

**Minutes of Wrangell Convention & Visitors Bureau Meeting
Held on September 17, 2024**

1. CALL TO ORDER: Call to order at 12:07 PM.

2. ROLL CALL

PRESENT: Chair Erin Galla, Grace Wintermeyer, Chris Bunes

ABSENT: Brenda Schwartz-Yeager, Kimberly Ottesen

STAFF: Kate Thomas, Matt Henson

3. AMENDMENTS TO THE AGENDA: NONE.

4. APPROVAL OF MINUTES: NONE.

5. PERSON'S TO BE HEARD: NONE.

6. CORRESPONDENCE

a. Wrangell Development News Issue 1 (August 2024)

Director Thomas provided report. Note the Economic Coffee Chats and luncheons from October to March.

b. Economic Development Department Report August 2024

Director Thomas provided report.

c. 2025 Travel and Adventure Show Announcement and Prospectus

Director Thomas provided a report. Prospectus was provided to give CVB members a better understanding of the audience and analytics of the event. WCA Ed Caum offered to attend as an agency partner.

d. 2024 Visitor Survey Summary Results

Director Thomas provided report. Need to address deficiencies in this year's approach and attack survey through another method in the future. Limited data collected.

7. UNFINISHED BUSINESS: NONE.

8. NEW BUSINESS

a. Review and Discussion of the End of Season Tourism Stakeholder Meeting Agenda

Director Thomas provided a report. Thomas expressed interest in having board members speak at different intervals during the meeting to ensure that a collective voice is heard from stakeholders. CVB and staff can plan roles and responsibilities at the October meeting in advance of the stakeholder meeting.

b. Review and discussion of the Travel Wrangell Marketing Campaign - Fall 2024

Henson presented the report. See attached in meeting minutes.

c. Review of Key Performance Indicators and Marketing Analytics

Henson presented the report. See attached in meeting minutes.

9. ADJOURNMENT

Adjourned at 1:50 PM

Next scheduled meeting is October 15th, 2024.

ATTEST: _____
Secretary

Chair