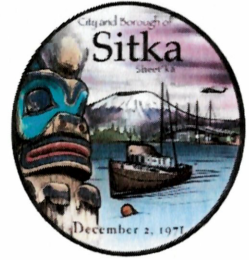


**APPLICATION FOR APPOINTMENT TO BOARDS, COMMITTEES, AND COMMISSIONS**

**Board/Commission/Committee:** Tourism Task Force



**Seat Applying For (select only ONE):**

- Sitka Tribe of Alaska Representative
- Ports and Harbors Commission Representative
- Sustainability Commission Representative
- Downtown Business Corridor
- Business in General
- Tours and Attractions
- Sitka Sound Cruise Terminal
- Community At-Large

**Name:** Noah Rogers **Phone Number:** [REDACTED]

**Address:** [REDACTED]

**Email Address:** [REDACTED]

**Length of Residence in Sitka:** 5 years **Registered to vote in Sitka?**  Yes  No

**Employer:** Cruise Line Agencies of Alaska (CLAA)

**Organizations you belong to or participate in:**

Sitka Chamber of Commerce Board Member, KCAW Member, Sitka Sentinel Subscriber

**Explain your main reason for applying:**

Please see resume and letter of interest as a reference.

**What experience or credentials will you bring to the board, commission, or committee membership?**

Please see resume and letter of interest as a reference.

**Please disclose any potential conflicts of interest that may arise from your appointment. These may include but are not limited to:**

- A substantial financial interest of \$1000 annually that could be influenced by your appointment.
- An immediate family member employed within the scope of this appointment.

**To be considered, your application must be complete AND include a letter of interest, or a resume.**

**Date:** 4/10/2023 **Signature:** 

Return your completed application and letter of interest or resume to the Municipal Clerk's Office by noon on the Wednesday prior to an advertised Assembly meeting.

PLEASE NOTE: All information submitted is public and will be published online. Appointments are typically made during Assembly meeting open sessions. However, Assembly members may vote to discuss applicant(s) in closed executive session. In this case, do you wish to be present when your application is discussed?  Yes  No

**RETURN TO: Jess Earnshaw, Deputy Clerk/Records Specialist**  
**Municipal Clerk's Office, 100 Lincoln Street, Floor 3 ~ Fax: 907-747-7403 ~ clerk@cityofsitka.org**

Noah Rogers  
Port Manager, CLAA Sitka

To whom it may concern:

I first came to Southeast in 2014. I had just graduated from Virginia Tech and had three months to work before I started my AmeriCorps service in California. I moved in with my aunt, who had lived in Juneau since 1990. Frankly, I was expecting nothing more than an adventure and a chance to see a new part of the world. What happened instead was the beginning of an incredible life in Southeast. I moved back to Juneau after serving in AmeriCorps, my parents moved to Sitka that same year, I moved from the service industry to work onboard Princess Cruises where I convinced my soon-to-be wife to move from Mexico to Alaska in 2018. My entire family has lived in Sitka ever since. I began working for Allen Marine/Alaskan Dream Cruises in 2019 and accepted the position of Port Manager for Cruise Line Agencies of Alaska in November 2022.

While I appreciate the opportunities the tourism industry has offered me personally, I am keenly aware of the stress and challenges it brings to our community. There is an intrinsic tension that exists between economic growth and maintaining the character of a place, regardless of the industry that brings about that growth. As a community, we need to seek ways to reverse our 4.9% population decline over the last decade, while making sure we protect the things that make our community an attractive place to live as well as to visit. There must be a team of people willing to look at the issues that are likely to arise from unmitigated growth in the industry. This team needs to strike a balance between sharing our rich culture with others and ensuring we don't do so at the cost of the things that make our community unique. Sitka is fortunate in the fact that after decades of growth and development in communities like Ketchikan and Juneau, we can learn analytically where they had their challenges and how they surmounted them – or failed to do so, and apply those lessons through our own journey.

Tourism brings new citizens to our town; people who may only have had the intention of spending a "short stint" in Southeast, but who stay to become life-long residents. This is something we absolutely need in Sitka. Tourism is also a way to cross cultural barriers; to showcase one's culture and community, and to form connections and understanding. We have the privilege of sharing our history and amazing town with folks who want to experience Alaska at its fullest. People make life-long memories here out of things we simply take for granted because we're just so used to being in this environment: seeing a bald eagle catch a herring, watching a humpback and its calf breach together, admiring a pod of orcas from afar; guests bring their experiences and stories of visiting Sitka home with them and appreciate the time they have spent here.

If I were invited to join the Tourism Task force, I believe myself and its members would need to focus on two key dynamics:

- How to manage the influx of guests and divert them to different parts of town, where guests will learn about the history, culture and natural environment of Sitka, and create life-long memories.
- How to support businesses and organizations that provide experiences/adventures for guests.

People are going to want to visit and explore our community whether there is a cap on cruise ship tourism or not. The question that really needs to be addressed is: How are we, as a community moving forward, going to accommodate visitors and expand our economy in a healthy, manageable way, while balancing the way of life for our locals?

Thank you for your time and for providing me with the opportunity to write this letter of interest.

*Very Respectfully,*  
Noah Rogers

# Noah B. Rogers

## Education

6/2010

Diploma, Bishop Brady High School, Concord, NH

8/2011-7/2014

BA in International Studies with a Minor in Spanish, Virginia Tech, Blacksburg, VA, 3.45 Cum. GPA

## Work Experience

11/2023-Present

**Port Manager: Sitka, Cruise Line Agencies of Alaska (CLAA)**

### **Hotel Operations & Logistics, Alaskan Dream Cruises (5/2021 to 11/2023)**

- Managed large-scale produce, meat, and frozen food orders (\$8,000 to \$20,000 orders) via US Foods for 5 vessels in the ADC fleet; vessels varied in size from 75 to 10 guests.
- Scheduled delivery shipments during turnaround days in Sitka, Ketchikan, and Juneau.
- Handled and corrected supply chain issues/stoppages during the summer season.
- Coordinated with the Senior Hotel Manager and Director of Hotel Operations to plan budgeting and inventory amounts for the upcoming 2022 season.
- Developed and implemented training program and SOP's for hotel purchasing.
- Audited overnight vessels' menus, order guides, individual weekly orders, and courses, onboard and shoreside

### **Aquaox Disinfectant Supervisor, Allen Marine Safety Services (5/2020 to Present)**

- Produced, shipped, delivered, and sold hypochlorous acid disinfectant produced locally by Allen Marine across Southeast Alaska and the US
- Promoted and educated small business owners on the benefits of an emerging sanitizing solution.
- Tracked sales and production of our three unique product lines.

### **Reservations Team, Alaskan Dream Cruises (10/2019 to 5/2020)**

- Promoted and completed phone sales for Alaskan Dream Cruises' sailings across their six vessels. Suggested itineraries, cabin selection, hotel reservations, and ensured guest satisfaction throughout their booking experience.
- Utilized CRM systems, including Salesforce and Resco.
- Contacted leads and made cold calls to guests interested in Alaskan Dream Cruises.
- Lead COVID-19 calls, provided ADC safety protocols, and answered guests' pandemic inquiries.

### **Onboard Sales Representative, Allen Marine Tours (7/2019 to 3/2020)**

- Assisted in launching pilot program for Allen Marine Tours, while onboard Holland America cruise ships in concert with their shore excursion team.
- Performed presentations for guests onboard the Oosterdam, explaining the history & culture of SE Alaska, as well as promoting AMT company and tours.
- Tracked weekly onboard sales spreadsheets through Excel.
- Presented "Allen Marine: A True Alaskan Story" at the Alaska Cruise & Travel Show presented by Holland America in Vancouver, BC.
- Formed relationships with officers onboard the Oosterdam as well as with shoreside officials at Holland America HQ in Seattle.
- Began planning and expanding Onboard Sales program into the 2020 summer season prior to pandemic.

- 5/2018-7/2019      Bartender, Mean Queen, Sitka, AK**
- Created intricate cocktails at one of the most popular bars in Southeast Alaska.
  - Established a safe-space for patrons to ensure a healthy, fun, and leisurely atmosphere.
  - Inventoried liquor and beer kegs to determine accurate restocking throughout the week.
  - Helped orchestrate new events to increase profits for the bar/restaurant.
- 3/2017-5/2018      Junior Assistant Cruise Director, Princess Cruises**
- Acted as MC for gameshows/theater events/karaoke/trivia/sporting tournaments/dance parties.
  - Planned/created trivias, gameshows, and events as directed by the Cruise Director.
  - Trained and performed safety duties throughout the ship; second-in-command of an evacuation area.
  - Established close relationships with guests, ensuring that they had the most memorable vacation experience possible.
  - Worked 7 days a week through 6-month contracts onboard 600 to 3000 passenger vessels
- 11/2016-3/2017      Bartender: Romeo's Tap Room, Juneau International Airport, Juneau, AK**
- 5/2016-10/2016      Barback/Doorman: Red Dog Saloon, Juneau, AK**
- 9/2015-6/2016      Busser/Host: Island Pub, Juneau, AK**
- 1/2016-5/2016      Legislative Intern: Alaska State Hospital and Nursing Home Association (ASHNHA), Juneau, AK**
- Solely planned, developed, and launched a successful social media project focused on recognizing the success of Certified Nursing Assistants and Registered Nurses in Alaska.
  - Edited the weekly and monthly newsletters informing ASHNHA's members about state healthcare policies and bills being considered by the Alaska State Legislature.
  - Attended state house/senate hearings on healthcare issues (Medicaid Reform, prescription drug monitoring, etc.) and presented information to ASHNHA and its members.
  - Organized day-to-day and annual meetings among Alaskan hospital CEO's and Alaska State Legislators during the legislative session.
- 10/2014-8/2015      Fire Management Corps Member: AmeriCorps National Civilian Community Corps (NCCC), Sacramento, CA**
- 7/2014-9/2015      Assistant Supervisor, Alaska/Juneau Outlet (AJO) Store, Juneau, AK (seasonal)**

**Interests**

- Running, Biking, Hiking
- Staying up-to-date on political affairs, both domestic and international
- International travel (Spain, France, Switzerland, Morocco, Turkey, Sri Lanka, Dominican Republic, Canada, +20 other countries)