

**Minutes of Wrangell Convention & Visitors Bureau Meeting
Held on October 15, 2024**

1. **CALL TO ORDER:** Call to order at 12:03 PM.

2. **ROLL CALL**

PRESENT: Chair Erin Galla, Grace Wintermeyer, Chris Bunes, Brenda Schwartz-Yeager

ABSENT: Kimberly Ottesen

STAFF: Kate Thomas, Matt Henson

3. **AMENDMENTS TO THE AGENDA:** NONE.

4. **APPROVAL OF MINUTES**

a. Approval of the WCVB Regular Meeting Minutes from May 21st, 2024

b. Approval of the WCVB Regular Meeting Minutes from September 17th, 2024

BS/GW move to approve all minutes as presented.

Approved unanimously by polled vote.

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

6. **CORRESPONDENCE**

a. Wrangell Development News Issue 2 (September 2024)

Director Thomas provided department report. Thomas also provided information on the Chicago Travel Trade Show.

Schwartz asked why Chicago was picked over other west coast cities. Thomas stated that this was due to Travel Wrangell web analytics. Los Angeles and Dallas were alternative locations. Schwartz encouraged staff to focus on look and feel of booth. Thomas provided board with current booth collateral. Bunes asked if it would be a pro or con being with other Alaskan communities' booths. Thomas recommended discussing booth look and feel in the regular meeting in November.

b. Discussion of roles and talking points for the Tourism Stakeholder Meeting.

Director Thomas provided recap of report. Group had discussion about how to better promote the Tourism Best Management Practices. Wintermeyer asked if there is a need to re-sign every year as many businesses may not be able to fulfil this obligation every year. Schwartz agreed. Galla asked if there is a way to make the renewal process more streamlined. Thomas stated there she will remove an annual renewal steps. Director Thomas provided update to Petroglyph Beach Commercial Use Permit.

c. Approval for Travel Wrangell to participate in the Tourism Research Lab through Oregon State University.

M/S: CB/GW move to approve Travel Wrangell's participation in the Tourism Research Lab through Oregon State University.

Director Thomas provided report.

Schwartz asked if this cost would be in addition or in substitution of consulting from another organization. Thomas stated that this would substitute for the survey portion from a consultant. She also stated that OSU may be willing to provide results without personal identifying information.

Approved unanimously by polled vote.

7. ADJOURNMENT

Adjourned at 1:27 PM

Next regular scheduled meeting scheduled for November 19th.

ATTEST: _____
Secretary

Chair