



City and Borough of Wrangell
Wrangell Convention & Visitors Bureau
AGENDA

Tuesday, January 21, 2025
12:00 PM

Location: Borough Assembly Chambers
City Hall

1. CALL TO ORDER

2. ROLL CALL

3. AMENDMENTS TO THE AGENDA

4. APPROVAL OF MINUTES

- a. Approval of the WCVB Regular Meeting from October 15, 2024.

5. DEPARTMENT REPORT

[The](#) final proof of the Travel Wrangell Iconic Alaska Adventure Itinerary.

[Recent](#) updates to the 2025 Cruise Ship Schedule.

6. CORRESPONDENCE

- a. Letter of Request from Olivia Strano

7. PERSON'S TO BE HEARD

8. UNFINISHED BUSINESS

9. NEW BUSINESS

- a. Review of suggested revisions for the 2025 Travel Guide.
- b. Discussion of the upcoming tourism research and resident survey project.

10. MEMBER REPORTS AND ANNOUNCEMENTS

11. ADJOURNMENT

**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

YOUR ICONIC ALASKAN ITINERARY

TRAVEL OUTSIDE THE LINES

WRANGELL



one flight.
one town.
all the adventure.

DAY 1

ARRIVAL & PETROGLYPH BEACH

10am | Wrangell welcomes you.
Settle in, breathe deep.



WRANGELL ISLAND IS ONLY A 4 HOUR FLIGHT FROM SEATTLE
OR A THREE DAY FERRY RIDE FROM BELLINGHAM THROUGH THE INSIDE PASSAGE



1pm | Explore Petroglyph Beach State Historic Site or tee off
at the par 70 championship course (with disc golf too!)

CHECK RESTAURANT SPECIALS FOR LOCAL ROCKFISH, HALIBUT
SHRIMP AND MORE...

5

DAY 2



GLACIER TOUR & HIKE

9am

Depart from City Dock in a heated jet boat for the sparkling ice fields of LeConte Bay



HUNDREDS OF
WATERFALLS LINE
THE MASSIVE FJORD

5pm | Why not try a halibut bacon pizza, or local fish and chips!

FOLLOW IN JOHN MUIR'S FOOTSTEPS BY CLIMBING THE
HALF-MILE MT. DEWEY TRAIL FOR A STUNNING OVERLOOK
OF WRANGELL AND THE SURROUNDING ISLAND



DAY 3

ANAN BEAR AND WILDLIFE OBSERVATORY

*Available late June-Early September

WORLD CLASS PHOTOGRAPHY
OPPORTUNITY!

8am

Follow a local expert bear guide down an ancient rainforest path to the creekside observation deck



Watch from feet away as wild black bears brown bears and eagles catch & feast on spawning pacific salmon

3pm

Return to Wrangell and explore the historic heart of Front Street.

ANAN UNAVAILABLE? CHARTER A FISHING T
AND BRING HOME THE TASTE OF ALASKA

7

OVERNIGHT CAMPING
SHELTERS TAKE IT TO
THE NEXT LEVEL

DAY 4



HIKING & PADDLING

9am

Choose a trail, enter the Tongass National Forest. Bring water and bear spray, return with awe and connection to these wild lands



2pm

Rent kayaks or canoes to explore the rugged island shorelines and bask in the abundance of seaweed, starfish, shorebirds and more



JOIN THE WRANGELL PUB SCENE! MEET LOCALS, SHARE STORIES, AND ENJOY THE TOWN'S FRIENDLY FRONTIER ATMOSPHERE

DAY 5

NATIVE CULTURE AND MARINE WILDLIFE

9am

Explore centuries of history at the Wrangell Museum, Kiks.ádi Totem Park, and Chief Shake's Island



LUNCH OPTIONS MAY INCLUDE A SHRIMP BASKET, BURGERS, SMOKED SALMON BAGEL, OR HALIBUT MAC AND CHEESE...

1pm

Board a boat charter for a chance to observe humpback and orca whales, sea otters, sea lions, and seals



DAY 6



THE STIKINE RIVER WILDERNESS

8am

Meet your local jet boat captain at City Dock and set out across the 18 miles of tidal sand flats to the river's mouth

EXPERIENCE AN ENDLESS PRISTINE WILDERNESS
OF WATERFALLS, A GLACIAL LAKE, AND
ABUNDANT WILDLIFE

3pm

Catch the afternoon flight back to Seattle or continue the Alaskan adventure north to Petersburg, Juneau and beyond...

10



WRANGELL IS WAITING

UNCOVER YOUR NEXT ALASKAN ADVENTURE
Find out more at travelwrangell.com



2025 CRUISE SHIP SCHEDULE - DRAFT

UPDATED 01/13/2025



MONTH	DATE	DAY	SHIP	ARRIVAL	DEPARTURE	PAX CAPACITY
MAY	8	THURS	ROALD AMUNDSEN	9:00	18:00	530
	15	THURS	NIEUW AMSTERDAM	8:00	19:00	2100
	16 -17	FRI - SAT	AMERICAN CONSTITUTION	12:00	12:00 ⁺¹	170
	18 - 19	SUN - MON	AMERICAN CONSTELLATION	12:00	12:00 ⁺¹	170
	19	MON	GRAND PRINCESS	7:00	15:00	2600
	20	TUES	SILVER NOVA	8:00	14:00	
	21	WED	NG SEA BIRD	7:00	15:00	60
	25	SUN	NG SEA BIRD	7:00	15:00	60
	25	SUN	ROALD AMUNDSEN	8:00	18:00	530
	25	SUN	SEABOURN QUEST	10:00	19:00	450
	27	TUES	SILVER MOON	7:00	14:00	623
	28	WED	VIKING VENUS	8:00	19:00	930
	28-29	WED-THURS	AMERICAN CONSTITUTION	21:30	18:00 ⁺¹	170
	30	FRI	NG SEA LION	7:00	15:00	60
	30	FRI	SEVEN SEAS EXPLORER	12:00	19:00	750
	30-31	FRI-SAT	AMERICAN CONSTELLATION	21:30	18:00 ⁺¹	170
	JUNE	1	SUN	ROALD AMUNDSEN	9:00	18:00
2		MON	RIVIERA	7:00	17:00	1250
3		TUES	NG SEA LION	7:00	15:00	60
3		TUES	SILVER NOVA	8:00	14:00	
3		TUES	VIKING VENUS	8:00	16:00	930
4-5		WED-THURS	AMERICAN CONSTITUTION	21:30	18:00 ⁺¹	170
5-6		FRI-SAT	AMERICAN CONSTELLATION	21:30	18:00 ⁺¹	170
8		SUN	SEABOURN QUEST	8:00	18:00	450
9		MON	VIKING ORION	8:00	17:00	930
10		TUES	NG SEA BIRD	7:00	15:00	60
10		SUN	RUBY PRINCESS	7:00	17:00	3082
13-14		FRI-SAT	AMERICAN CONSTELLATION	9:30	04:00 ⁺¹	170
14-15		SAT-SUN	AMERICAN CONSTITUTION	12:00	18:00 ⁺¹	170
14		SAT	NG SEA BIRD	7:00	15:00	60
17		TUES	SILVER NOVA	8:00	14:00	623
18		WED	ROALD AMUNDSEN	9:00	18:00	530
19		THURS	NG SEA LION	7:00	15:00	60
22		SUN	SEABOURN QUEST	9:00	18:00	450
23		MON	NG SEA LION	7:00	15:00	60
23		MON	RIVIERA	7:00	17:00	1250
23-24		MON-TUES	AMERICAN CONSTELLATION	12:00	12:30 ⁺¹	170
24-25		TUES-WED	AMERICAN CONSTITUTION	13:00	18:00 ⁺¹	170
25		WED	ROALD AMUNDSEN	9:00	18:00	530
29	SUN	VIKING ORION	8:00	16:00	930	

2025 CRUISE SHIP SCHEDULE - DRAFT

UPDATED 01/13/2025



JUNE	30	MON	NG SEA BIRD	7:00	15:00	60
JULY	1	TUES	SILVER NOVA	8:00	14:00	
	3	THURS	WESTERDAM	8:00	17:00	1848
	3-4	THURS-FRI	AMERICAN CONSTELLATION	12:00	12:30 ⁺¹	170
	4	FRI	NG SEA BIRD	7:00	15:00	60
	4	FRI	RIVIERA	9:00	19:00	1250
	4-5	FRI-SAT	AMERICAN CONSTITUTION	13:00	18:00 ⁺¹	170
	5	SAT	VILLA VIE ODDYSEY	6:30	17:00	650
	6	SUN	SEABOURN QUEST	8:00	18:00	450
	11-12	FRI-SAT	AMERICAN CONSTITUTION	21:30	18:00 ⁺¹	170
	13	SUN	VIKING VENUS	8:00	16:00	930
	13-14	SUN-MON	AMERICAN CONSTELLATION	12:00	18:00 ⁺¹	170
	15	TUES	SILVER NOVA	8:00	14:00	
	18-19	FRI-SAT	AMERICAN CONSTITUTION	21:30	18:00 ⁺¹	170
	20	SUN	NG SEA BIRD	7:00	15:00	60
	20-21	SUN-MON	AMERICAN CONSTELLATION	21:30	18:00 ⁺¹	170
	21	MON	ROALD AMUNDSEN	10:00	17:00	530
	24	THURS	NG SEA BIRD	7:00	15:00	60
	25	FRI	RIVIERA	7:00	17:00	1250
	25	FRI	HANSEATIC INSPIRATION	8:00	20:00	230
	25-26	FRI-SAT	AMERICAN CONSTITUTION	21:30	18:00 ⁺¹	170
	27	SUN	ROALD AMUNDSEN	9:00	18:00	530
	27-28	SUN-MON	AMERICAN CONSTELLATION	21:30	18:00 ⁺¹	170
	29	TUES	NG SEA LION	7:00	15:00	60
	29	TUES	SILVER NOVA	8:00	14:00	
	31	THURS	HANSEATIC INSPIRATION	6:00	17:00	230
AUGUST	1-2	FRI-SAT	AMERICAN CONSTITUTION	21:30	18:00 ⁺¹	170
	2	SAT	NG SEA LION	7:00	15:00	60
	3	SUN	SEABOURN QUEST	8:00	18:00	450
	6-7	WED-THURS	AMERICAN CONSTELLATION	12:00	18:00 ⁺¹	170
	8-9	FRI-SAT	AMERICAN CONSTITUTION	21:30	18:00 ⁺¹	170
	9	SAT	NG SEA BIRD	7:00	15:00	60
	12	TUES	SILVER NOVA	8:00	14:00	
	13	WED	NG SEA BIRD	7:00	15:00	60
	15	FRI	RIVIERA	7:00	17:00	1250
	15-16	FRI-SAT	AMERICAN CONSTITUTION	9:30	04:00 ⁺¹	170
	16-17	SAT-SUN	AMERICAN CONSTELLATION	12:30	18:00 ⁺¹	170
	17	SUN	SEABOURN QUEST	8:00	18:00	450
	18	MON	NG SEA LION	7:00	15:00	60
	22	FRI	NG SEA LION	7:00	15:00	60

2025 CRUISE SHIP SCHEDULE - DRAFT

UPDATED 01/13/2025



	22	FRI	SEVEN SEAS EXPLORER	12:00	19:00	
AUGUST	23-24	SAT-SUN	AMERICAN CONSTELLATION	21:30	18:00 ⁺¹	170
	25	MON	RIVIERA	7:00	17:00	1250
	25-26	MON-TUES	AMERICAN CONSTITUTION	12:00	18:00 ⁺¹	170
	30-31	SAT-SUN	AMERICAN CONSTELLATION	21:30	18:00 ⁺¹	170
	31	SUN	SEABOURN QUEST	8:00	18:00	450
SEPTEMBER						
	4-5	THURS-FRI	AMERICAN CONSTITUTION	12:00	18:00 ⁺¹	170
	5	FRI	RIVIERA	7:00	17:00	1250
	6-7	SAT-SUN	AMERICAN CONSTELLATION	21:30	18:00 ⁺¹	170
	11	THURS	VIKING VENUS	10:00	18:00	930
	13-14	SAT-SUN	AMERICAN CONSTITUTION	8:30	08:00 ⁺¹	170
	14	SUN	SEABOURN QUEST	8:00	18:00	450
	14	SUN	AMERICAN CONSTELLATION	8:00	18:00	170
	22	MON	NANSEN	10:00	17:00	530
	22-23	MON-TUES	AMERICAN CONSTELLATION	8:30	08:00 ⁺¹	170
					PAX TOTAL	41256

Updated as of 01/13/2025

This schedule does not include Allen Marine calls.

Kate Thomas
 Economic Development Director
 Wrangell City Borough
 5th January 2025

Olivia Strano
 11.25 Zimovia Hwy
 Wrangell, AK 99929
 (859) 536-1589
Olstrano@gmail.com

Dear Kate,

I am pleased to be writing this letter to go over future developments regarding more consistent entertainment in our home of Wrangell, Alaska. During our brief interactions, I have had the pleasure of discussing some of the goals and aspirations I would like to bring into the community and economy of our borough. I am currently in the process of filing for my LLC and 501(c)3 which will mirror and execute those goals. My overall intent is to bring music, entertainment, and capital during the slower months of our year to keep spirits high and businesses thriving.

I am requesting financial support from your department for \$2,500 to \$5,000+ to go towards artist compensation, airfare, lodging, venue rentals, and equipment. These finances would go towards our first festival, tentatively planned for May 2nd and 3rd, 2025.

This funding will help offset any personal finances going towards this project and lock in the two bands currently in the queue to perform during these dates. Due to the current music and entertainment status of our borough, I believe this would be a highly anticipated and well-received project by many in our community.

Anticipated Budget Layout

Artist Compensation (2 bands: 10 people)	\$1,000/performance x 2 days x 2 bands = \$4,000
Airfare	\$400/ticket x 10 = \$4,000
Lodging	\$200/night x 10ppl x 2nights = \$4,000
Venue Rental	\$50/day = \$100
Equipment	\$1000
Miscellaneous	\$1500
Total Cost	\$15,600

I appreciate you taking the time to review my request, and I am optimistic about a positive decision.

Have a beautiful day,

Olivia Strano

Agenda Item A New Business

2025 Travel Guide

Wrangell Convention and Visitors Bureau

AGENDA ITEM

January 21, 2025

Information:

- Review plan for 2025.
- Members provide suggestions.
- Submit suggestions for a Cover photo.

Recommendation: Provide written comments to staff for upcoming revisions and photo updates.

Motion: No Motion

Attachments: Travel Guide provided in printed version at the meeting. An electronic copy is available online @travelwrangell.com.

Agenda Item A New Business

Tourism Research and Resident Survey

Wrangell Convention and Visitors Bureau
AGENDA ITEM
January 21, 2025

Information:

- Review plans for the February in-person visit from university researchers.
 - Public engagement and promotion.
 - Site visit.
 - Coffee chat.
 - Survey collection.
 - Data analysis.
 - Follow up visit.
- Review of standard questions.
- Review of example questions unique to the community.

Recommendation: Provide suggestions for local community questions to be added to the standard survey.

Motion: No Motion

Attachments: Travel Guide provided in printed version at the meeting. An electronic copy is available online @ www.travelwrangell.com.

Research Objective: Oregon State University is researching community perceptions of tourism worldwide. The results of this research have been featured in Outdoor Magazine, NBC News, USA Today, and several other national media outlets.

Your opinion matters and helps inform policymakers and community leaders about public policy. Please answer the following questions to help us better understand your opinions on tourism in your community.

This survey will take approximately 4 minutes for you to complete. Thank you for your participation.

ELECTRONIC CONSENT: Please select your choice below.

Clicking on the "agree" button below indicates that:

- you have read the above information
- you voluntarily agree to participate
- you are at least 18 years of age

If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

-
- Agree
- Disagree

In what postal code is your home address?

Do you consider your town or community a tourist destination?

- No
- Yes

In general, do you feel the benefits of tourism outweigh the costs or the costs of tourism outweigh the benefits in your town?

	Costs outweigh the benefits	Neutral: Equal amount of benefits and costs	Benefits outweigh the costs
Tourism benefits & costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate the **overall impact tourism** has on the following:

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive
My quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In a few words, what is the biggest **benefit** of tourism to your town?

In a few words, what is the biggest **cost** of tourism to your town?

Tourist destinations often tax tourists. Please **rank** how you feel tax revenue should be reinvested in your town. (A rank of 1 is the highest priority and a rank of 3 is the lowest priority.)

- Environmental (Natural Resources, Conservation Efforts, etc.)
- Economic (Jobs, Destination Marketing, Contributing to the Local Economy, etc.)
- Community (Well-being, Quality of Life, Equity, etc.)

Who contributes most to traffic congestion in your town?

- Commuters coming into town
- Town residents

Item b.

Visitors/tourists

Do you agree or disagree with the following statements about short term rentals (ie: AirBNB, VRBO) in your town? Vacation rentals...

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Are a positive addition to our town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you agree or disagree with the following statements about tourism and the environment?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Tourism causes more positive environmental effects than negative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your opinion on the current amount of green space in our town?
(Green spaces are natural areas set aside for recreational or aesthetic purposes in urban environments.)

- Far too little
- Somewhat insufficient
- Just right
- More than enough
- Far too much



Q20

For several years in the early 2000's and again in the last two years, Cordova has received visits from small, expedition-sized cruise vessels (40-500 passenger capacity). Since the construction of the Cordova Center was completed in 2013, Cordova has also hosted several statewide and international meetings and conferences of up to 200 people. Cruise Industry interest in Cordova is growing, including some larger (1,000+ passenger capacity) cruise vessels.

How supportive are you of each visitor group?

	Very Opposed	Opposed	Neutral	Supportive	Very Supportive
Expedition-sized cruise vessels (40-500 passenger capacity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Statewide and international meetings and conferences of up to 200 people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large cruise vessels (1000+ Passenger capacity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[+ Add page break](#)

Q21

Cordova Chamber recently utilized broad-based resident and stakeholder feedback to craft a new Regenerative Tourism Destination Strategy focused on meeting community needs (like enhanced recreation infrastructure, ecological restoration, cultural revitalization, and supporting newly-fledged regenerative industries) through tourism.

How supportive are you of this effort?

- Very Opposed
- Opposed
- Neutral
- Supportive
- Very Supportive