

**Minutes of Wrangell Convention & Visitors Bureau Meeting
Held on April 26, 2023**

A. WORKSHOP: None

B. CALL TO ORDER: @ 12:04 PM

C. ROLL CALL

Present: Brenda Schwartz-Yeager, Mya DeLong, Corree Delabruue, Chris Bunes

Absent: Caitlin Cardinell

Staff Present: Kate Thomas, Matt Henson

D. AMENDMENTS TO THE AGENDA: None

E. APPROVAL OF MINUTES: None

F. PERSON'S TO BE HEARD: None

G. CORRESPONDENCE

- a. April Economic Development Department Report.
 - a. Additional information about travel influencer opportunities and other media was presented. More detail regarding these two opportunities will be provided in the next board packet.

H. UNFINISHED BUSINESS: None

I. NEW BUSINESS

- a. Review and discussion of the design themes for new street banners
 - i. Draft design concepts were presented to the Board. Feedback included preference of images versus block colors, maintain adjectives, maintain travel logo (small) in corner of each banner, remove "City and Borough of Wrangell," include cultural, wildflower and maritime (fishing) images, maintain brand consistency with new images to coordinate well with colors. Staff will incorporate feedback from the board and work towards a final draft for review.
- b. Review of mobile mapping applications and approval of expenditure
 - i. Staff provided an overview of the mobile application's purpose and value, citing data reports, visitor infrastructure and offline mapping for Wrangell's points of interest. Wander is the preferred provided due to its available features in its most basic plan. Board members inquired about other funding for advertisements and promotions, asking specifically about what they would be giving up if they approved the expenditure. Staff suggested that the item be tabled until the next meeting. Staff will present the department goals and objectives, staff workplans, marketing plans and the budget detail. Approval of the mobile mapping software will be scheduled for the next board meeting following a thorough review of the plan and finances available for marketing.

J. ADJOURNMENT

Next Meeting time and date is to be determined.

Adjourned @ 1:21 PM