



City and Borough of Wrangell
Wrangell Convention and Visitors Bureau
AGENDA

Tuesday, May 21, 2024
12:00 PM

Location: Assembly Chambers

1. CALL TO ORDER

2. ROLL CALL

3. AMENDMENTS TO THE AGENDA

4. APPROVAL OF MINUTES

- [a.](#) Approval of the Wrangell Convention and Visitors Bureau regular meeting minutes from April 16th, 2024.

5. PERSON'S TO BE HEARD

6. CORRESPONDENCE

- [a.](#) Economic Development Department Report
- [b.](#) Updated Marketing and Community Development Coordinator Job Description (approved 5.14.24)

7. UNFINISHED BUSINESS

- [a.](#) Review and comment on the Visitor Survey procedures, schedule and points of interest.

8. NEW BUSINESS

- [a.](#) Review and approval of the Tourism Best Management Practices Invitation to Participate.
- [b.](#) Debrief of the Nieuw Amsterdam port call.

9. ADJOURNMENT

**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.

Chair

ATTEST: _____
Secretary

CITY & BOROUGH OF WRANGELL

Economic Development Report

May 7, 2024



CITY & BOROUGH OF WRANGELL
GATEWAY TO THE STIKINE

Item a.

**TO: HONORABLE MAYOR AND MEMBERS OF THE
ASSEMBLY OF CITY AND BOROUGH OF WRANGELL**

**CC: MASON VILLARMA, BOROUGH MANAGER
PLANNING AND ZONING COMMISSION
ECONOMIC DEVELOPMENT BOARD
WRANGELL CONVENTION AND VISITORS BUREAU**

FROM: KATE THOMAS, ECONOMIC DEVELOPMENT DIRECTOR

General Administration

- Facilitated April Planning and Zoning Meeting
- Facilitated April Wrangell Convention and Visitors Bureau Meeting
- Conducted quarterly review of Annual Workplan and documented progress
- Provided input with supporting documentation to Manager regarding evaluation procedures
- Analyzed budget detail and reviewed planned expenditures for the remainder of the year
- Attend the WPSD and Assembly joint workshop on upcoming budget
- Completed revision of Marketing and Community Development Coordinator

Economic Development

- Attended Grant Management training through the Thriving Communities program
- Started to develop the framework for a workforce development program
- Contacted the National Outdoor Leadership School to solicit them to set up a satellite campus in Wrangell for their ocean-based expedition program in the state
- Attended the Tongass Forest Plan revision cooperating agency meeting
- Participated in the Alaska Municipal League interagency transportation workshop
- Began planning for the USDOT Thriving Communities site visit scheduled for June 11-13
- Met with USFS Information Officer about the Tongass Christmas Tree
- Established an Economic Focus Group concept and initiated meetings with hospitality providers to better understand our niche selling points and opportunities for growth
- Continued planning efforts for the statewide recreation conference which will be held in Wrangell on September 18-19
- Met with Phillip Mach of Trident Seafoods to discuss future opportunities

- Met with WCA on Bridge Property developments leading to Chief Shakes tribal house
- Met with local business owners to discuss current climate and future opportunities
- Promoted Small Business Administration loan program

Planning and Zoning

- Discussed Comprehensive Plan needs with Beth McKibben at R&M Consulting
- Began planning for the Emergency Addressing project including research, outreach to Denali Borough, and facilitation of Wrangell stakeholder meeting with Police, Fire, Utilities, Public Works, Capital Facilities, AP&T and GCI
- Submitted quarterly report to the state for the Borough's SHSP grant
- Reviewed Denali Grant Funding Opportunity Announcement, drafted and submitted a grant application for \$150,000 to fund the Comprehensive Plan
- Met with Petersburg Planning Director
- Reviewed and organized GIS data for transition to ArcGIS Pro
- Conducted research on Borough Entitlement Lands, and began outlining a plan of action for zoning, surveying and productive use of those lands
- Began review of Monofil permitting needs to expand current location, or develop a new
- Completed draft MOA for Petroglyph Beach Land Use agreement
- Met with staff at Alder Top Village to discuss protective land covenants to accompany the sale agreement for all properties of the subdivision

Tourism Management

- Scheduled and facilitated tourism stakeholder meeting
- Met with Nolan Center Director on Tourism Initiatives
- Revised the Visitor Survey, identified partners and developed a schedule to draw more surveys to better inform our tourism management plan this fall
- Met with Prince of Wales Chamber of Commerce to discuss cooperative marketing and partnership opportunities in tourism

Marketing and Communications

- Met with Wander, our mobile mapping application to request an extension of our license agreement due to unmet deliverables in the first year of service. They agree to extend our license for an additional six months.
- Completed 2024/2025 Travel Guide, including Tlingit Land Acknowledgement approved by WCA
- Published Birdfest schedule and promotions, including KSTK on-air time
- Met with the Passport Unlimited program to learn about their corporate employee travel discount program
- Completed onboarding of Customer Relationship Management system, currently working towards implementation

- Completed web audit for Nolan Center, Economic Development, and Harbor Departments, currently working towards incorporating all requested revisions and updates
- Worked operations support for NCAA tournament to learn more about production
- Engaged committee group in first round of Borough Branding project
- Issued Trip Giveaway from Seattle Boat Show
- Finalized advertisements for Travel Guide of Alaska, including Breath of the Bear
- Installed new street banners downtown and facilitated ceremony with WCA
- Posted Borough social media, establishing a routine of cyclical information sharing such as jobs, meetings and events
- Conducted a media day at the Water Treatment plant, documenting the projects progress
- Obtained aerial footage of LeConte glacier
- Began distribution of Travel Guides
- Obtained aerial footage of Deep Water Port property, specifically the marine infrastructure such as the bulkhead
- Established a small design group to help with idea generation for marketing efforts
- Met with Alaska Business Magazine and Alaska Journal of Commerce to promote Port development opportunities at the former sawmill
- Finalized draft Communications Plan for implementation borough-wide
- Established marketing objectives and deliverables for the Alder Top Land sale
- Reviewed and finalized creative content for the Travel Alaska the statewide Destination Marketing Organization to ensure Wrangell is better represented on their site
- Met with Outside magazine to engage them in sponsored content to promote Wrangell as a viable place to live and work, and visit for outdoor recreation opportunities

Community Development

- Participated in See Stories with Laura Davies Class
- Facilitated USCGC John McCormick community event
- Attended Nolan Center grounds cleanup day
- Attended the USCG spring Port safety and Mass Emergency meeting
- Spoke on-air during the KSTK Pledge drive to share more about Borough Initiatives with the community
- Met with the Chamber of Commerce to discuss partner opportunities

**CITY AND BOROUGH OF WRANGELL
EMPLOYEE POSITION DESCRIPTION**

Department: Economic Development Department
Position: Marketing and Community Development Coordinator
Supervisor: Economic Development Director
Classification: Full-Time Hourly Position (non-exempt)
Salary: Grade 15 (Grade 18 effective July 1, 2024)

SUMMARY

Under the supervision and direction of the Economic Development Director the Marketing and Community Development Coordinator assists in implementing the department's strategic goals and objectives. The position focuses on visitor industry policies, plans, projects, initiatives, and other community and economic development projects and initiatives within the department's strategic goals, objectives, and work plans.

DISTINGUISHING CAREER FEATURES

This is a community and economic development position emphasizing visitor industry management and marketing. Assists in developing, organizing, and implementing Travel Wrangell's destination marketing plan and associated promotional activities and the tourism management plan and best practices program. Coordinates marketing initiatives through creative outreach to travel writers, influencers, publications, consultants, and third-party media teams. The position cultivates relationships with local, state, and regional organizations, and attends tradeshow, conferences, and meetings representing Wrangell and the visitor industry. Works cooperatively with other departments to promote all economic aspects, assets, and strengths of the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- a. Establishes relationships and communicates with industry stakeholders and local businesses.
- b. Assists with the implementation of community and economic development projects.
- c. Assists department director with administration of boards and commissions.
- d. Assists with the development, implementation, and management of the tourism management plan, marketing plan, and Tourism Best Management Practices (TBMP) program.
- e. Advises, manages, and provides staff support to the Wrangell Convention and Visitor Bureau (WCVB).
- f. Provides industry and visitor center support through front-facing visitor and stakeholder interactions.
- g. Implements the marketing and communications efforts of the Borough for economic development and visitor industry services, working cooperatively with the all-borough departments, boards and commissions, and industry businesses and organizations.
- h. Establishes creative content and promotional material for the City and Borough of Wrangell and visitor industry social media channels and other relevant platforms.

- i. Develops, maintains, and utilizes a database and communications management system for stakeholder and visitor outreach, inquiries, and analytical reporting.
- j. Develops surveys and analytical tools to track and monitor visitors, activities, inquiries, and key performance indicators.
- k. Assists with the development and design of marketing materials, including brochures, signs, travel planners, fliers, display advertising, and banners/popups.
- l. Directs the ad sales for new travel planners and other cooperative advertising efforts.
- m. Maintains, improves, and monitors the borough and travel websites and ensures they are engaging with residents, stakeholders, and visitors.
- n. Provides clerical and administrative assistance to the department with data input, financial reporting, public outreach, business support, and customer service.
- o. Represents the borough, the community of Wrangell, and the visitor industry at tradeshow, travel shows, conferences, and other industry meetings and events.
- p. Generates, organizes, and maintains a media library using user-generated content, professional service contracts, licensed and owned media, local photography, and videos.
- q. Monitors key performance indicators and evaluates the success of marketing campaigns and initiatives.
- r. Participates in developing department budgets and directs annual spending within the visitor industry.
- s. Monitors and evaluates performance metrics and key performance indicators against budget and analytics. Adapts plans to improve desired outcomes and conversation rates.
- t. Identifies and makes recommendations for new projects, programs, policies, and priorities in support of the department's strategic goals and objectives.
- u. Assists with evaluating contractor and consulting services and makes recommendations to the department director and associated boards and commissions.
- v. Assists with grant funding applications to support department programs and initiatives.

KNOWLEDGE AND SKILLS

- a. Local, regional, and state history, cultural heritage, landmarks, and attractions.
- b. Local, regional, state, and national print and digital publications and media outlets.
- c. Project management best practices and principles.
- d. Destination marketing best practices and promotional methods to enhance local business and program efforts.
- e. Social media platforms, functions, and etiquette to promote marketing campaigns including trends, content development, targeted advertisements, and scheduling.
- f. Social, legal, and political issues influencing state and local government and tourism programs including digital and print marketing, asset management, and licensing user-generated content.
- g. Organizational and project management skills necessary to align deliverables with goals, objectives, and policies.
- h. Interpersonal and communications skills required to build relationships with outside agencies, stakeholders, visitors, and residents.
- i. Public speaking skills required to deliver persuasive talks and presentations to large and varied audiences.

- j. Management and utilization of tools and equipment to develop media content including photography and videography.
- k. Technical skills necessary to comfortably develop creative content through the utilization of digital technology, equipment, and programs.
- l. Professional and creative writing competencies including copywriting, editing, and publishing skills.
- m. Familiarity with web-based CMSs such as Squarespace.
- n. Desktop computers and Microsoft programs including word processing, spreadsheets, and database software applications and programs.
- o. Graphic design standards and programs including Adobe Creative Suite (specifically InDesign, Lightroom, Photoshop), Canva, and other design software tools.

ABILITIES

- a. Communicate, concisely, and tactfully in both oral and written forms.
- b. Learn, understand, and apply the Borough's organizational policies, operations, and procedures.
- c. Understand and interpret regulations and guidelines related to assigned functions and responsibilities.
- d. Schedule, coordinate, and prioritize multiple projects and tasks as assigned and within the department's work plans.
- e. Secure cooperation and teamwork among boards, stakeholders, and committee members.
- f. Schedule, coordinate, and prioritize the work of self and others in a timely and proactive manner.
- g. Efficient and effective decision-making through critical thought and sound judgment.
- h. Requires sufficient ambulatory ability to move about to remote locations for field trips.
- i. Requires ability to work a flexible schedule to accommodate events and activities as well as travel to attend conferences and tradeshows.
- j. Auditory ability to carry on audience, ordinary, and telephonic conversation.
- k. Near and far visual acuity to read detailed maps, other printed material, computer screens and observe physical layouts.
- l. Manual and finger dexterity to write and operate computers and other office equipment.

EDUCATION AND EXPERIENCE

The position requires a high school degree; a bachelor's degree preferred or 3-5 years of working experience in a relevant field; Knowledge and/or experience of visitor marketing and destination branding, and community development project implementation. A minimum of 5 years of professional work experience is required.

LICENSES AND CERTIFICATIONS

Requires a valid Alaska Driver's License and reliable transportation. Ability to obtain a Transportation Worker Identification Card.

WORKING CONDITIONS

Work is performed mostly indoors of a primarily sedentary nature where minimal safety considerations exist. Work may at times take place in an outdoor setting on land or water, where moderate safety considerations exist.

City & Borough of Wrangell

Position Description

Position: Marketing and Community Development Coordinator	Type: Full time
Department/Site: City Hall/Nolan Center with remote possibilities	FLSA:
Evaluated by: Economic Development Director	Salary Grade:

Summary

Assists the Economic Development Director in implementing the Wrangell Convention and Visitor Bureau's marketing plan, other community promotional activities and assists with other community development activities.

Distinguishing Career Features

This is a community development position with an emphasis on tourism and marketing. Develops, organizes, and implements a tourism plan, social media presence, Tourism Best Management Practices program, and provides outreach to travel writers and influencers. The position will cultivate relationships with local, state and regional organizations, attend tradeshows, conferences and meetings representing Wrangell and the Visitor Industry. This position, under the Economic Development Department will also work on other community development projects assigned and will work cooperatively with other departments to market all economic aspects, assets, and strengths of the community.

Essential Duties and Responsibilities

- Must be knowledgeable about Wrangell, personable, and willing to visit and communicate with businesses.
- Assists with implementation of community development projects.
- Assists with the development and implementation of a tourism plan, marketing program and Tourism Best Management Program.
- Advises, manages, and provides staff support to the Wrangell Convention and Visitor Bureau.
- Implements the tourism marketing efforts of the city for business development and visitor services, working cooperatively with the Convention and Visitor Bureau, all departments, including Nolan Center, and visitor industry businesses and organizations.
- Build a social media presence, including but not limited to Facebook, Instagram, Twitter and Google directed at Visitor needs and interests
- Develop a database of visitor inquiries
- Develop surveys and analytical tools to track and monitor visitors, activities, inquiries and Key Performance Indicators
- Assists with the development and design of marketing materials, including brochures, signs, travel planners, fliers, display advertising, and banners/popups.
- Direct the ad sales for new travel planners and other cooperative advertising efforts.
- Enhance the travelwrangell.com website.
- Provide office assistance with data input, financial reporting, and customer service.
- Represent Wrangell and the Visitor Industry at tradeshows, travel shows, conferences and other industry meetings and events.
- Generate a photo, video and informational library using User Generated Content, professional services, personal/local photos and videos.

- Directs and participates in developing budgets for the Tourism program. Monitors and evaluates performance against established budgets. Identifies projects, programs, and priorities.
- Network and establish connections and partnerships with other community liaisons, local, state and regional organizations, and Destination Marketing Organizations.
- This position must be versatile and ready to assist with many different tasks and community development projects within the Economic Development Department.

Qualifications

▪ **Knowledge and Skills**

- Should be knowledgeable about Wrangell.
- Requires well-developed human relation skills to deliver persuasive talks and presentations to large and diverse audiences.
- Requires ability to plan and outline steps for project development and implement the requirements
- Requires knowledge of marketing and promotional methods to enhance local business and program efforts.
- Should have experience with Key Performance Indicators
- Knowledge of and skills in social media platforms including Facebook, Instagram, Twitter, and Google My Business and Analytics with a focus on strategic business promotion. Also requires understanding of professional social media etiquette.
- Should have experience with graphic design programs.
- Requires knowledge of how to gather content and ideas for postings, schedule postings, and create a calendar for planned events.
- Must be able and willing to take local photos and videos for posting.
- Should have copy writing, editing and publishing skills.
- Should be knowledgeable in Microsoft Office – specifically Word, Excel and Publisher.
- Requires knowledge of and sensitivity of the social, legal and political issues influencing tourism programs including online marketing, asset management, and UGC.
- Requires knowledge of research and analytics.
- Experience with identifying program funding needs and funding availability from various local, state or federal sources and applying as appropriate.

▪ **Abilities**

- Requires the ability to work independently and be self-motivated.
- Requires excellent interpersonal skills and the ability to communicate effectively with persons of diverse backgrounds.
- Requires the ability to write effectively.
- Requires the ability to use sound judgement when making decisions.
- Requires the ability to work productively and cooperatively and convey a positive image of Wrangell and its services.
- Requires computer skills.

▪ **Physical Abilities**

- Requires the ability to function primarily indoors in an office environment engaged in work of primarily a sedentary nature.
- Requires sufficient ambulatory ability to move about to remote locations and attend conferences and tradeshows.

- Requires auditory ability to carry on audience, ordinary, and telephonic conversation.
- Requires near and far visual acuity to read detailed maps, other printed material, computer screens, and observe physical layouts.
- Requires manual and finger dexterity to write and to operate microcomputers and other office equipment.

-
- **Education and Experience**

The position requires a high school degree; Associates degree or higher preferred; Knowledge and/or experience of visitor marketing and destination branding, and community development project implementation.

- **Licenses and Certificates**

Requires a valid Alaska Driver's License and reliable transportation.

- **Working Conditions**

Work is performed mostly indoors where minimal safety considerations exist.

This job/class description, describes the general nature of the work performed, representative duties as well as the typical qualifications needed for acceptable performance. It is not intended to be a complete list of all responsibilities, duties, work steps, and skills required of the job.

Agenda Item A Unfinished Business

Visitor Survey

Wrangell Convention and Visitors Bureau

AGENDA ITEM

May 21, 2025

Information: Staff have selected specific cruise ship port call days to conduct surveys. The CVB is invited to provide review and comment on staff's selection of preferred dates. Staff are also looking for input on what days of the year surveys should be conducted to solicit input from independent travelers and from what location.

Attachments: Wrangell Cruise Ship schedule with selected dates to conduct surveys.

Wrangell Visitor's Survey

* Required

1. If you live in the United States, please select the region where you live. *

- US Northeast
- US Southwest
- US West
- US Southeast
- US Southwest

2. If you live outside of the United States, please select the region where you live. *

- Asia
- Asia- Pacific
- Europe
- North America
- Central America
- South America

Africa

3. How did you get here? *

Airplane

Cruise Ship

Ferry

Yacht or other Luxury Boat

Fishing Vessel

Other

4. What was the duration of your stay? *

Less than 24 hours

1-3 Days

4-7 Days

More than a week.

5. How did you hear about Wrangell? *

Internet Search

Social Media

Word of Mouth

- Print Travel Publication
- Travel Agency
- Other

6. What is the primary purpose of your trip? *

- Leisure
- Recreation
- Business
- Special Event
- Family Visit
- Other

7. What do you plan to visit while you are here? (You can select places you have already visited) *

- Petroglpyh Beach
- The Wrangell Museum
- Chief Shakes House
- Totem Park
- Downtown Businesses
- Le Conte Glacier
- Shakes Glacier

Anan Observatory

Mount Dewey

Rainbow Falls

Other

8. How would you rate your overall experience in Wrangell? (5 being the best) *



9. Is there anything that would make your Wrangell experience better? Was there anything that made your experience particularly difficult?

Enter your answer

10. If you would like to be included in future publications from Wrangell please provide your email.

Enter your answer



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Item a.

2024 CRUISE SHIP SCHEDULE

UPDATED 05/14/2024



Item a.

MONTH	DATE	DAY	SHIP	ARRIVAL	DEPARTURE	PAX CAPACITY
MAY	9	THURS	NG SEA LION	7:00	15:00	62
	13	MON	NG SEA LION	7:00	15:00	62
	16	THURS	NIEUW AMSTERDAM	8:00	19:00	2160
	16	THURS	ALASKAN DREAM	7:30	16:00	40
	17	FRI	SILVER SHADOW	9:00	18:00	392
	19	SUN	SEABOURN ODYSSEY	10:00	19:00	450
	19-20	SUN-MON	AMERICAN CONSTELLATION	12:00	12:00	170
**	20	MON	ROALD AMUNDSEN	10:00	18:00	
	23	THURS	ALASKAN DREAM	7:30	16:00	40
	24	FRI	NG SEA BIRD	7:00	15:00	62
	25	SAT	BARANOF DREAM	7:30	16:00	49
	28	TUES	NG SEA BIRD	7:00	15:00	62
	28	TUES	ALASKAN DREAM	7:30	16:00	40
	30	THURS	BARANOF DREAM	7:30	16:00	49
	31	FRI	AMERICAN CONSTELLATION	21:30	-	170
JUNE	1	SAT	AMERICAN CONSTELLATION	-	18:00	-
	2	SUN	SEABOURN ODYSSEY	8:00	18:00	450
**	6	THURS	ROALD AMUNDSEN	8:00	18:00	
	6	THURS	ALASKAN DREAM	7:30	16:00	40
	7 - 8	FRI-SAT	AMERICAN CONSTELLATION	21:30	18:00	170
	9	SUN	BARANOF DREAM	7:30	16:00	49
	11	TUES	NG SEA LION	7:00	15:00	62
	11	TUES	ALASKAN DREAM	7:30	16:00	40
	11	TUES	SILVER MUSE	8:00	14:00	596
	13	THURS	NG SEA BIRD	7:00	15:00	62
	13	THURS	ROALD AMUNDSEN	10:00	18:00	530
	14 - 15	FRI-SAT	AMERICAN CONSTELLATION	21:30	18:00	170
	15	SAT	NG SEA LION	7:00	15:00	62
	15	SAT	BARANOF DREAM	7:30	16:00	49
	17	MON	NG SEA BIRD	7:00	15:00	62
	21	FRI	ALASKAN DREAM	7:30	16:00	40
	24-25	MON-TUES	AMERICAN CONSTELLATION	12:00	18:00	170
	25	TUES	SILVER MUSE	8:00	14:00	596
	25	TUES	SEABOURN ODYSSEY	10:00	19:00	450
	26	WED	ALASKAN DREAM	7:30	16:00	40
	26	WED	BARANOF DREAM	7:30	16:00	49
	30	SUN	ROALD AMUNDSEN	8:00	18:00	530

2024 CRUISE SHIP SCHEDULE

UPDATED 05/14/2024



Item a.

JULY	1	MON	NG SEA LION	7:00	15:00	62
	1	MON	BARANOF DREAM	7:30	16:00	49
	3	WED	NG SEA BIRD	7:00	15:00	62
	4 - 5	THURS-FRI	AMERICAN CONSTELLATION	12:00	18:00	170
	5	FRI	NG SEA LION	7:00	15:00	62
	7	SUN	NG SEA BIRD	7:00	15:00	62
	7	SUN	SEABOURN ODYSSEY	8:00	18:00	450
	7	SUN	ROALD AMUNDSEN	9:00	18:00	530
	9	TUES	ALASKAN DREAM	7:30	16:00	40
	13	SAT	BARANOF DREAM	7:30	16:00	49
	13-14	SAT-SUN	AMERICAN CONSTELLATION	12:00	18:00	170
	16	TUES	VIKING ORION	8:00	18:00	930
	18	THURS	QUEEN ELIZABETH	9:00	17:00	2081
	19	FRI	ALASKAN DREAM	7:30	16:00	40
	19	FRI	BARANOF DREAM	7:30	16:00	49
	21	SUN	SEABOURN ODYSSEY	8:00	18:00	450
	21-22	SUN-MON	AMERICAN CONSTELLATION	21:30	18:00	170
	23	TUES	NG SEA BIRD	7:00	15:00	62
	25	THURS	CRYSTAL SERENITY	8:00	16:00	740
	25	THURS	ADMIRALTY DREAM	7:30	16:00	54
	25-26	THURS	HANSEATIC SPIRIT	22:00	20:00	230
	26	FRI	ALASKAN DREAM	7:30	16:00	40
	27	SAT	NG SEA BIRD	7:00	15:00	62
	28-29	SUN-MON	AMERICAN CONSTELLATION	21:30	18:00	170
	29	MON	QUEEN ELIZABETH	10:00	18:00	2081
	30	TUES	BARANOF DREAM	7:30	16:00	49
	31	WED	NG SEA LION	7:00	15:00	62
AUG	1	THURS	ALASKAN DREAM	7:30	16:00	40
	2	FRI	ROALD AMUNDSEN	10:00	18:00	530
	3	SAT	HANSEATIC SPIRIT	7:00	23:59	230
	4	SUN	NG SEA LION	7:00	15:00	62
	4	SUN	SEABOURN ODYSSEY	8:00	18:00	450
	4	SUN	ALASKAN DREAM	7:30	16:00	40
	6	TUES	BARANOF DREAM	7:30	16:00	49
	7-8	WED-THURS	AMERICAN CONSTELLATION	12:00	18:00	170
	8	THURS	ROALD AMUNDSEN	9:00	18:00	530
	12	MON	NG SEA BIRD	7:00	15:00	62
	13	TUES	SILVER MUSE	8:00	14:00	596

2024 CRUISE SHIP SCHEDULE

UPDATED 05/14/2024



Item a.

	14	WED	ALASKAN DREAM	7:30	16:00	40
	15	THURS	BARANOF DREAM	7:30	16:00	49
	16	FRI	NG SEA BIRD	7:00	15:00	62
	17-18	SAT-SUN	AMERICAN CONSTELLATION	12:00	18:30	170
	18	SUN	SEABOURN ODYSSEY	8:00	18:00	450
	20	TUES	ALASKAN DREAM	7:30	16:00	40
	20	TUES	BARANOF DREAM	7:30	16:00	49
	20	TUES	NG SEA LION	7:00	15:00	62
	24	SAT	NG SEA LION	7:00	15:00	62
	24	SAT	AMERICAN CONSTELLATION	12:00	18:00	170
	29	THURS	ALASKAN DREAM	7:30	16:00	40
	30	FRI	SILVER MUSE	8:00	14:00	596
	31	SAT	BARANOF DREAM	7:30	16:00	49
	31	SAT	AMERICAN CONSTELLATION	12:00	18:00	170
SEPT						
	3	TUES	ALASKAN DREAM	7:30	16:00	40
	5	THURS	SEABOURN ODYSSEY	8:00	18:00	450
	5	THURS	BARANOF DREAM	7:30	16:00	49
	7-8	SAT-SUN	AMERICAN CONSTELLATION	21:30	18:00	170
	12	THURS	REGATTA	9:30	15:00	684
	13	FRI	ALASKAN DREAM	7:30	16:00	40
	14	SUN	AMERICAN CONSTELLATION	12:00	18:00	170
	15	SUN	FRIDTJOF NANSEN	10:00	17:00	530
	23-24	MON-TUES	AMERICAN CONSTELLATION	8:30	8:00	170
PAX TOTAL						25132

* Denotes call time change

** Denotes Added or Cancelled Call

Agenda Item A New Business

Tourism Best Management Practices

Wrangell Convention and Visitors Bureau
AGENDA ITEM
May 21, 2025

Information: Staff have revised the invitation to participate geared towards stakeholders. The intent of the letter is to convey the importance of the program and how it serves the businesses and stakeholders that enroll in the program. Past enrollment was extremely low. Some community stakeholders and partners remain skeptical of the program. Staff are seeking input from CVB members on the contents of the letter. Likewise, staff are requesting that all CVB members who operate businesses within the tourism industry take the leap to sign onto the program. Staff are strategizing ways to better promote the program and encourage participation. Feedback from the CVB is welcome.

Attachments: 1. Invitation to Participate, 2. TBMPs 2024, 3. Stikine River Etiquette

Dear Valued Tourism Stakeholder,

On behalf of Travel Wrangell and the local Convention and Visitors Bureau, we invite you to participate in the Tourism Best Management Practices (TBMP) program. This collaborative initiative is designed to elevate the visitor experience in Wrangell while fostering a thriving tourism industry for all stakeholders, including non-resident companies like cruise lines.

By joining the TBMP program, your business gains a competitive edge through its commitment to excellence. The program establishes clear guidelines for service, product quality, and safety, assuring residents and potential clients of a consistently positive quality of life and experience in Wrangell.

Benefits of Participation:

Stronger Community and Relationships: TBMP fosters collaboration between businesses, residents, and government, addressing concerns and promoting a tourism industry that benefits all. It also encourages cooperation between cruise lines (and other non-resident business) and the Wrangell tourism community, fostering open communication and a foundation for a mutually beneficial partnership.

Enhanced Visitor Experience: By adhering to TBMP guidelines, you contribute to creating a positive and memorable experience for our visitors, fostering repeat visits and positive word-of-mouth promotion.

Sustainable Practices: The program promotes responsible tourism practices that minimize environmental impact and supports the well-being of Wrangell's residents to ensure the long-term viability of Wrangell as a destination. This aligns with the growing trend of sustainable tourism practices valued by today's travelers.

Industry Leadership: Your participation demonstrates your commitment to excellence and sets a high standard for others to follow, attracting responsible travelers and enhancing Wrangell's reputation.

TBMP – A Collaborative Approach: By joining TBMP, you demonstrate your commitment to a thriving and sustainable tourism industry in Wrangell. Together, we can create a destination that benefits residents, visitors, and businesses alike.

This program is a joint effort involving Wrangell tour operators, cruise lines, transportation providers, merchants, hospitality businesses, the U.S. Forest Service Tongass National Forest, the Wrangell Convention and Visitors Bureau and Travel Wrangell.

Review the TBMP program details at TravelWrangell.com.

Please RSVP mhenson@wrangell.com by June 1, 2024, to confirm your participation.

We look forward to welcoming you to the TBMP program and working together to make Wrangell a top tourist destination.

Best regards,

Travel Wrangell,

Your destination marketing organization.

TRAVEL OUTSIDE THE LINES

WRANGELL

TOURISM BEST MANAGEMENT PRACTICES

FOR THE 2024 SEASON

TRAVEL OUTSIDE THE LINES
WRANGELL

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INTRODUCTION AND PURPOSE

Tourism Best Management Practices (TBMP) are intended to minimize the impacts of tourism in a manner which addresses both resident and industry concerns and enhances Wrangell's visitor experience. This program is a cooperative effort of Wrangell tour operators, cruise lines, transportation providers, merchants, hospitality businesses, tour brokers, the U.S.F.S Tongass National Forest, and the City and Borough of Wrangell (CBW). These guidelines, however, do not replace applicable city, state, or federal regulations. By actively participating in this voluntary program, participants demonstrate their commitment to address key community concerns. It is equally important for residents to help operators and the CBW monitor the success of this program by providing constructive feedback via the Tourism Best Management Practices Hotline or email. Using the TBMP email address info@travelwrangell.com is the best method to ensure that your concern is viewed and responded to in a timely and efficient manner and for staff to report back to you regarding your issue. You may also register any tourism related concerns by calling the hotline phone number, 907-874-2829 and leave a detailed voice message. TBMP encourages the community to utilize the email and phone hotline to register comments (see General Agreements section e) Residents are also encouraged to provide positive feedback via the email/hotline to recognize participants who are making a difference by following the guidelines and operating their business in a courteous and neighborhood-friendly manner. Being informed of residents' observations and concerns allows participants to consider the way in which they conduct their business to minimize impacts on the community.

In consideration of all visitors, local residents, and fellow industry employees and businesses, the following guidelines are in place in an effort to maintain a friendly business atmosphere and an aesthetically welcoming environment in Wrangell. Agreeing to sign on to the program also expresses your support of the program, which is in place to allow members to work cooperatively to minimize impacts, address industry growth, and protect the very qualities that make Wrangell a great place to live and to visit. The CBW Assembly applauds the signatories to this document for their efforts on behalf of the community and the visitors they serve to provide a safe and enjoyable visitor experience.

The goal of TBMP is to address real and potential impacts in the community and residents' concerns from increased tourism and visitation. Participation in Wrangell's TBMP will encourage further collaboration with the Convention and Visitor Bureau and Wrangell businesses and will support efforts to address and promote Wrangell as a great place to live and wonderful destination to visit.

TRANSPORTATION AND VEHICLES

- a. Sightseeing vehicle drivers agree not to impede normal traffic flow by slowing down or stopping in driving lanes for sightseeing opportunities.
- b. Drivers will use appropriate loading and unloading zones.
- c. Driving beyond 13 Mile Zimovia Highway on USFS Roads - Tourbus drivers will be attentive and considerate to oncoming vehicles and work to allow safe passage by using pullouts/wider areas of the roadways. They will also attempt to move to the side of the road when viewing wildlife or pausing for interpretive narration to allow other vehicles to pass.

TRAILS AND TRAILHEADS

- a. Trailhead Parking: Operators agree to use trailhead parking in a courteous and responsible manner and to pay special attention to independent users and adjacent residents.
- b. Petroglyph Beach: Drivers shall be considerate to local residents' properties along Grave St. (the short road down to the entrance to Petroglyph Beach). When possible, parking of buses and vans across Evergreen on Grave St. will occur. Communication between operators prior to arrival can help facilitate coordinated parking and positive flow.
- c. Operators utilizing Mt. Dewey Trail should not park at the trailhead. Only active loading and unloading should occur at the trailhead.
- d. When two hiking groups pass each other, trail etiquette should be followed, i.e., larger groups give way to smaller groups or individuals, hikers coming up hill have the right-of-way.
- e. No litter should be left on the trails - pack it in, pack it out.

CRUISE SHIPS

- a. Emission Standards: All cruise vessels agree to comply with the Marine Vessel Visible Emissions Standards (18AAC 50-.070) and take all available and reasonable steps to minimize visible stack effluents while in port.
- b. Small Cruise vessels moored at the Summer float need to be courteous of other vessels and passengers. Maximize dock space, minimize equipment and trash, and be conscious of lines and hoses to accommodate as many vessels and dock users as possible.
- c. P.A. Announcements: Cruise lines will minimize vessel announcements, whistle signals, and onboard outdoor entertainment while in port.
- d. Lightering vessels must coordinate with Port staff as to which float to use and concentrate vessels and passengers in area directed to minimize conflicts with other vessels and dock users.
- e. Cruise ships should not put their trash in the receptacles on the cul-de-sac but arrange ahead of time with the Borough for a trash pick-up.

DOCKS AND HARBORS

- a. Wrangell Port and Harbors will ensure there are adequate trash receptacles within the City Dock Cul-de-sac, and they are emptied regularly.
- b. Wrangell Port and Harbors will limit vehicular access within the cul-de-sac on cruise ship days to operators or necessary personnel to reduce safety hazards between service operators and passengers. Parking is limited and all parties must work together to minimize transportation issues.
- c. A pre-season meeting will be held between Port staff, operators, Police and adjacent landowners regarding dock access, parking, and other issues.
- d. Vessels utilizing the summer floats need to maximize dock space to accommodate as many vessels as possible. On heavy use days, vessels should not be idling while waiting for passengers to minimize fumes and noise. Idling should occur once passengers are loaded and away from the summer float. Vessels will be efficient as possible and not linger any longer than necessary when returning from or departing for a tour.

- e. Operators using the summer floats need to maintain a safe walking path if gear and equipment is being stacked and staged for an immediate upcoming use.
- f. Users of the fish cleaning table must keep fish and gear consolidated and cleaned after use.
- g. Operators should use the vessel loading zone on Reliance Dock only for actively loading and unloading vessels, unless necessary for boats to remain due to extenuating circumstances such as extreme tides.
- h. Operators utilizing Harbor provided dock carts should always return them to the top of the ramp.

MARINE TOURS, SIGHTSEEING, SPORT FISHING

- a. Operators on the Stikine River should follow the Stikine River Etiquette (attached), such as call yourself in/out of sloughs, radio the group about paddlers/locations, minimize wakes, leave the deep water for the bigger boats.
- b. Operators agree to comply with the Marine Mammal Protection Act and all other state and federal regulations for land and water use.
- c. Always be mindful of boat wake on canoes, kayaks and other non-motorized vessels.
- d. Operators agree to comply with USFS regulations on site at the Anan Bear and Wildlife Observatory.

RESTAURANTS, HOSPITALITY BUSINESSES AND RETAIL (INCLUDING TEMPORARY VENDORS)

- a. Merchants will be responsible for sweeping the sidewalk immediately in front of their establishment, will pick up and properly dispose of all litter and cigarette butts into the proper receptacle and avoid sweeping litter into the street. (WMC13.04.010)
- b. Vendors wanting booths or tablespace near the cul-de-sac need to get permission from the owner of the Stikine Inn.
- c. Vendors wanting to set up on public land or right-of-way need to review the City Code (WMC 6.08 and 6.10) or seek permission from the private landowner.

- d. Merchandise and sandwich boards should not block sidewalks, should only be placed on private property with permission and placed so as not to block vehicular site distance or parking.

GENERAL AGREEMENTS

- a. Participating businesses will encourage good stewardship and promote local commerce from their clients and visitors. Likewise, clients and visitors will be directed to public facilities for conveniences such as restrooms, instead of entering private businesses for such services.
- b. The Cruise Ship calendar will be distributed online and posted on the travelwrangell.com website for residents and businesses pre-season and as changes are made to help with planning and awareness.
- c. Contact Name: TBMP participants agree to provide the WCVB with a contact name, telephone number, and email address.
- d. Work Session: Participants agree to participate in an annual work session to discuss progress made in attaining program goals.
- e. RESPONSE TO TBMP HOTLINE: An important ingredient towards a successful TBMP program is consistent, respectful, and prompt responses to the tourism hotline messages. Participants agree to respond within 3 business days to calls and emails received directly and via the Tourism Best Management Practices Hotline as long as callers provide sufficient details to allow businesses to address the issue. Participants also agree to copy the TBMP Hotline administrator as to the result of their interaction with the caller. Callers will be asked to communicate as much information as possible, including name of participant business, description of the aircraft, watercraft, or vehicle, and date and approximate time of observation. Callers will also be asked to leave a name, phone number, and/or email address so the participants may respond. Callers are also encouraged to provide positive feedback via the hotline to recognize participants who are making a difference by following the guidelines and operating their business in a courteous and neighborhood-friendly manner.

HEALTH PROTOCOL GUIDANCE

Section 8 Health Protocol Guidance is not a mandatory guideline required to sign on to TBMP but added in order to make participants aware of some best practices towards providing a healthy and safe visitor experience. We strongly recommend participants follow best practices to create, update, and implement a health mitigation plan. Overall guidance coming from the federal, state, regional and local levels will continue to change into the future. The cruise industry is working closely with communities in the region to help formulate procedures and protocols consistent throughout the region.

All TBMP participants are highly encouraged to put the appropriate measures in place to mitigate the potential transmission of highly contagious viral diseases including but not limited to Norovirus Gastroenteritis and COVID-19. Because businesses are different and operate in a myriad of ways, it is highly recommended that each business has a health and sanitation plan for staff and guests tailored to their operations and that the plan is maintained and updated as needed. TBMP participants are encouraged to train staff and monitor and enforce policy implementation as required by applicable local, state and federal regulations and mandates.

PROGRAM CONTACTS

Participating businesses are responsible for managing this program and for promoting its objectives through a variety of means. These may include press releases, public service announcements, brochures, newspaper inserts, additional print media, and other appropriate means. This may also include contacting other businesses who have not signed on to the program and encouraging them to join with other visitor industry businesses. The CBW supports and endorses the Tourism Best Management Practices program and encourages all to participate.

LINKS TO RELEVANT REGULATIONS

- a. Marine Vessel Visible Emission Standards ([18 AAC 50.070](#))
- b. [US Coast Guard information for signaling in restricted visibility](#)
- c. [Marine Mammal Protection Act and Endangered Species Act Regulations](#)
- d. [Stikine-LeConte Wilderness Best Management Practices](#)
- e. Stikine River Etiquette Brochure (see attached)

STIKINE RIVER ETIQUETTE GUIDLINES

TRAVEL OUTSIDE THE LINES
WRANGELL



WELCOME TO THE STIKINE RIVER!

It is one of four transborder rivers in North America under an international treaty. Following are some suggestions designed to allow a safe, enjoyable visit to this area, by all users. Please remember that although the Stikine offers a pristine experience, it is a navigable under international rules of the road. Be prepared to enter the world of multiple users in the US portion of the lower river. Traffic from local public use, as well as commercially operated tours, can be expected. Please contact the Wrangell Chamber of Commerce at (907) 874-3901 or PO Box 49, Wrangell, Alaska 99929; the Wrangell Ranger District; or any tour operator for information. We recommend all boaters carry a VHF radio and monitor marine channel 16. In the lower river, commercial operators can contact emergency personnel through radio repeaters.

KNOW THE INTERNATIONAL RULES OF THE ROAD.

A prudent operator will give way to craft(s) going with the current when or wherever possible, but remember it is the responsibility of each operator to avoid collisions. Boaters meeting on the river can pass on either side, but normally pass as on US highways (port side to port side). Rules of good seamanship require the use of good judgment over written text, in avoiding potentially dangerous situations. Boaters, motorized or non-motorized, may not block passage of other craft. Non-motorized craft should move to the side of the channel when they hear motorized craft approaching from either direction. Motorized craft need a couple of feet of water depth to come off step. Motorized craft should slow to their minimum planing speed when in channels with limited visibility. Be aware of your surroundings. Think about your position relative to the surrounding water and topography. Kayaks and canoes by nature, sit low in the water and are difficult to see. No one can see around a corner. Use common sense to avoid collisions; right-of-way is a guideline.

WATCH YOUR WAKE

When passing boats and people ashore, you, as a power boat operator, are responsible for your wake. Be courteous and respect others ashore and in other craft. Steer clear, slow down to a minimum (bare steerage) if possible. Allow rivers users to enjoy their activity safely. A fast moving boat on step creates a smaller wake, but remember you are responsible for the safe handling of your boat.



FIREARMS, ALCOHOL, AND BOATS DON'T MIX

Use them with discretion and common sense. Remember discharging firearms at recreational sites is extremely dangerous. Please do not drink and drive. Accidents occur more commonly than one might think.

CHOOSE A GOOD PLACE TO CAMP

Camping on sandbars and beaches reduces damage to plants and soil, caused by foot traffic and allows high water to wash away evidence of your camp. Camping in these places will help you enjoy your trip by avoiding a lot of the bugs, and possible conflicts with wildlife. Firewood is more plentiful on sand and gravel bars.

POTTY STOPS

Human waste disposal is a concern on the river. Take care of your waste by using a portable toilet or digging a hole, 6-8" deep, and filling the hole when done. Please be respectful of cabin permit holders if you need to use an outhouse at a cabin.

KEEP OUR RIVER CLEAN

Garbage facilities and trash collection do not exist on the Stikine River. If you pack it in - you pack it out. Don't be shy about packing out more than you packed in. Recycle whenever possible. Never sink cans or bottles under water. Cigarette butts don't belong on the ground or in the river. These items don't disintegrate. Before leaving your campsite, make a final check for all personal belongings and trash, big or small.

LOOKING FOR A CABIN?

Private cabins exist on the river. Respect the rights of private property. The US Forrest Service maintains public recreation cabins within the Stikine-LeConte Wilderness as provided for by the Alaska National Interest Lands Conservation Act (ANILCA). These cabins may be rented by prior arrangement at www.recreation.gov. Please contact the Wrangell Ranger District at PO Box 51 or 526 Bennett Street. Wrangell, Alaska 99929, (907) 874-2323, for more information.

These points of etiquette are brought to you through a joint effort of Stikine River users from Wrangell. We believe most problems can be easily resolved if we all talk to each other and treat others as we would like to be treated. Your Stikine River trip is through back country areas with limited access and communication. Be prepared to be self-sufficient. Remember there is no one home at "911". Thank you for your cooperation



Agenda Item B New Business

Debrief of the Nieuw Amsterdam

Wrangell Convention and Visitors Bureau

AGENDA ITEM

May 21, 2025

Information: Staff have crafted an outline with prompts to debrief the Nieuw Amsterdam Port call. Reference the prompts below for discussion.

1. Did the cruise passengers seem aware of the marketing efforts by the CVB?
2. Did the cruise line staff effectively promote local tours, attractions, and businesses to passengers?
3. What feedback did you receive from passengers about their experience in our city?
4. Did passengers encounter any challenges navigating the city?
5. Did passengers seem engaged in spending money at local businesses?
6. Were there particular businesses or attractions that seemed to benefit most from the port call?
7. Did the cruise line provide all necessary information and collaborate effectively with the CVB?
8. What opportunities exist to further improve the cruise passenger experience in our city?
9. How can the CVB better support future cruise ship visits and maximize their economic impact?
10. Based on the debrief, what are the main action items that need to be addressed for future collaborations with cruise lines?

Attachments: 1. Press Release



City and Borough of Wrangell welcomes the MS Nieuw Amsterdam

PRESS RELEASE
FOR IMMEDIATE RELEASE

WRANGELL, Alaska, May 15th, 2024 – Kate Thomas, Economic Development Director

The City and Borough of Wrangell welcomes the MS Nieuw Amsterdam on Thursday, May 16th from 8:00 AM to 7:00 PM. The Nieuw Amsterdam is the first large vessel of Wrangell’s Tourism season with nearly 2,000 passengers aboard.

The City and Borough of Wrangell expects a significant increase in pedestrian traffic and water traffic and asks residents to be mindful and courteous to visiting guests and charter vessels. Increased traffic will likely be centralized to City Dock, Front Street, Outer Drive and the Summer Floats at City Dock.

The Nieuw Amsterdam is one of three vessels calling on Wrangell in 2024 with over 2,000 passengers on board. For the most up-to-date cruise ship schedule, visit <https://travelwrangell.com/cruise-ship-calendar>. For additional information, call Kate Thomas, Economic Development Director at (907) 874-2381 or by email at kthomas@wrangell.com.

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