

MINUTES
Visitor Industry Task Force
Tuesday, December 17, 2019; 12:05pm
Municipal Building – Assembly Chambers

- I. **Call to order:** 12:06pm
 - a. Task Force: Chair, Carole Triem, Wade Bryson, Bobbie Meszaros, Holly Johnson, Alida Bus, Meilani Schijvens, Paula Terrel, Craig Dahl, Kirby Day, and Dan Blanchard.
 - b. Staff Present Michele Elfers, P&R Deputy Director, Myiia Wahto, P&R Facilities, Parks & Landscape Administrative Officer I, Lauren Verrelli, P&R Recreation Public Services Manager, Loren Jones and Greg Smith – Assemblymembers, Di Cathcart, Deputy City Clerk, Scott Hinton, Port Operations Supervisor and David Borg, Harbor Master.
- II. **Approval of Agenda:** approved
- III. **Approval of Minutes:**
 - a. October 22 – approved. Ms. Terrel would like to see something other than action minutes at these meetings.
- IV. **Meeting Goals**
 - a. **Address the charging question during the meeting.** Is the current approach to managing the visitor industry adequate to make Juneau an attractive place to live and to visit?
 - i. Understand who manages what activities related to tourism in Juneau
 - ii. Learn about various management approaches
 - iii. Identify areas of weakness in management and opportunities for additional collaboration
- V. **Presentations on Tourism Management**
 - a. **TBMP History:** Mr. Day gave a verbal presentation on what the TBMP has done over the years. Have the same goals of the community.
 - i. The less call volume is useless to judge
 - ii. Flats family association: TBMP has been a big success in our neighborhood
 - iii. Is there a way for TBMP to work more with the CBJ to have more teeth with the tour companies? Mr. Day, there is not a tour operator today that can create an impact that is not part of the TBMP.
 - iv. Is this an optional membership with TBMP? There is no fees to join the program, anyone can join.
 - v. With no fees, where do you get your funding? We get \$15k from the marine passenger fees that goes to holding public meetings, monitor the hotline, printing of the guidelines, outreach, and advertisements locally.
 - vi. Tour operator: we know we have to hold each other accountable since our actions reflect everyone
 - b. **Managing Commercial Activity at the Waterfront:** Scott Hinton with D&H gives a presentation on D&H's fees for cruise ships, tour operators and busses on D&H land
 - i. Member requests to get hard copy of the presentation and add the totals to the slideshow for the next meeting
 - ii. What is the cost of administering all the permits throughout the summer?

- c. **Cruise Ship Scheduling:** Drew Green of Cruise Line Agencies of Alaska (CLAA) gave a verbal presentation on their support for cruise ship traffic in Juneau. Organize the cruise ship scheduling – ask for voyage itinerary 2 years out. Juneau has 4 docks— 2 docks can accommodate the mega ships, 2 other docks can accommodate mid-sized cruise ships (under 1000 ft.). The fifth option is the anchorage in the channel when there are no docks available. There is a threshold of viable capability of number of ships in Juneau. Geographic and infrastructure limitations; strive to fill every dock as best as they can. For this coming summer, there is only two berths available (2 days) in the peak season. We are top on the list for destinations in Juneau.
 - i. If this new dock goes in, will that affect the anchorage in the channel? The anchorage does go into where the new dock would go. We would have to eliminate anchorage in the channel if the dock is built.
 - ii. Does the CBJ have any say on the CLAA scheduling?
 - iii. 2020 cruise scheduling is currently available on their website.
- d. **Whale SENSE Program:** Suzie Teerlink with NOAA gave a presentation on whale watching tour companies. Currently have 20 companies and 68 boats in the Juneau area. Runs the Whale SENSE program in partnership with NOAA fisheries and other companies. Whale SENSE is specific in reducing impacts to whales themselves.
 - i. How many violations do you receive each year? Don't have those numbers
- e. **Mendenhall Glacier Visitation Management:** James King of the USFS gave a presentation on the Mendenhall Visitor Center. Currently going through a master plan as they move into the future. Designed to accommodate 1500 persons/day and they see anywhere from 2000-8000 a day. Another big issue is the safety of the people and the receding glacier. The existing site will remain the hub, and putting boats on the lake to get people closer to the face of the glacier. About to kick off the National Environmental Policy Act analysis process this January.
 - i. What is the plan for the construction phase? The project is a \$111 million and they have to raise the money. They're hoping to do all the construction at one time and hope to start in 2-3 years.
- f. **Other CBJ Tourism Management Permitting:** Michele Elfers gave a verbal presentation on other CBJ permitting which includes Community Development Department and Parks & Recreation.

VI. **Discussion:**

- a. Need to look into task force meeting times
- b. Wants to have statistics on the Bartlett Regional Hospital seasonal impacts, etc. impacts in the future. Wants to see legal opinion on the issue of limitations.

VII. **Adjournment:** 1:36pm