

**Minutes of Wrangell Convention & Visitors Bureau Meeting  
Held on April 16, 2024**

**1. WORKSHOP**

**2. CALL TO ORDER:** Call to order at 12:00 PM.

**3. ROLL CALL:**

**PRESENT:** Chair Erin Galla, Grace Wintermeyer, Chris Buness, Kimberly Ottesen

**ABSENT:** Brenda Schwartz-Yeager

**STAFF:** Kate Thomas, Matt Henson

**4. AMENDMENTS TO THE AGENDA:**

Director Thomas asks to switch 8b and 8c.

*M/S CB/EG move to amend the agenda as requested.*

*Approved by all in favor.*

**5. APPROVAL OF MINUTES**

- a. Approval of the Wrangell Convention and Visitors Bureau regular meeting minutes from February 20, 2024.

*M/S CB/KO move to approve the regular meeting minutes from February 20, 2024.*

*Approved by all in favor.*

**6. PERSON'S TO BE HEARD: NONE.**

**7. CORRESPONDENCE**

- a. Economic Development Department Report for March 2024.

Director Thomas provided report.

- b. Marketing and Community Development Coordinator Report for March 2024.

Mr. Henson provided report.

**7. UNFINISHED BUSINESS**

- a. Review of new creative content for the Travel Alaska website for Wrangell.

Director Thomas provided background on the new copy. No comments were made at this time.

- b. Presentation of the 2024/2025 Travel Guide

Mr. Henson provided background and report.

- c. Review and input on 2024 Visitor Survey.

Director Thomas provided report and background. Thomas stated that staff needs to establish a process to capture more submissions. Ottesen stated that this survey may be harder to market to the cruise ships that are smaller or travelers whose interest was not necessarily on Wrangell. Galla stated that this can be difficult to capture responses due to each business' focus on specific travelers. Buness stated that a short, warm, intro to travelers to get them to take the survey

would be helpful. Thomas agreed and stated that we are trying to find other volunteer groups to help facilitate the survey.

**8. NEW BUSINESS:** NONE.

**9. ADJOURNMENT:**

Adjourned at 1:55 PM

Next meeting is scheduled for May 21, 2024 at 12:00 PM.

ATTEST: \_\_\_\_\_  
Secretary

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Chair