or another prospective entity selected under a competitive solicitation) has or would have adequate direction on a marketing strategy. The Ordinance contemplates "who" would manage destination marketing for CBJ, and provides some guidance of purpose in Section 4, Paragraphs A & B.

A very basic question – is the Assembly satisfied with the branding of Juneau and the current approach to Travel Juneau's marketing efforts? Think big picture, should we pursue a strategic branding approach? "Keep Austin Weird" and "I Love NY, and come to mind.

Do we prefer a meetings/conventions strategy, a broad marketing strategy to all types of travelers or do we prefer to strategically market to a particular niche – one or more of the following: wealthy baby boomers, younger adventurers, tele-workers, Alaskans, tech businesses, families, etc.

The Assembly could ask Travel Juneau (or another vendor for that matter) on advice and options on how/if we should adjust our current strategy.

This is not an area that I have any expertise, whatsoever, but if the Assembly is dissatisfied (or unsure if it is satisfied) with the current approach to marketing, then it may wish to get strategic advice from people in this industry, weighing the costs, pro's & con's.

Presented by: Jones
Presented:
Drafted by: R. Palmer III

ORDINANCE OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 2021-____

An Ordinance Requiring Competitive Solicitation for the City and Borough's Tourism Marketing Services.

WHEREAS, tourism is a basic component of Juneau's economy and affects every resident; and

WHEREAS, Resolutions 1036 and 1319 formed the Assembly intent to appropriate approximately 4/9 of the revenue collected from the hotel-bed tax, CBJC 69.07, for a tourism marketing services grant, which have ranged from approximately $400,000 to $800,000 per year; and

WHEREAS, the competitive solicitation process, like a request for proposals, can ensure the City & Borough of Juneau is selecting the best vendor to provide tourism marketing services; and

WHEREAS, tourism marketing service contracts should have a long enough term for the City & Borough of Juneau to measure the vendor's results, but not too long for the marketing services to become stale by not adapting to the Assembly's direction, tourism trends, or marketing opportunities; and

Whereas Resolution 2170, A Resolution Adopting Tourism Management Policies (adopted Aug. 5, 2002), is still in effect and calls for implementing a plan for both cruise and destination tourism; and

Whereas the recent Visitor Industry Task Force was silent as to recommendations related to destination tourism;

THEREFORE BE IT ENACTED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

Section 1. Classification. This ordinance is a noncode ordinance.

Section 2. Competitive Solicitation Requirement for Tourism Marketing Services. Instead of an Assembly grant, any tourism marketing services, destination marketing services, visitor marketing services, or related marketing services must be solicited via competitive solicitation as provided for in Chapter 53.50.

Section 3. Repeal of Prior Tourism Marketing Policies. The following two resolutions are repealed:

A. Resolution 1036. A Resolution Establishing Assembly Intent to Utilize the Proceeds of the Proposed Two Percent Increase in the Hotel-Motel Room Rental Tax to Promote Tourism Development adopted June 4, 1984 .

B. Resolution 1319. A Resolution Establishing Assembly Intent Regarding the use of the Proceeds of the Proposed Two Percent Increase in the Hotel-Motel Room Rental Tax adopted July 25, 1988).

Section 4. Tourism Marketing Policy. The following marketing policies should guide the provision of tourism marketing services in the City & Borough of Juneau, which the Assembly may amend by resolution:

A. Destination Tourism. It is the policy of the CBJ to work proactively to grow the destination travel component of the local economy, setting out to become a premier destination-combining nature, adventure, heritage, and cultural experiences-and to attract high value customers and focus on guided experiences. It is the policy of the CBJ to position itself as a small meetings and conference host serving regional and niche markets. It is the policy of the CBJ to facilitate product development to enable significant growth in the destination tourism sector. It is the policy of the CBJ to substantially enhance the attractiveness of Juneau as a destination community, especially the Alaska Native culture, programs, products, and facilities.

B. Destination Marketing. It is the policy of the CBJ to develop a destination marketing strategy aimed at regions and niches that are a match for Juneau's experience-based tourism. The target market is people who come to Juneau to enjoy the natural and cultural experiences that are unique to this area.

C. Indicators. It is the policy of the CBJ to develop measurable indicators for destination travel. It is the policy of the CBJ to be proactive in updating indicators and to work with industry, resource managers, and the community.

Section 5. Effective Date. This ordinance shall be effective 30 days after its adoption.

Adopted this _____ day of _____, 2021.

Attest:

_____
Beth A. Weldon, Mayor

_____

Elizabeth J. McEwen, Municipal Clerk

Presented by: The Manager
Introduced: 06/04/84
Drafted by: K.C.R.

RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 1036

A RESOLUTION ESTABLISHING ASSEMBLY INTENT TO UTILIZE THE PROCEEDS OF THE PROPOSED TWO PERCENT INCREASE IN THE HOTEL-MOTEL ROOM RENTAL TAX TO PROMOTE TOURISM DEVELOPMENT.

WHEREAS, the assembly supports the development of tourism as a major basic industry in Juneau, and

WHEREAS, the city and borough and the local tourism industry jointly sponsored a workshop in January 1984 to discuss ways to improve the tourism industry through cooperative efforts, and

WHEREAS, one of the recommendations from that workshop was to study the feasibility of developing a convention and visitor organization to coordinate and sponsor joint programs to encourage tourism, and

WHEREAS, an Interim Convention and Visitors Bureau was formed, and

WHEREAS, the Board of Directors of the Interim Juneau Convention and Visitor Bureau has presented to the assembly a plan to develop a Juneau Convention and Visitor Bureau, and

WHEREAS, the assembly has given conceptual approval to the plan, and

WHEREAS, one source of revenue for the Juneau Convention and Visitors Bureau is recommended to be the proceeds of a 2% increase in the existing hotel-motel room rental tax;

NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

1. That the assembly supports the development of a Juneau Convention and Visitors Bureau with the overall purpose to coordinate public and private local resources to increase the number of visitors to Juneau.

2. That the assembly recognizes the hotel-motel room rental tax is paid primarily by visitors to Juneau and is an appropriate source of revenue to undertake programs to increase the number of visitors and tourists to Juneau and, thereby, expand the tourism industry and its contribution to the local economy.

3. That it is the intent of the assembly to utilize the proceeds of the proposed two percent increase in the hotel-motel room rental tax

to be submitted to the voters in October 1984 to partially fund the Juneau Convention and Visitors Bureau upon assembly approval of a specific budget, activity program, and reporting system for the bureau relating to the fiscal year of the city and borough.

Adopted this 4th day of June, 1984.

Fran Ulmer
Mayor

Attest:

Peggie Gerrish
Clerk

Presented by: The Manager
Introduced: 07/25/88
Drafted by: B.J.B.

RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 1319

A RESOLUTION ESTABLISHING ASSEMBLY INTENT REGARDING THE USE OF THE PROCEEDS OF THE PROPOSED TWO PERCENT INCREASE IN THE HOTEL-MOTEL ROOM RENTAL TAX.

WHEREAS, the Assembly supports the development and promotion of tourism as a major basic industry in Juneau, and

WHEREAS, Ordinance No. 88-17, adopted on June 6, 1988, proposes a two percent increase (from the current five percent to seven percent) in the hotel-motel room rental tax, and

WHEREAS, the proposed two percent increase in the hotel-motel room rental tax was recommended by the Juneau Convention and Visitors Bureau, and

WHEREAS, the hotel-motel room rental tax serves as an appropriate source of revenue for funding a variety of programs and activities which promote and enhance the image of Juneau and thereby further the development of the tourism and visitor industry in our community, and

WHEREAS, it is intended that the proposed two percent increase in the existing hotel-motel room rental tax will provide an additional source of revenue for tourism-related programs;

NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

1. That the Assembly recognizes that the hotel-motel room rental tax is paid primarily by visitors to Juneau and is an appropriate source of revenue to undertake programs which will increase the number of visitors and tourists to Juneau and thereby expand the tourism industry and its contribution to the local economy.

2. That it is the intent of the Assembly to utilize the proceeds of the proposed two percent increase in the hotel-motel room rental tax to be submitted to the voters at the regular municipal election on October 4, 1988, for programs which are directly related to the development and promotion of the tourism industry in Juneau, including but not limited to partial funding of the Juneau Convention and Visitors Bureau upon Assembly approval of a specific budget, activity program, and reporting system for the bureau relating to the fiscal year of the city and borough, and funding of tourism marketing programs.

3. Effective Date. This resolution shall be effective immediately upon adoption.

Adopted this 25th day of July, 1988.

Deputy Mayor

Attest:

Clerk

Presented by: Aase and Hoke
Introduced: 8/21/80
Drafted by: L.L.D. & E.J.E.

RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 687 (am 8-25-80)

A RESOLUTION DECLARING ASSEMBLY INTENT IN RELATION TO THE USE OF THE PROCEEDS OF A HOTEL-MOTEL ROOM TAX PROPOSED BY ORDINANCE NO. 80-36.

WHEREAS, Ordinance No. 80-36 establishing a hotel-motel room rental tax on an areawide basis has been advanced to public hearing, and

WHEREAS, Ordinance No. 80-36, if passed by the assembly, requires a proposition be submitted to the qualified voters of the city and borough of Juneau on such tax, and

WHEREAS, taxes on hotel and motel transient room rentals are not uncommon in other municipalities, the proceeds of such tax being used to meet expenses of promotional activities, and

WHEREAS, the assembly's basic intent through Ordinance No. 80-36 is to provide funding for the promotion of the city and borough of Juneau and its attractions;

NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

That it is the intent of the assembly, should the proposition to the voters called for in Ordinance 80-36 be approved, to use the proceeds of the hotel-motel room rental tax for activities promoting the community and its attractions and providing for the needs of visitors in, but not limited to, the following ways: provide matching funds for state and federal grants which are or may become available; support a convention center; fund activities which advertise the area; support good-will travel; fund publicity to include movies, film clips, slide shows, exhibits, books, brochures, speaker kits, media advertising; and, provide funds for other projects as are deemed to enhance or improve the image of the community.

ADOPTED this 2nd day of September, 1980.

Mayor

Attest:

Clerk

Deputy

April 30, 2021

TO: Ms. Carole Triem, Chair
Assembly Finance Committee

FROM: Liz Perry, President & CEO
Travel Juneau

Chair Triem,

Thank you again for the opportunity to present our budget and organizational highlights on May 5. There were requests for additional information, which I have responded to in this document and attachments.

Mr. Jones requested information on how destination marketing organizations/convention and visitors bureaus are operated and managed.

A basic definition of roles can be found at Destinations International, our industry association: https://destinationsinternational.org/frequently-asked-questions

DMOs typically fall into one of the following organizational models – I'm focusing on the DMOs in the state:

1) Independent 501(c)6 with members/marketing partners: This is the model for Visit Anchorage, Explore Fairbanks, Visit Ketchikan, and Travel Juneau. Typically, these models are funded with a blend of municipal revenues at about 79% (usually hotel bed tax, Tourism Improvement District assessment or all three) and earned income. This ratio is noted in the Destinations International article linked above. The organization is managed by an executive director or CEO and overseen by a board of directors with fiduciary and policy responsibility and authorization. Travel Juneau, like other DMOs using this model, signs a contract or MOA with the municipality, usually for 1-3 years. As the designated DMO for a community, usually by ordinance as Travel Juneau is, the organization reports to the municipality/borough, applies for grant funding, and signs an updated MOA each year. These organizations are not required to bid.

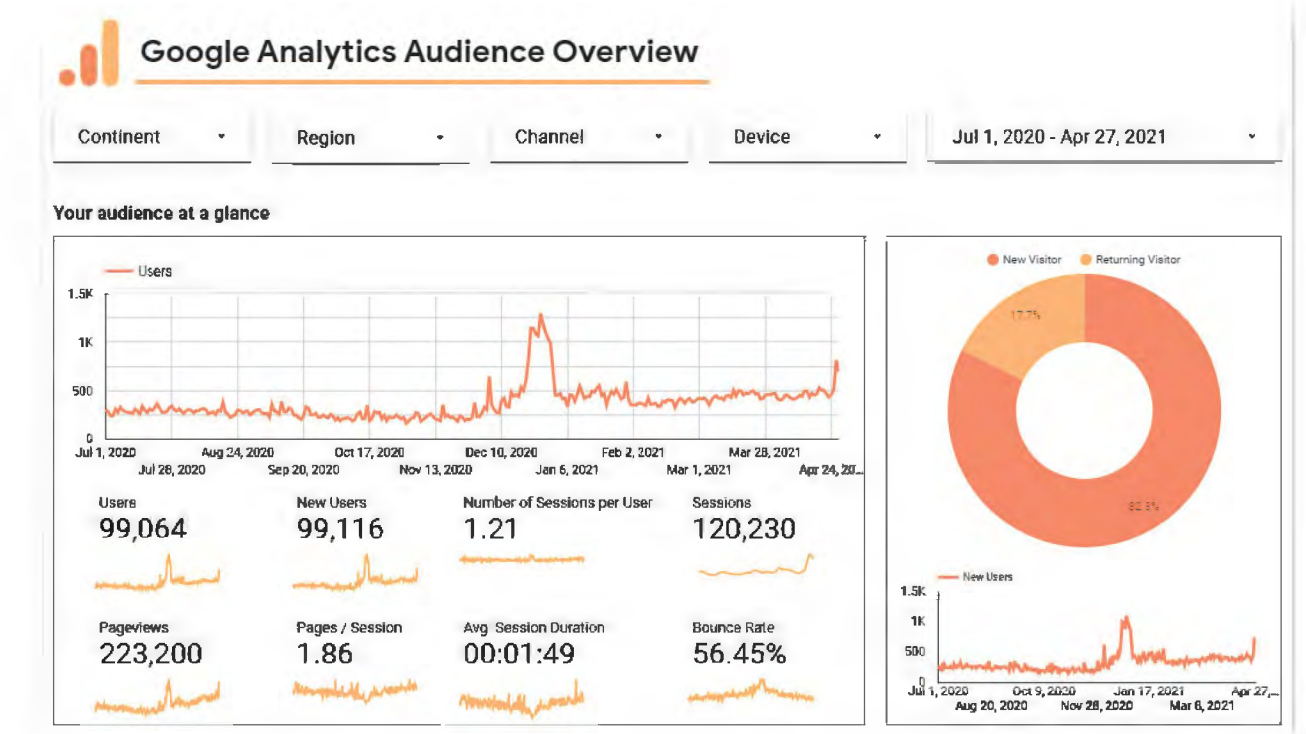
2) City departments: This is the model for small towns such as Skagway and Haines, where this function is a city-funded program. Because of this, the program is funded fully by the city and there are no members.

3) Contract function through a Chamber of Commerce: This is the model for Sitka and Petersburg. The Chamber contracts with the city to provide these functions and services but also generates revenue through memberships/marketing packages. This model is also seen in smaller communities. Visit Sitka

responds to an RFP, and Petersburg makes a grant application to the city on behalf of the Chamber, which operates as the visitor bureau. Petersburg has separate but related visitor center that operates and is staffed via a grant from the USFS.

Ms. Gladziszewski asked for additional metrics and context for those.
1) The accompanying report, "Future & Pending Business" shows all meetings that Travel Juneau is prospecting, has won, or is providing significant assistance with. A "Tentative" meeting is one for which we don't have enough information from the planner to create a "Lead" because dates are uncertain. "Definites" are TJ wins, and "Assists" are meetings that Convention Sales provided significant services to (such as getting hotel/room block information, assisted with catering referrals/bids, found suitable meeting space, and/or more). We recently won the Alaska Broadcasters Association Annual Convention (Nov 2021), the first time this group has met in Juneau.

2) The following screenshot shows our website activity throughout FY21. You'll see spikes in activity in direct relation to the rollout of Juneau Cares (many thanks to the Assembly for the grant funding for this project), which set us up for increases through 4/28/21. Over the fiscal, we've had over 99K unique users to the site, with many of that number coming to us in the last 4 months. Increasing site activity combined with requests for information point to intent to travel to that destination.



3) The following table shows our social media engagement on our 4 current platforms; in March, we created a TikTok account for the organization. These numbers are as of March 31, 2021. You'll see that we've made good gains against the three main platforms (Facebook, Instagram, and Twitter) during the pandemic. Please note that over this fiscal, we reached an ad equivalency of $7.6M, meaning that we would have had to pay that amount for advertising in all the publications and websites that Juneau or

Travel Juneau appeared in. Also, at this writing, 6 media are in the pipeline for familiarization tours (FAMs).

Social Media Followers

FISCAL YEAR	Facebook	Instagram	Twitter	Tik Tok	YouTube
FY19	44,789	4,550	3,455		20
FY20	45,661	5,626	3,550		38
This time LY	44,280	4,337	3,381		13
FY21 YTD	46,527	6,558	3,356	1	137

Website Engagement

FISCAL YEAR	Sessions	Pageviews	Avg. Session Duration
FY19	162,954	622,065	2:43
FY20	136,026	381,364	2:28
This time LY	15,946	29,997	2:42
FY21 YTD	105,978	162,968	01:43

Media Visits (This includes both online & TV audience)

FISCAL YEAR	Assists	Reach	Value
FY19	30	624.7 Million	$10.6 Million
FY20	16	650 Million	$10.8 Million
FY21	4	486.5 Million	$7.6 Million

Travel Agent Assists

FISCAL YEAR	Assists
FY19	30
FY20	16
FY21	1

The next table reflects Visitor Information Services for the fiscal. Travel Juneau did not produce a new guide for 2021, so guide distribution over the last two years equals 9,251. We will produce a fresh guide for 2022. Call volume picked up in February, and guide requests have increased over the last 6 weeks: we sent twice as many guides in March as we did in February. The Visitor Information Center located at the Cruise Ship Terminal will open with limited hours the week of May 3; we anticipate opening the center 7 days/week on June 1.

Visitor Information KPI	FY21 Goal	FY21 YTD	FY20	FY19	FY18
Number of Volunteers	180	171	171	176	172
Volunteer Hours	5,500	0	3,041.63	5,183.34	5,902
Visitors Served	204,750	0	120,648*	194,640	185,106
Guides Distributed	30,000	2,844	6,407	26,283	33,878

Mr. Smith asked about Travel Juneau's reserve funds.

Travel Juneau has two savings accounts. One is our designated reserve, funded on earned income, for use in case a natural or economic disaster forces the organization to close. Our accountants, as well as former CBJ Finance Director Bob Bartholomew, counselled the organization several years ago to aggregate and keep this account funded with at least one quarter of operational cash.

The other savings account is tied to our checking account, and holds our grant funding and earned income as it arrives. Travel Juneau's bookkeeper moves cash into the savings account until needed to pay operational and marketing expenses, and its this account that the organization is using to support both the FY21 and FY22 budgets.

Elgee Rehfeld reviews all accounts and procedures annually through an Agreed Upon Procedures (AUP) process.

I hope this information helps answer the Finance Committee members' questions.

Regards,

Liz Perry
President & CEO
Travel Juneau

Memorandum of Agreement

This is a Memorandum of Agreement between the City & Borough of Juneau (CBJ) and the Juneau Convention & Visitor Bureau (JCVB). The CBJ is providing JCVB with grant funding as partial funding for ongoing destination marketing and visitor services. The dollar amount shown below represents the maximum amount granted and may be reduced if the CBJ or JCVB determine that funding is not needed.

Scope of the Program
JCVB's mission is to strengthen the local economy by enhancing and marketing Juneau as a year-round visitor destination. JCVB shall perform all Scope of Program obligations in accordance with the terms and conditions of this agreement, including any specific grant program requirements, directives from the CBJ and applicable law.

Grantor/Grantee Communications and Contacts
The following addresses will be used for all written communications.

City and Borough of Juneau
Duncan Rorie Watt, City Manager
155 South Seward Street
Juneau AK 99801
Contact: ~~Tricia Everson, 586-0207~~ Daisy Hamby, 586-0346
~~Tricia.Everson@juneau.org~~ Daisy.Hamby@juneau.org

Juneau Convention & Visitors Bureau
Liz Perry, President & CEO
800 Glacier Avenue, Suite 201
Juneau AK 99801
Contact: Liz Perry, 586-1761
Liz.Perry@traveljuneau.com

Memorandum of Agreement
CBJ & JCVB

Grant Award Funding
The City and Borough of Juneau will provide up to $625,000 (Six Hundred Twenty-Five thousand dollars) in grant funding to JCVB. The grant funding is to be used for actual program costs towards the scope of this agreement.

Payment Schedule: Grantee will be paid in four equal quarterly payments for each fiscal quarter. Grantee shall submit a request for payment with its quarterly activity report as provided under this agreement.

The CBJ may, as a condition of releasing any funds under this agreement, require JCVB to submit to the CJB any reports, records, or audits supporting expenditures.

JCVB agrees to refund all the CBJ advanced grant funds not utilized for costs, as identified in the scope section of this agreement.

JCVB Duties
JCVB shall provide the following services each year for Juneau:

1. Provide JCVB staff the support needed to solicit state, regional and national visitors.
2. Produce statewide, regional and national advertising to promote convention and meeting business in Juneau.
3. Follow appropriate fund management and controls to safeguard the CBJ's funds and to ensure CBJ funds not used will be appropriately returned to the CBJ.
4. JCVB agrees to refund all CBJ advanced funds not utilized for the program costs outlined in the Annual Goals to the CBJ consistent with the transactional detail report outlined in the Activity Reports. JCVB will return such funds within 30 days of providing the transactional report outlined in Activity Reports but no later than 45 days after the close of the Fiscal Year on June 30, 2021.
5. Add and maintain a CBJ link on the JCVB web site.

JCVB Annual Goals for July 1, 2020-June 30, 2021
The COVID-19 pandemic has required Travel Juneau to reset their metrics as its work is highly dependent on overall market conditions and travel restrictions.

1. Convention Sales: Maintain critical and key meeting planner and local business relationships to postpone rather than cancel meetings originally set for Juneau, pre-pandemic.
2. Convention Sales: Maintain, as much as possible during and post-pandemic, a total estimated economic impact for the community (EEI) of more than $1.5M in meetings business per fiscal year.
3. Destination Marketing: Continue increasing social media reach over all platforms: 2% increase on Facebook, 15% increase on Instagram, and 2% increase on Twitter.
4. Destination Marketing: Regain traveljuneau.com website engagement to January 2020 levels, approximately 3500 sessions per week.

Memorandum of Agreement
CBJ & JCVB

Term of Grant
The effective date of this agreement shall be the date it is signed by the CBJ, and it shall remain in effect until June 30, 2021. This grant is a one-time funding source, and may be subject to renewal.

Activity Reports
JCVB will submit to the CBJ quarterly reports that include overall project budget, expenditures and the portion of expenditures the CBJ grant funds have covered, and progress on annual goals. Final annual report is due by August 1, 2021.

L. Perry — 11-4-20

Liz Perry, President & CEO
Juneau Convention & Visitors Bureau — Date

11/17/2020

Duncan Rorie Watt, City Manager
City and Borough of Juneau, Alaska — Date
Mila Cosgrove for Duncan Rorie Watt