

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

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

2. ROLL CALL

PRESENT: Caitlin Cardinell, Mya Delong, Chris Bunes, Chair Erin Galla

ABSENT: Vice Chair Brenda Schwartz-Yeager

STAFF: Kate Thomas, Matt Henson

3. AMENDMENTS TO THE AGENDA: NONE.

4. APPROVAL OF MINUTES

- a. Approval of the Wrangell Convention and Visitors Bureau regular meeting minutes from November 15th, 2023.

M/S Bunes/Delong move to approve the regular meeting minutes of the WCVB from November 15th, 2023, meeting.

Approved unanimously.

5. PERSON'S TO BE HEARD: NONE.

6. CORRESPONDENCE

In her absence, Board Member Schwartz-Yeager submitted comments on the meetings items.

7. UNFINISHED BUSINESS: NONE

8. NEW BUSINESS

- a. Review and approval of the Customer Relationship Management System Proposal and Annual Licensing Agreement.

M/S: Bunes/Delong move to approve the Master Service Agreement with Tempest for a Customer Relationship Management system.

Thomas corrected the expense statement on the agenda statement to state \$3,000 in on-boarding fees and \$6,000 billed annually. Henson provided staff report and summary of system. Thomas read board member Schwartz's email to board.

Approved unanimously by polled vote.

- b. Review and discussion on the design concepts for the 2024 Travel Guide (a partnered publication with the Wrangell Sentinel).

Henson provided a report and summary of the mockup. He stated that staff will continue their current partnership with the Wrangell Sentinel where the Sentinel will provide content and staff will handle layout for future publications. All board members stated that they liked the design and are happy with the partnership.

- c. WCVB Review and discussion of the Tourism Management Plan development and public process.

Thomas provided an update to the Tourism Management Plan process. She detailed more information on the public process that will take place. She also stated that the fall tour operator meeting led to the Westerdam cancellation but that may not have been the consensus. The GSTC standards would allow for more handrails around the cruise industry. She reiterated what the desire of the borough would be for the cruise industry. Asked that if board members receive community feedback that that be shared with staff. Stated that staff wants to give a public tourism presentation and detailed topics that would be covered. Stated that the education of the public is crucial before asking for the public's opinion. After education, a public survey would be conducted that would inform the development of the tourism plan. A plan would be workshopped with the CVB and then a public presentation of the draft plan. She stated that the current public process will likely take upwards of six months and that the plan will be implemented for the 2025 season with majority of the plan refinement taking place in September and October.

Galla stated that the majority of people she was spoken to stated that they are happy with the cancellation of the Westerdam. Thomas stated that she has and will meet with stakeholders in person. Bunes stated that she has continually heard that the public does not want to see the six-mile mill property used for tourism or the cruise industry. Galla stated that she likes the approach staff will take as it will likely get more information and educated people more than the past. Thomas stated that a community member had concern that the borough was meeting with agency partners to develop the mill property as a cruise industry area. She stated that there is an extensive public process for selling the land if there was a proposal submitted for that property and it would require a vote of the people. There are built in handrails to avoid unwanted development.

Delong stated that the proposed timeline is a good timeframe. The public process and education will be critical in the development of the plan. Local stakeholders see the positive effects of increased tourism. Cardinell stated that she too likes the timeline but suggests consulting with other local boroughs to understand how it went for them and how the engagement process took place. Thomas stated her biggest concern is not workload but the trust and transparency and making sure that materials from meetings are publicly available. Stated that she would like members of the CVB to be apart of the public presentation to show a unified front. Also stated that she has met with Alix Pierce to discuss plan process.

9. ADJOURNMENT

Adjourned at 1:21pm.

Next meeting is scheduled for February 20th, 2024.

Chair

ATTEST: _____
Secretary