

**Minutes of Wrangell Convention & Visitors Bureau Meeting
Held on May 24, 2023**

A. CALL TO ORDER: Caitlin Cardinell called the meeting to order at May 24th at 12:07 PM

B. ROLL CALL:

Present: Mya Delong, Chris Bunes, Caitlin Cardinell

Absent: Brenda Schwartz-Yeager, Corree Delabrue (attended late/left early)

Staff Present: Kate Thomas, Matt Henson

C. AMENDMENTS TO THE AGENDA: NONE

One title under unfinished business was redundant in agenda packet but supporting documents were correct. Does not affect supporting agenda items.

D. APPROVAL OF MINUTES:

Approval of the WCVB April 26th, 2023 regular meeting minutes.

M/S: Delong/Bunes to approve the regular meeting minutes of the WCVB April 26th, 2023 meeting.

Approved Unanimously

E. PERSON'S TO BE HEARD: NONE

F. CORRESPONDENCE:

Director gave oral staff report. Thomas stated that a written report will be provided next month to the assembly and CVB detailing in writing the oral report given today.

Corree Delabrue entered the chambers at 12:09 PM.

Brenda Schwartz-Yeager entered the chambers at 12:10 PM.

G. UNFINISHED BUSINESS:

1. Review and discuss second draft design for the newly branded street banners to be installed along Front Street.

Committee members were asked to evaluate the presented designs and provide a Yay or Nay to each banner. A selection of six banners were agreed upon by committee members. Two banner designs were sent back for further staff review.

Committee members stated that the banner representing the maritime industry was closer to what they were looking for but still was not the right picture for Wrangell. Schwartz, Cardinell and Delong mentioned that fishing gear such as crab pots, lead line or buoys would be suitable for a representation of the maritime industry. Schwartz provided Henson with several photos for use.

Delong stated the use of the word "nonconforming", "elusive", and "Imperfectly Perfect" evoked a negative connotation and should not be used for the banners.

Thomas stated that staff has been in contact with the tribe for approval of cultural images and that the current cultural representation has not yet been approved by the tribe. However, upon initial conversation with the tribe, the images used are currently living depictions of existing totems and buildings.

Schwartz noted that staff did a good job in compiling the critique form the last meeting and providing new designs that were aligned with the vision of the committee.

Corree Delabrue left the chambers at 1:00 PM

2) Review and approve Mobile Mapping Application expenditure.

DeLong: there are Facebook groups asking questions that would be solved by wander. Schwartz agrees. Schwartz believes the use of the Marian Glenz fund should apply for this expenditure.

M/S: Schwartz/DeLong approval from the WCVB to spend up to \$12,000 on a mobile application for implementation and the first year of services.

DeLong state she believes this is the appropriate next step in the digital realm and will modernize Wrangell's tourism.

Schwartz stated that the Application needs to show that it is self-sustaining for this to be a feasible long-term expenditure.

Buness mentioned that her recent travel experience makes this very relevant. Other destinations are utilizing like products regularly and there is a clear transition to mobile applications over print mediums. She also mentioned that the ability to update each point of interest as things change as well as the ability to regularly download and store analytics is a plus.

Schwartz cautioned that QR code use might not align with current visitor demographic due to age and known habits. Our current visitor is not necessarily going to use this, but this could be a catalyst for a younger demographic.

Cardinell stated the likely best time to pull analytics would be October 15th and March 15th to analyze use of the application on and off season. The trial of this software is good. If implemented correctly may not bear fruit for some time. With current interactions, the use of a digital platform would be very timely. Printed maps are more cumbersome than helpful due to size a bulkiness.

Thomas stated that we will allow Wander to upload our initial point of interest and then we will take over after the on-boarding phase and then we will transition to maintenance of the platform to alleviate staff resources.

Approved Unanimously

H. NEW BUSINESS:

1) Review and approval of the FY24 draft budget for the Transient Tax and Commercial Passenger Vessel funds.

Review of FY24 Proposed Budget.

Schwartz stated that this budget provided a much more in-depth review of numbers and allows for more comfort for larger expenditures. Asked for a more scrutinized budget work session review for FY25 starting in December 2023.

Thomas stated that an in-depth review is possible. Thomas shared that the CVB will likely have less of a role in specific projects due to the creation of the Marketing and Development Coordinator position as the CVB will not need to schedule time for the creation of new work as that will be covered by the staff member in the new role.

M/S: Delong/Cardinell move to approve the Economic Development Department budgets for the Transient Tax.

Approved Unanimously.

2) Review draft Marketing Plan and Design Standards

No discussion took place. Staff asked the committee to table this item and move the review of the document to the next meeting in the interest in getting to actionable items sooner. Thomas asked committee members to review the document on their own time and provide feedback via email if possible before the next meeting.

3) Discuss Visitor Survey

Henson read the questions and provided a summary for each question format. Thomas asked the importance of Q1. Henson stated that the arrival date and the date the survey is taken may not coincide. The need for arrival date can provide data for overall heavy arrival dates, average trip length among other data points.

Cardinell mentioned it may be better that Q4 is a multi-select format rather than short answer. She stated that asking visitors to write down each place they intend to visit or have visited would take too long. It was also stated that having a list of options to choose from may provide inspiration for visitors to explore other points of interest.

Thomas stated that Q5 should be grouped with Q8. Q5 is a rating and Q8 can provide visitors with an open forum to further discuss their reasons for their answer to Q5.

Schwartz and Thomas stated that there needs to be a question asking visitors how they got to town.

Buness asked how the survey will be deployed in the area and how data will be collected. Henson mentioned that the survey can be deployed via a QR code and critical tourism stakeholders can help encourage guests to participate in the survey in their places of business. Thomas mentioned that having a face-to-face survey would be an option as well. Henson also mentioned that the computer station in the Nolan Center visitor center could be a place where guests could be encouraged to participate during their visit to the museum. Thomas stated that all relevant borough staff and stakeholders will be informed of the survey and asked to help promote and facilitate visitor response.

Thomas stated that the overall survey should take no more than 90 seconds for a visitor to fill it out. In-depth brevity is key for this.

I. ADJOURNMENT: @ 2:10 PM. Next meeting date and time is to be determined.

ATTEST: _____
Secretary

Chair