

## **FY 2011 Marine Passenger Fee Funds Proceeds Recommendations**

11/16/11

The Marine Passenger Fee Fund Committee received ten projects/proposals for funding by revenue from the passenger fee account. This draft list was provided for public review and comment. To view the complete packet of projects/proposals click [here](#).

The projects/proposals and the Municipal Administrator's recommendations are:

### **1. Place multi-agency Visitors Center in the Kettleton Library**

DO NOT RECOMMEND—Although the proposal to establish a centrally located visitor's center is an outstanding project, the Assembly should delay any action until the community has had an opportunity to comment on the concept plan being developed for the Centennial Hall complex.

### **2. Pay a stipend to transport cruise ship passengers from HPR to downtown**

DO NOT RECOMMEND—Proposal would not benefit a sufficient number of the cruise ship passengers to justify funding. Nor does the proposal identify the number of cruise ships that may use the dock facility, nor the number of passengers that would be transported.

### **3. Provide \$300,000 to renovate the Sitka Historical Society and Museum**

DO NOT RECOMMEND—Please see my recommendation to proposal #1.

### **4. Provide \$65,000 for Lake/Lincoln Street Intersection Pedestrian Improvements**

RECOMMEND—This proposal should be included in the plan to implement proposal #10.

### **5. Fund the construction of two security guard shacks**

RECOMMEND—Provide inclement weather shelter and work space for security guards.  
Previously approved by the Assembly

### **6. Design a floating cruise ship moorage and passenger transfer facility**

DO NOT RECOMMEND—While lightering is less than ideal, I have great concerns that the unknown costs of implementing this proposal would be prohibitively expensive and would take several years to be accepted, if ever, by the community.

### **7. Fortress of the Bear requests \$25,000 to resurface their parking lot, improve traffic flow, and improve visitors staging area**

DO NOT RECOMMEND—Proposal would not benefit a sufficient number of the cruise ship passengers to justify funding a non-profit organization at the expense of the overall

community needs.

**8. Create summer youth work crew**

RECOMMEND—Proposal has merit so long as the service provided would directly benefit the cruise ship passengers safety, transportation or efficiency.

**9. Place recycling kiosks at different locations on docks and downtown**

RECOMMEND—This proposal could be included in the implementation of proposal #4 & #10. Again proposal would be limited to provide direct service to cruise ship passengers.

**10. Create and install interpretive and direction signage**

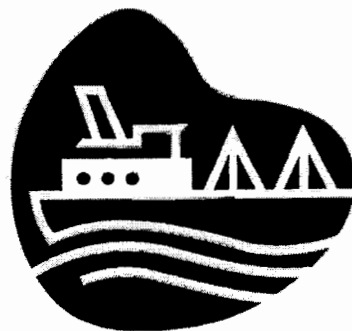
RECOMMEND—The proposal has already been approved by the Assembly. The Assembly appointed the Tourism Commission to create this signage.

This list was provided to the cruise ship representative, the Sitka Convention and Visitors Bureau, the Tourism Commission, and the Port and Harbors Commission Representatives for their review and comment.

The Assembly was provided the entire package including the draft list proposals received; comments from the public, cruise ship representative, the three boards representatives and the Municipal Administrator's recommendation for consideration

*CBS Ordinance 2008-29*

**Marine Passenger  
Fee  
Fund  
Projects/Proposals  
2011**





# City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

## Memo

To: Mayor and Assembly  
From: Jim Dinley  
Date: 2/25/2011  
Subject: Part 1 Background - Marine Passenger Fee Fund also known as Commercial Passenger Excise Tax (CPET)

- CPET Chronology – Attachment A
- CBS Ordinance 2008-29 – Attachment B

Part 2 Community Proposals for Projects

- Proposal Narratives – Attachment C
- Community Comments – Attachment D
- CPET Committee Comments – Attachment E
- Administrator Comments – Attachment F
- MRV Master Plan Introduction – Attachment G

The community was asked to submit proposal for additional projects/proposals to be incorporated in the CPET Master Plan. The following ten proposals were received:

1. Place multi-agency Visitors Center in the Kettleson Library to include the Sitka Historical Society and Museum
2. Pay a stipend to transport cruise ship passengers from HPR to downtown
3. Provide \$300,000 to renovate the Sitka Historical Society and Museum
4. Provide \$65,000 for Lake/Lincoln Street Intersection Pedestrian Improvement
5. Fund the construction of two CPET security guard shacks
6. Design a floating cruise ship moorage and passenger transfer facility
7. Fortress of the Bears requests \$25,000 to resurface their parking lot, improve traffic flow, and improve visitors staging area
8. Create summer youth work crew – crossing guards, lawn care and trash removal
9. Place recycling kiosks at different locations on docks and downtown
10. Create and install interpretive and direction signage

Providing for today...preparing for tomorrow

As outlined in the CBS Ordinance 2008-29, these ten proposals were then provided to Sitka Convention and Visitor's Bureau, the Port and Harbors Commission, and Tourism Commission and cruise ship representative for their review and comments. John Dunlap (SCVB Representative) and Fred Reeder (Cruise Ship Industry) were the only members to provide written response. Dave Wolff was on vacation during this time.

The Administrator is then directed to submit his recommendation to the Assembly for their consideration and deliberation during the annual City & Borough budget process.

## Attachment A

### Marine Passenger Fee Projects

June 26, 2008 -- Finance Director and I went to City of Juneau -- State would not provide guidance -- directed us to the City of Juneau

August 2008 -- Assembly added new chapter to Ordinance 2008-29

- Created Marine Passenger Fee Committee:
  - Administrator
  - Finance Director
  - Port and Harbors
  - Sitka Convention and Visitor's Bureau
  - Tourism Commission
- Committee was a cross-section of the Community

December 2008 -- Ask for community input/City website

- Good community response

February 2009 -- Committee met to finalize community inputs

- Agree to complete projects that would impact future consultant planner
- Committee agreed we needed a planner to develop plan to prioritize projects

March 2009 -- Recommendation presented to Assembly for approval

- Assembly approved 7-0 for RFP for projects outlined in Marine Passenger Fee Fund Committee recommendations

Advertised for Planner -- Received 6 to 7 replies

- Committee narrowed list and conducted phone interview

October 2009 - Committee selected MRV

- Met with MRV -- Provided the 4 previous CBS plans

MRV produced "Draft Proposal" for initial review by departments/commissions most directly impacted

- Committee only funded first part of plan to insure MRV followed community objectives
- December 2009 Assembly approved continues work on design of Tier 1 projects

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2008-29

AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA TO ESTABLISH A NEW CHAPTER 4.05 IN TITLE 4 OF THE SITKA GENERAL CODE TO ADDRESS THE MARINE PASSENGER FEE FUND, THE USE OF THE PROCEEDS FROM THE STATE OF ALASKA AND PROCEDURES TO APPROPRIATE THE PROCEEDS.

1. CLASSIFICATION. This ordinance is of a permanent nature and is intended to become a part of the City and Borough of Sitka General Code.
2. SEVERABILITY. If any provision of this ordinance or any application to any person or circumstance is held invalid, the remainder of this ordinance and application to any person or circumstance shall not be affected.
3. PURPOSE. The proposed ordinance will establish Chapter 4.05 in Title 4 – Revenue and Finance of the Sitka General Code. Chapter 4.05 will establish the Marine Passenger Fee Fund, the uses allowed from the proceeds the CBS receives from the State of Alaska, and the procedures to appropriate such proceeds as allowed by law.
4. ENACTMENT. NOW, THEREFORE, BE IT ENACTED by the Assembly of the City and Borough of Sitka that the following Chapter 4.05 is added to Title 4 of the Sitka General Code:

Title 4

REVENUE AND FINANCE

Chapters:

- 4.04 Budgetary Organization
- 4.05 Marine Passenger Fee Fund
- 4.06 Allocation of Revenues from Sale of Water
- 4.09 Sales Tax
- 4.12 Property Tax
- 4.16 Fuel Flow Tax
- 4.17 Driver Facility Charge
- 4.19 Sitka Permanent Fund
- 4.20 Miscellaneous Fees
- 4.24 Hotel, Motel and Bend and Breakfast Transient Room Tax
- 4.26 Excise Tax on Cigarettes and Tobacco Products
- 4.28 Investment Policy
- 4.32 Debt Service Priority
- 4.40 Uncollectable Accounts and Bad Debt Write-Offs

4.42 Small Business Guaranteed Loan Program

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Chapter 4.05  
MARINE PASSENGER FEE FUND

Sections:

4.05.010 Establish Fund

A special revenue fund is established to accept the proceeds of the Commercial Passenger Excise Tax collected by the State of Alaska and passed through to the City and Borough of Sitka. The proceeds shall be placed in the Marine Passenger Fund.

4.05.020 Use of Proceeds

The proceeds of the Marine Passenger Fund shall be appropriated to address the impacts caused by the marine passenger ship industry including:

- a. Design, construction, operation, or maintenance of capital improvements to relieve impacts of marine passenger ships and marine passengers;
- b. Operating funds for personnel, training, commodities, rentals, services and equipment for services provided, made available to, or required as a result of marine passenger ships and marine passengers;
- c. Projects and programs that promote safety, environmental improvements, or enforcement of laws caused or required by marine passenger ships and marine passengers;
- d. Acquisition of land required to execute the activities listed in this section;
- e. Beautification and enhancement of the facilities listed in this subsection;
- f. Surveys, analyses, polls, plans, monitoring, and similar efforts to measure, describe or predict, or manage the impacts of marine passenger ships and marine passengers, for items listed in this subsection.

4.05.030 Procedures

- a. Preparation of list. The Administrator shall annually solicit for marine passenger fee project



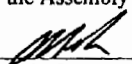
requests. The solicitation will be posted on the City and Borough of Sitka website and published in a newspaper of general circulation no later than December 1. The Administrator shall annually no later than January 1, prepare a draft list of projects and programs proposed for funding in the City and Borough budget for the following year by revenues from the passenger fee.

- b. The draft list shall be posted on the City and Borough of Sitka website and forwarded to the cruise line industry, the Sitka Convention and Visitors Bureau, the Tourism Committee, and the Port and Harbor committee not later than January 15, providing an opportunity for the public, cruise line industry, and the three boards to review and comment on the draft list. The comment period shall close on February 15. The Administrator's final recommendations will be posted on the City and Borough of Sitka website and published in a newspaper of general circulation no later than March 1.
- c. The Administrator shall forward all submittals, cruise line industry comments, the three boards comments, public comments, and the Administrator's final recommendations to the Assembly for consideration. The Assembly will approve the recommendations during its deliberations on the annual City and Borough budget.
- d. Funds shall be transferred or expended from the marine passenger fund only to the extent authorized by the Assembly by ordinance.

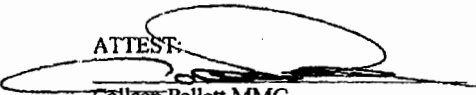
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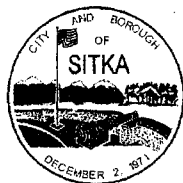
5. **EFFECTIVE DATE.** This ordinance shall become effective on the day after the date of its passage.

PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka, Alaska this 12<sup>th</sup> day of August, 2008.

  
Marko Dapceovich, Mayor

ATTEST:

  
Colleen Pellett MMC  
Municipal Clerk



# City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

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## Memo

**To:** Bruce Conine  
Fred Reeder  
Grant Miller  
John Dunlap

**From:** Jim Dinley

**Date:** 2/15/2011

**Subject:** 2011 Marine Passenger Fee Fund Projects/Proposals

1. In accordance with CBS Ordinance 2008-29 the community was asked for their proposals for additional projects/programs to be incorporated in with the CPET Master Plan.
2. The attached proposals are provided for your review and comments. Please provide your comments not later than close of business Tuesday, February 22<sup>nd</sup>.
3. I will then provide my recommendation to the Assembly for the deliberation during the annual City and Borough budget process.

\_\_\_\_\_  
Providing for today...preparing for tomorrow

To: Cathy Bagley  
From: Serena Wild  
Publish: 3-3-11  
3-4-11  
3-7-11

## Final Ads

### The Marine Passenger Fee Fund

The Marine Passenger Fee Fund Committee received ten projects/proposals for funding by revenue from the passenger fee account. This draft list was provided for public review and comment.

**The projects/proposals and the Municipal Administrator's recommendations are:**

1. **Place multi-agency Visitors Center in the Kettleton Library**  
DO NOT RECOMMEND—Although the proposal to establish a centrally located visitor's center is an outstanding project, the Assembly should delay any action until the community has had an opportunity to comment on the concept plan being developed for the Centennial Hall complex.
2. **Pay a stipend to transport cruise ship passengers from HPR to downtown**  
DO NOT RECOMMEND—Proposal would not benefit a sufficient number of the cruise ship passengers to justify funding. Nor does the proposal identify the number of cruise ships that may use the dock facility, nor the number of passengers that would be transported.
3. **Provide \$300,000 to renovate the Sitka Historical Society and Museum**  
DO NOT RECOMMEND—Please see my recommendation to proposal #1.
4. **Provide \$65,000 for Lake/Lincoln Street Intersection Pedestrian Improvements**  
RECOMMEND—This proposal should be included in the plan to implement proposal #10.
5. **Fund the construction of two security guard shacks**  
RECOMMEND—Provide inclement weather shelter and work space for security guards.
6. **Design a floating cruise ship moorage and passenger transfer facility**  
DO NOT RECOMMEND—While lightering is less than ideal, I have great concerns that the unknown costs of implementing this proposal would be prohibitively expensive and would take several years to be accepted, if ever, by the community.
7. **Fortress of the Bear requests \$25,000 to resurface their parking lot, improve traffic flow, and improve visitors staging area**  
DO NOT RECOMMEND—Proposal would not benefit a sufficient number of the cruise ship passengers to justify funding a non-profit organization at the expense of the overall community needs.
8. **Create summer youth work crew**  
RECOMMEND—Proposal has merit so long as the service provided would directly benefit the cruise ship passengers safety, transportation or efficiency.
9. **Place recycling kiosks at different locations on docks and downtown**  
RECOMMEND—This proposal could be included in the implementation of proposal #4 & #10. Again proposal would be limited to provide direct service to cruise ship passengers and would be linked with proposal #8.
10. **Create and install interpretive and direction signage**  
RECOMMEND—The proposal has already been approved by the Assembly. The next step is for the Assembly to advise as to how they wish to proceed.

This list was provided to the cruise ship representative, the Sitka Convention and Visitors Bureau, the Tourism Commission, and the Port and Harbors Commission Representatives for their review and comment.

The projects/proposals along with the recommendations made by the Municipal Administrator are also posted on the City website.

The Assembly will be provided the entire package including the draft list proposals received; comments from the public, cruise ship representative, the three boards representatives and the Municipal Administrator's recommendation for consideration during deliberations of the annual CBS budget.

CBS Ordinance 2008-29

REVISED 2-10-11

## **The Marine Passenger Fee Fund**

The Marine Passenger Fee Fund Committee has received ten projects/proposals for funding by revenue from the passenger fee account. This draft list is provided for public review and comment.

**The public is invited to submit projects/proposals in addition to these ten:**

1. The Sitka Convention and Visitors Bureau submitted a proposal for a Visitors Center incorporating other visitor-related organizations, the appeal of a central downtown location as a transportation hub, the possibility of purchasing the library property/building, and the desire to utilize the former SJ Campus.
2. Camille Ferguson requested a \$6 to \$8 stipend per cruise ship passenger be provided for free transportation from the Halibut Point Marina to downtown.
3. The Sitka Historical Society and Museum requested \$300,000 for a major renovation to the Museum.
4. CBS Harbor Master requested \$5,000 for the Harbor staff to in-house construct two Security Guard shacks at the cruise ship lightering docks.
5. The Tree and Landscape Committee requested \$65,000 to develop Lake/Lincoln Street Intersection Pedestrian Improvement Site Plan.
6. Greenling Enterprises LLC and John Dunlap submitted proposals for the City of Sitka to construct a floating cruise ship moorage at the inner cruise ship anchorage.
7. Fortress of the Bear requested \$25,000 for various upgrades that would address safety, transportation and well being of visitors.
8. A Local resident requested a summer youth work crew be created to enhance the visitors experience with beautification projects and crossing guards, as examples.
9. Sitka Maritime Heritage Society Inc. submitted a proposal for downtown directional and interpretive signs.

This list has also been provided to the cruise ship representative, the Sitka Convention and Visitors Bureau, the Tourism Commission, and the Port and Harbors Commission for their review and comment.

**Public response must be received not later than February 15, 2011 and may be mailed or emailed to:**

**Jim Dinley, Municipal Administrator**  
City and Borough of Sitka  
100 Lincoln Street  
Sitka, AK 99835  
(907) 747-1808  
[jimdinley@cityofsitka.com](mailto:jimdinley@cityofsitka.com)

Final recommendation will then be made by the Municipal Administrator and posted on the City website and published in the Sitka Sentinel.

The Assembly will be provided the entire package including the draft list proposals received; comments from the public, cruise ship representative, the three boards and the Municipal Administrator's recommendation for Assembly consideration during deliberations of the annual CBS budget.

CBS Ordinance 2008-29

- The 10<sup>th</sup> project, "Place recycling kiosks at different locations on docks and downtown", was inadvertently omitted from this ad.

Booklet tabs are in order with the final recommendations ad.

Jim Dinley

**From:** John Dunlap [jdunlap@allenmarine.com]  
**Sent:** Monday, February 21, 2011 2:43 PM  
**To:** 'James Dinley'  
**Subject:** John Dunlap Comments on CPET Proposals

Hello Jim,

In general, I believe all projects should be considered in the context of how they'd fit within a Community Master Plan, so that complimentary projects are grouped together and so that we are considering the most efficient, cost-effective way of dealing with them. For example; I personally think our City Museum is an important asset to the community, and I believe improvements to preserve and display their collections are an appropriate use of CPET funds, however, I think we would get the most bang for our buck if we first decide what is the best location for the City Museum. I am not convinced the best, permanent home for the Museum to be in Centennial Hall. Perhaps the Museum should be relocated to a new location to be shared with a Visitor Center, or the Library, or something else. That's just an over-riding concern I have – that we not throw good money after bad.

Second, as a practical matter, I think we have to sort all proposals/project by size, cost and how quickly they can be accomplished. Some of the projects recently proposed, such as "directional signage" are not very controversial (you'd think!) and could be done fairly quickly and without costing a fortune, while others, such as the 'Visitors Center' idea will take a lot of time and community dialog to figure out, plus they will be expensive. I think we should stick to the general strategy you developed last year of fast-tracking on some of the cheaper/easier projects while we grind through public process and design work on the more complicated proposals/projects. I think the first thing that should be done with the Assembly would be to divide these proposals/projects into at least two categories: "cheap & easy" and expensive & difficult". After that is done, the projects should be somehow ranked according to how high the return benefit would be to completing them – the return benefit to the visitors and to the community.

Here are my comments specific to each of the 10 proposals submitted prior to February 15<sup>th</sup>:

1. **The Visitors Center Proposal** – I think this would be an outstanding project to complete. It fits with the intended use for the funds and it would generate significant benefits for our visitors and our community. Unfortunately, it is also going to be expensive, complicated and probably controversial (based on where it would go).
2. **Money for Transporting Cruise Pax between HPM and Town** – I don't think this is an appropriate use of the funds, as it would only benefit a couple privately-owned companies and visitors from ships that would use the new dock facility, not visitors in general. I think benefits from investing the CPET funds should be more broadly distributed.
3. **Provide \$300,000 to renovate the Sitka Museum** – As mentioned previously, I think the Museum is an important local asset and attraction for visitors, but I am not so sure it would be a good idea to plow money into fixing up the present location. I think the money would be better invested if it was put towards a new/better location for the Museum.
4. **Provide \$65,000 for Lake/Lincoln Street Intersection** – It would be an appropriate use of the funds, it would benefit locals as well as visitors, it is not very expensive and it would (hopefully) not be controversial. I think this project should be put on the "fast track" to getting done.
5. **Fund Construction of Two Security Guard Shelters** – Yes, let's get it done. But first, let's invest just a little money & time making sure they are going to be a durable and not too unattractive design.
6. **Floating Cruiseship Moorage** – My thoughts on this subject are already well-documented on the proposals Ken Rear and I submitted. This would definitely be an expensive "slower track" type project, but I think it's one well worth considering.
7. **Portress of the Bear Request for \$25,000 for Paving** – I like the FOB, but I do not think this would be an appropriate use of the funds. It's no more appropriate than me asking for money to fix Allen Marine tour boats.

8. **Create Summer Youth Work Crew** – As long as it could be insured that youths would be assigned to do projects that benefit our visitors, I think it sounds like a pretty good idea. This could possibly be a fairly "fast track" project as long as there are no legal hurdles and as long as an agency or City department would be willing to take it on.
9. **Place Recycling Kiosks near Docks & Downtown Locations** – Yeah, sounds like a good idea, and could go on the "fast track" list.
10. **Create & Install Interpretive & Directional Signage** – In my view this is one project but with two distinctly different phases: directional signage would be fairly fast to complete and not too expensive. Could we get this done now and just be sure to design it in a way that would complement interpretive signage to be added at a later time?

I know I have not supplied much detail here, Jim, I would much rather wait to hear comments from the whole steering committee before getting into details. I expect my present viewpoint on a number of these proposals could be swayed by the informed perspectives of others.

Regards,

John

John Dunlap  
Vice President  
Allen Marine Tours  
Office: (907) 747-8100  
Cell: (907) 738-3901

Jim Dinley

From: CLAA-Fred Reeder [fredr@claalaska.com]  
Sent: Thursday, February 03, 2011 11:50 AM  
To: 'John Dunlap'; 'Sara Peterson'; conine@gci.net; grant@gci.net; dlw@cityofsitka.com; michael@cityofsitka.com; 'Ken Rear'; 'Sandy'; 'James Dinley'  
Cc: 'Bob Berto CLAA'; 'Ethan Berto'; 'Rick Erickson'  
Subject: RE: Update - Marine Passenger Fee Fund Committee-floating ship tender dock

John et al,

I continue to believe this idea is a non starter and a waste of money. You still have the issue of tenders just closer to shore. Either propose a dock in the downtown core area or quit with the futile nature of this idea. I don't think ships would tie to this and the cost of the anchoring system and the floating dock would probably equal the cost of a dock that is attached to shore especially if you factor in the cost of running tenders. There is a dock being constructed at this time in Sitka using private funds, this will be the future of cruising in Sitka. I think also that at some point the City of Sitka will go forward with some form of dock at the Mill site and will want the revenue of potential cruise ships using that dock. Sorry for being so blunt but we need to move forward not backward.

I see no leadership concerning a cohesive plan to utilize the PET Money, if there is one please enlighten me. The Assembly has not adopted the MRV plan they paid \$150,000 for yet, if they don't like it then scrap it and try again, there were many good ideas in the plan but until the assembly makes a decision all of these ideas being proposed just weaken what we could do with the almost 4 million dollars we have sitting in the bank that could be used to significantly improve our downtown visitor infrastructure.

We all need to work to get the Assembly moving forward, I am tired of hearing that they won't move on these issues, they will move if we get involved and become vocal about our wishes.

Rgds,

Fred

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From: John Dunlap [mailto:jdunlap@allenmarine.com]  
Sent: 2011-02-03 09:08  
To: 'Sara Peterson'; fredr@claalaska.com; conine@gci.net; grant@gci.net; dlw@cityofsitka.com; michael@cityofsitka.com  
Cc: 'James Dinley'  
Subject: RE: Update - Marine Passenger Fee Fund Committee

Thanks for the update Sarah,

Attached, I am re-submitting a proposal I had sent back in December of 2008. It is very similar to the information recently submitted by Ken Rear, and may help to further understanding of the concept he is proposing. I am traveling today through the 9<sup>th</sup>, but can be reached by cell phone if anyone has questions.

Warm regards,

John

John Dunlap  
Vice President  
John Marine Tours  
Office: (907) 747-8100  
Cell: (907) 738-3901

# Project/Proposal

## # 1



Sara Peterson

**From:** Tonia Rioux [director@sitka.org]  
**Sent:** Monday, February 07, 2011 2:45 PM  
**To:** 'Sara Peterson'  
**Subject:** SCVB Passenger Excise Tax Suggestion - Clarification

Hi, Sara~

Here is the history behind our suggestion:

At the SCVB's December 15<sup>th</sup> Board meeting, Commercial Passenger Excise Tax Project ideas were brought forward and discussed. The need for a Visitors Center was the focus. Discussion included: incorporating other visitor-related organizations (such as Sitka History Museum, Forest Service, and other appropriate visitor-related organizations), the appeal of a central downtown location as a transportation hub, the possibility of purchasing the library property/building, and the desire to utilize the former SJ Campus if at all possible. This idea was brought forward and submitted to the City before the December 31<sup>st</sup> deadline for further discussion and exploration by the CPET Committee.

Thanks,

~Tonia

\_\_\_\_\_  
Tonia Rioux  
Executive Director  
Sitka Convention and Visitors Bureau  
"More You Imagine, Closer Than You Think"

P.O. Box 1226 • Sitka, Alaska 99835  
Ph: (907) 747-5940 • Fax: 907-747-3739  
Visit us online: [www.sitka.org](http://www.sitka.org)

**Colleen Ingman**

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**From:** Sandy Lorrigan [director@sitka.org]  
**Sent:** Friday, December 17, 2010 1:44 PM  
**To:** 'Colleen Ingman'  
**Subject:** CPET

**RECEIVED**  
DEC 17 2010

Clerk's Office  
City & Borough of Sitka

Dear City Clerk

The Sitka Convention and Visitors Bureau Board would like to submit the following for the desired project for Commercial Passenger Excise Tax Projects:

1) A multi-agency Visitor Center in the Kettleson Memorial Library that would include the Sitka History Museum as well. This would be helpful for visitors to easily gain information about our community in one central location and could be a future visitor transportation hub.

Thank you for your assistance with this,

On Behalf of the Sitka Convention and Visitors Bureau Board  
Sandy Lorrigan  
(907) 747-5940

# Project/Proposal # 2

**Camille Ferguson  
3880 Halibut Point Road  
Sitka, Alaska 99835**

**City Assembly  
Proposal  
Marine Passenger Fee Fund**

As a caring community member of Sitka and someone involved in the tourism industry, I am requesting that funding from the City of Sitka's Marine Passenger Fee Fund be used to providing safe and reliable transportation to prospective cruise line passengers who will utilize the new docking facility located at the Halibut Point Marine Dock. The requested funding could be used to pay for or subsidize charter services to get visitors into the downtown community. This action by the City would appeal to the prospective cruise lines looking for a port that has easy access as well as the transportation infrastructure to serve their clients. This action to use the Marine Passenger Fee Fund for the Passengers is also a positive message to that will make the cruise lines look good for the wonderful service they are paying for but ultimately because they bring a huge economic impact to the community by increasing business to the existing transportation providers. This will be important as well for new prospective cruise lines to our community.

Currently, Halibut Point Marine is preparing to send proposals to the cruise lines and has already proposed lower fees to tie up at the dock. The cruise lines are requesting the cost to transport their clients to the downtown area; this is also a big concern to be addressed before making any decisions. The current cost to transport to and from the Alaska Marine Highway Ferry Dock is \$12.00 per person round trip, and cost for an additional to the Alaska Raptor Center is \$10.00 per person round trip. Even if the charter vendors lowered the rates, this would still bring the cost to dock ship to the level of other competing ports. Should the City assist in the cost, using funding intended for passengers this would help tremendously assist in the decision making for cruise lines when considering Sitka as a port of call.

In Summary, the City of Sitka should look at assisting in the cost for transportation with an estimate of \$6-\$8 per person from the Marine Passenger Fee Fund with the idea of providing free rides at no cost to the cruise ship passenger. This plan will attract new cruise lines, stimulate the economy by infusing funding into existing business therefore increasing sales tax all from funds intended for providing safety, efficiency and transportation to the cruise line passenger.

Logistics could be as simple as vouchers provided to passengers collected by charter operators, then turn in for reimbursement of services.

The projects selected must address the impacts caused by the Marine Passenger Ship Industry – and must include one of the following three criteria;

**Criteria I - Safety**

This project will provide a safe means of transportation to downtown Sitka from the new cruise ship docking location on Halibut Point Road where traffic is very busy and has limited sidewalks until you get to the Seamart Grocery. By having passenger disembark from the side of the dock verses by tendering, we will have less chance of accidents due to transportation from boat to boat, and boat to dock and at times a very steep ramp at low tide.

**Criteria II- Efficiency**

This service will be beneficial to the cruise line passengers as well as employees who disembark after the all the passengers. Maintaining this project will save time and allowing the cruise ship staff to shop at Sitka's grocery stores for their basic supplies or even explore the outlying areas of Sitka. Because of the beautiful drive into town, visitors will see more of the community and this is the best type of advertising and promoting promotion of our community is the cruise ship passengers and employees' own experiences.

**Criteria III-Transportation**

Transporting visitors from the dock to out attractions in town will be very important and vital to the success of Sitka's visitors industry. This is what this project is about.

Impacts caused by this project.

1. Promotion of excellent use of the Marine Passenger Fee Fund
2. Promotion of a visitor friendly community
3. Increase in disembarking passenger
4. An incentive for Increase in cruise line ports of call
5. Aid Funding for existing businesses
6. Increase in goods and services sold due to ability to access grocery stores, hospitals, and clinics as well as historical sites and attractions.
7. A partnership with the community of Sitka to maintain good public relations with the cruise industry that benefits all.

Please concenter consider this as a project as an important step in increasing the cruise industry and as long range planning.

Sincerely,  
Camille Ferguson

# Project/Proposal # 3



# Sitka Historical Society and Museum

330 Harbor Drive, Sitka, Alaska 99835

Voice: 907-747-6455 Fax: 907-747-6588

<http://www.sitkahistory.org/> [sitka.history@yahoo.com](mailto:sitka.history@yahoo.com)

Bob Medinger, Executive Director

December 17, 2010

City and Borough of Sitka

Commercial Passenger Excise Tax Projects Committee

Dear Committee:

On behalf of the Sitka Historical Society Board and Membership, we would like to submit the following proposal for consideration as one of the Commercial Passenger Excise Tax Projects.

We would like to request \$400,000 for a major renovation of the Sitka Historical Museum housed at Centennial Hall.

## Background

The Sitka Historical Society, on the request of the City and Borough Assembly, back in 1967, established the museum in Centennial Hall. A museum/exhibit area was required in order to secure funding for the building and has been in place for forty-three years. The museum is often referred to as "the City Museum". Any minor upgrades to the museum since that time have been funded by the society. As any visitor can tell, the museum is showing its age and is in great need for a renovation. The floor, ceiling, lighting, electrical system, windows, and humidity/temperature controls - all need work. Exhibits tell a wonderful story, but are not nearly of the quality of other city museums around Alaska. In addition, city janitorial services were suspended two years ago and further degradation has taken place.

## Museum Status

The Society and Museum has desired an expanded exhibit area for over twenty years, as reflected in previous long range plans, and our efforts a few years ago to secure the Stratton Library. Our existing space was judged to be in such poor condition that our grant request to NLS (Federal Institute for Museums and Libraries) for storage space upgrades was rejected due to light/temperature/humidity deficiencies. The State Museum has no interest in partnering with us or other entities for sharing of exhibit or storage space at the Stratton. The Pacific High expansion and funding source is also not an option for a museum. A possible dual project with the Ketchikan Library expansion has been discussed for years, and is a common partnership across the state, but has not generated interest from the city or library. Any possible expansion of space would naturally require increased staff, and recent city funding support for our operational budget has been a severe challenge and led to a nine month loss of our curator, which was a 50% staff reduction of full time employees. The

*Mission: To preserve and promote the events, stories and artifacts of the human history of the Sitka area for the inspiration, education and benefit of the public and future generations.*

## Board of Directors

Jerry Dzigan,

President

Pat Alexander,

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Jere Christner,

Secretary

Ernestine Massey,

Treasurer

Doris Bailey,

Sabra Jenkins,

John Stein,

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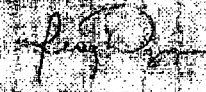
bottom line is, we are not likely to be moving anytime soon in the future, if ever, and hope to do the best we can with the space we have.

Commercial Passenger Excise Tax Options & Economic Development

Juanita, Ketchikan and Sitka have all utilized either local or state level cruise ship head tax funds for capital efforts related to museums, cultural centers, or libraries. We believe our museum should qualify as well. We have averaged 130,000 visitors a year to our museum since 2000, with the overwhelming majority being cruise visitors. With the large number of visitors in Sitka for various conferences and events at Centennial Hall, nearly all of the out-of-town visitors enter the museum. The face we put on as the "City Museum" has an impact on return visitors and provides for new opportunities into the future.

Again, this museum is in great need of an upgrade, and we would like our project to be considered for either one or both of the funding pools available either via the city or state as regards the Passenger Excise Tax. If funded, we would of course work closely with consultants and appropriate city departments and personnel.

Sincerely,



Jerry Dignan  
President

cc: Committee Members  
Assembly Members

*Mission: To preserve and promote the events, stories and artifacts of the human history of the Sitka area for the inspiration, education and benefit of the public and future generations.*



# Project/Proposal

## # 4

Lake/Lincoln Street Intersection Pedestrian Improvements Site Plan (\$65,000)  
Scope of Work

Consultant will provide a detailed site plan for the Lake and Lincoln intersection that includes specific recommendations for functional, walkability and aesthetic improvements. Pedestrian and traffic movement to and from downtown businesses and nearby visitor attractions must be considered in preparing the plan's elements. The site plan should have cost estimates and be suitable for use in preparing construction documents.

Provide a site plan with design and cost estimate that addresses the following issues:

- Reduce congestion; improve pedestrian circulation, flow and safety
- Consider all four corners of the intersection for appropriate treatment.
- Consider opportunities for public art to be incorporated into the design.
- Consider opportunities for seating.
- Consider options for low-maintenance plantings
- Consider using paving patterns to provide visual cues for pedestrians and improve attractiveness. Provide several proposed paving detail options for consideration. The paving chosen should have potential applicability to other locations in downtown Sitka.
- Consider widening sidewalk onto parallel parking spaces on Lincoln St. by Crescent Harbor parking.
- Consider connecting sidewalk more directly to Crescent Harbor to improve visitor use and flow of Lincoln St./Crescent Harbor parking lot entrance.
- Determine the need for signing, maps and interpretation. Tie in with the Historic Preservation committee historic walking tour project.
- Improve appearance of existing utility features.
- Discuss issues/concerns with private landowners at Stereo North, Shee Atika, Horan & Company, Sitka Rose Gallery, NPS and a Northwest Cruise Line representative and address their comments/concerns.

Issues Identified:

- Unsafe pedestrians crossing at mid-block in front of the McDonalds' building.
- Pedestrian bottleneck at Lake/Lincoln intersection
- Unplanned appearance of site.
- Lack of pedestrian seating.
- Consider a "meeting spot?"
- Garbage can, drinking water fountain and other amenities.
- Access for people with disabilities
- Treated boarded up windows in stone building
- Clock?
- Change location of cross walk in front of Sitka Rose Gallery?

*Tree & Landscape Committee*

# Project/Proposal # 5

2010

Harbormaster requests funding from the CPET funds for 2 security guard shacks.

2011

2012

2013

2014

# Project/Proposal # 6

February 3, 2011

To: The Sitka Marine Passenger Fee Fund Administrative Board  
From: John Dunlap – Sitka Resident and Marine Tourism/Transportation Manager

**RE: Proposal for the local investment of Marine Passenger Fee Funds**

**Introduction:** I am aware that the Marine Passenger Fee Funds allotted to the City of Sitka must be used to address impacts caused by the Marine Passenger Ship Industry, and must include at least one of the three criteria: Safety, Efficiency or Transportation. That seems entirely appropriate; however, I believe the best investments of these funds would address all three criteria. Further, I think the *ideal* investment of these funds would also contribute to the economic well-being of Sitka and/or improve the quality of life for Sitka residents. I believe that I have a proposal to put forward that almost-perfectly addresses all these criteria.

**Proposed Use of Funds:** I believe the funds, or a significant portion of the funds, should be directed towards the City of Sitka developing a floating cruiseship mooring & passenger transfer facility to be seasonally located in Anchorage 1, the closest anchorage to our existing shoreside tender facilities (at O'Connell Bridge and Crescent Harbor). This facility would be designed to allow two ships to be safely moored as close as possible to town, without requiring a fixed pier along the waterfront.

**Advantages of this Proposal:** This floating cruiseship mooring facility, as shown in the attached drawings, would offer multiple benefits to visiting cruiseships, cruiseship visitors, and to Sitka:

1. **Safety** – This facility would allow safe moorage close to town for up to two cruiseships at a time. The ships would not have to worry about dragging anchor, and they would not have to operate (the presently) long-distance tender operations, with tenders running cross-wise to heavy vessel traffic areas. The floating, controlled-access design of the facility would also afford the ships a way to limit access to the ship boarding area by unauthorized persons (the one advantage of the present tendering arrangement).
2. **Efficiency** – This facility would greatly reduce the cruiseship's in-port operating and staffing costs. It significantly decreases the number of officers and crew that are presently required to man the bridge and tender openings when a ship is at anchor. It would also allow the ships to conduct faster, more-efficient passenger movement between ship and shore with a lesser number of tenders operating.
3. **Transportation** – This facility would provide the shortest-possible running distance between the cruiseships and the shoreside tender facilities they are using, reducing the number of man-hours required to conduct tender operations and also reducing fuel consumption and wear & tear on transportation equipment. It would also allow our city to make best-use of our existing shoreside transfer facilities at O'Connell Bridge and Crescent Harbor.
4. **Economic Benefits to Sitka** – There are multiple ways that Sitka and Sitka businesses and residents would benefit from the installation of this facility:

- With a user-friendly moorage & passenger transfer facility, Sitka may be able to attract additional cruiseship visits, and/or help us keep from losing more of the cruiseship traffic we have already lost to other easier-to-visit ports in SE Alaska.
- Cruiseship visitors would be able to get ashore quicker and with less difficulty, which would allow them more time to spend money on activities and locally-sold products. The visitors would also be more likely to come back to shore should they have to return to the ship during the day for any reason.
- With this improved facility, Sitka could charge cruiseships a considerably larger "day rate" for use of the floating moorage *plus* shoreside tender facilities. I believe the cruise line's would not be resistant to paying considerably more than they do now, in return for improved passenger transfer facilities.
- Over time the new floating moorage facility could be equipped with additional services, such as phone & data-line hook-ups, fresh water transfer hook-up, city-owned & operated tender service, perhaps even the ability to sell surplus city electricity to the ships while in port. All of these services could help generate new revenue streams and new jobs for our community.
- From October through April, this floating moorage facility could be relocated to anchor in our Western Anchorage at the north end of Thomsen Harbor. In this way our harbor department would be able to offer, for a fee, the facility as a tie-up and seasonal storage location for large visiting vessels: fishing vessels, processors, perhaps even AMHS ferries that are going to be in "lay-up" status for a few months during the winter.

**Background Information:** Because of my responsibilities serving as Vice President for Allen Marine Tours, operating vessels in support of cruiseship operations throughout SE Alaska, I am quite knowledgably about the needs of the cruise industry. I am also quite knowledgeable about the shortcomings of Sitka's presently-limited cruiseship visitor transfer facilities. I believe this project could help us hold on to the relatively small percentage of cruiseship visits we presently receive, and it could possibly help us to encourage some ships to come back or visit for the first time. Further, I believe these goals could be accomplished in a way that is acceptable to most of Sitka residents. In closing, I would just like to add that I share the view of the likely-majority of Sitka residents: I want the present great qualities of our community to be preserved, and I do not want to see a cruiseship pier attached to our downtown waterfront or at the old mill site.

Good luck in your deliberations on the very-important task ahead, and please let me know if I can be of assistance in any way.

Warm Regards,

John Dunlap  
112 Toivo Circle  
Sitka, Alaska  
(907) 738-3901

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J. Dinley

From: sltd@ak.net on behalf of Kenneth Rear [ken@sltdtours.com]  
Sent: Friday, January 28, 2011 4:13 PM  
To: jimdinley@cityofsitka.com  
Subject: Passenger Fee Fund proposal and comments.

Dear Mr. Dinley

1-28-2011

My name is Kenneth Rear I am a Sitka resident and tour operator who relies on the cruise ship day visitors to make a living. I was out of town over the holiday season visiting family so I didn't have opportunity to submit a proposal for the passenger fee fund. I would like to submit that proposal now for consideration by you and other relevant parties. I would like to propose that the city construct a floating cruise ship moorage at the inner cruise ship anchorage using funds from the passenger fee fund. A moorage like this would allow 2 ships to tie up to a floating structure close to the existing lightering floats. A facility like this is not a new thing similar facilities are being used through the Caribbean and in Bar Harbor Maine. A facility like this would provide several benefits the following are a few.

- Provide a secure place for the ships to moor eliminating the need to anchor and the risks associated with anchoring.
- Allow for the expedited transfer of ships passengers to shore allowing them more time in port.
- Allow for more even dispersing of tender traffic between the lightering docks to ensure both ends of town see visitors.
- Provide a safer and more secure transfer of ships passengers to town.
- Reduce congestion in crescent harbor. Provide place for tour boat loading away from tender docks thereby reducing congestion on lightering docks.
- Generate revenue for the City of Sitka in moorage fees and long shoring jobs.
- Provide facilities for large ships who do not tender thereby opening the possibility of stabilizing the cruise ship market here in Sitka.
- Provide for a higher level of security for the Ships.

A project like would simply need a permit from the Army Corps of Engineers and not require a public vote because no tidelands lease would be required. I don't have firm estimates of the costs of a project like this but from the research that I have done I believe that it could be accomplished for less than 4 million dollars. The City of Hoonah Got an estimate for a single ship mooring that came in at 1.5 million dollars. I can make rough drawings and maps of the proposed location and structures if you like. That may make the proposal clearer but construction and permitting will have to be done by engineers anyway PND Engineers out of Juneau has designed several. I believe the City of Sitka has also worked with them on past projects.

I believe that a project like this is a perfect candidate for the passenger fee fund providing direct benefit to the cruise ship as required by law. A facility like this should be a first tier priority project so that we can hopefully turn around the alarming trend of decreasing numbers of cruise ship visitors. It is my opinion that the cruise ships far prefer to disembark their passengers at the destination rather than disembarking and then having a bus transfer as was the situation in Valdez where they lost their cruise industry entirely. I realize that there is a dock being built out the road but it is unclear if there is any interest in ships mooring out there. If there is, then I think that the passenger fund is perfect for paying for the bus transfer to town as Camille suggested.

Regarding the proposed visitors center at the library it is my opinion that if passenger fee funds are to be used then the facility has to benefit the cruise ship. So if the visitors center is constructed in such a way that it expedites the transfer of ships passengers by bus to the dock out the road then it may be a good idea for a second tier project. If it is to be a new home for the Sitka Convention and Visitors Bureau or other agencies they should have to answer the question (How do they benefit the Cruise Ships?). It would be unfortunate if passenger fees were used to build facilities for agencies that don't support cruise ship tourism. As for the rebuilt Historical Society Museum I don't feel that this is a responsible use of the passenger fee fund, there are other avenues of funding available to them. A museum in itself does not directly benefit the cruise ships and this would set a dangerous precedent. If this is allowed what is to stop any number

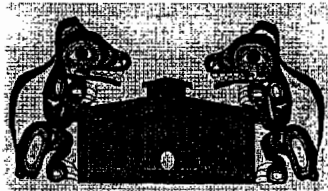


of historical preservation or environmental conservation groups from getting funds from the passenger fee fund. Finally the security shelters for the harbor masters security staff seem like a reasonable use of the funds. The Security staffs jobs are directly related to the cruise ships and the ships benefit by having the security staff down there. Having the shelters would let people know where they could find security when needed. I was under the impression that these shelters had already been constructed anyway. Thank you for considering my proposal and comments I am available to talk anytime if you would like My cell phone # is (907)738-3301 and my e-mail is [ken@sidtours.com](mailto:ken@sidtours.com).

Best Regards  
Kenneth J Rear  
Member/Manager  
Greenling Enterprises LLC

# Project/Proposal

## # 7



FORTRESS OF THE BEAR

4639 Sawmill Creek Road SITKA, ALASKA (907) 747-3032

*-For Protection And Positive Solutions Through Education-*

RECEIVED  
FEB - 7 2011

City & Borough of Sitka

February 7, 2011

To: The Sitka Marine Passenger Fee Fund Administrative Board  
From: Les Kinnear-Executive Director of Fortress Of The Bear

Re: Proposal for the local investment of Marine Passenger Fee Funds

Fortress Of The Bear would like to request \$25,000.00 in head tax money to create several projects contributing to the safety, transportation and well being of our Cruise Ship visitors.

- ❖ Grade and resurface the parking lot, at Fortress Of The Bear. The parking lots are reasonably adequate, however resurfacing and grading would make it much safer for handicapped guests and during rainy days when mud or standing water can be an issue. During the 2010 season we had more than 9,000 visitors to Fortress of the Bear, arriving in Busses, rental cars, vans, cabs, bicycles and on foot. Many are seasoned travelers, all appreciate the rustic nature of our facility but it must still be safe.
- ❖ Complete restrooms/handicapped ramp gift shop staging area decks benches and amenities. There are no restrooms available for visitors or local recreational residents using the area from Whale Park to Sawmill Creek campground. This includes the Thimbleberry/Heart Lake trail area and Blue Lake Road and the Sawmill Creek campground during the off season., We at Fortress Of The Bear are continually providing restrooms, telephone service and emergency services for recreationists beyond Whale Park.
- ❖ We want to rearrange our traffic flow pattern to allow busses and vehicles to enter through a new gate between our existing gate and the Recycle Center . This will allow busses to pull in, unload, and depart without having to turn around or backup. This is important and goes a long way toward increased efficiency, safety and convenience for passengers and drivers alike. This

would also reduce the noise and confusion created by bus back-up horns during bear educational presentations.

- ❖ The cell phone service is sporadic at best at the Sawmill Cove Industrial Park and we find it necessary to use our land lines to call cabs or rides for visitors of locals in emergencies.
- ❖ We would also like to install, supply, and maintain several sanitation stations for our guests. Because our facility is exposed to the elements, where birds, squirrels, eagles and animals thrive, we recognize the hazard imposed when our visitors can be exposed to locations where these creatures have been.

We appreciate you taking the time to consider this proposal and stand ready to serve or clarify in any way we can help.

Sincerely,  
Les Kinnear

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# Project/Proposal # 8

**Jim Dinley**

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**From:** The Murphy family [sitkakids@yahoo.com]  
**Date:** Tuesday, February 08, 2011 8:28 AM  
**TO:** jimdinley@cityofsitka.com  
**Subject:** proposal for marine passenger fee fund

Dear Mr. Dinley,

I propose that some of the Marine Passenger Fee Funds be used to create a summer youth work crew. As the mother of a teenager I know how hard it is to find a summer job for my son. Unless you know someone that owns a business and is willing to hire them there are few choices. To hold a job would improve his work ethic as well as appreciation for the costs of living.

My proposal would be to hire youth to do jobs directly related to tourism in the summer. They could clean up Lincoln street of garbage, gum, offer directions and maps, serve as crossing guards, work with city parks crews to landscape, weed and trim trails, and whatever else is needed during the summer months that would improve the appearance of Sitka for our tourists.

Unfortunately I do not have any idea how much such a program would cost. It might even be something that Community Schools cover oversee.

I apologize for the vagueness of this proposal. While discussing this at a Super Bowl party with other parents one mentioned that he thought Ketchikan has such a program. If you think this is a viable proposal I would be happy to contact the City of Ketchikan and investigate further how their program works.

Thank you for your time.

Sincerely,  
Richelle Murphy

# Project/Proposal # 9

Jim Dinley

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From: Ken Corson [corsonken@yahoo.com]  
Sent: Saturday, February 12, 2011 12:29 PM  
To: jimdinley@cityofsitka.com  
Subject: marine passenger fee fund

Sitka is blessed with sustainable fisheries, abundant clean water, green renewable hydro power, clean air and outstanding forests and scenic beauty. My suggestion for some of these funds are local custom built recycling kiosks at key locations, like under the bridge, Crescent Harbor, downtown, etc. These kiosks possibly made with an aluminum central post surrounded with four cylinders, for glass, paper, aluminum, plastic. These cylinders can be embellished to resemble fish or otters or native heritage, etc. Have local artists compete on designs. Each cylinder will extoll the virtues of our sustainable resources, as well as promote our good stewardship towards renewable resources. If they come out as artistic and attractive as I envision, they may well become a photo opportunity for our visitors. Also set aside some money for their pick up.

sincerely,  
Ken Corson  
Sitka



# Project/Proposal # 10

**Proposal for using Commercial Passenger Excise Tax funds for downtown directional and interpretive signs**

Interpretive and directional signs are a great need in Sitka, where there is extremely limited directional signage, and no interpretive signage other than at state and federal sites. Comprehensive signage would clearly be a major benefit to visitors.

Interpretive and directional signage and the Crescent Park path rebuild are listed as Phase 1 priorities for immediate implementation in the CPET Project Implementation Master Plan (MRV Architects and Jones and Jones, April 2010).

Apparently these projects were not implemented due to controversy about details of implementation.

This proposal takes into account that even something as seemingly uncontroversial as a directional sign is something Sitkans care about.

The proposal is to **contract the work of designing the directional signs** to a business with experience in directional signs, and give them plenty of time to work with the public to design downtown directional signage. Then, the signs could actually be created. The amount in the Master Plan is \$175,000 (this includes the actual signs).

**This contract would also develop the location and general content of interpretive signs, and develop a scope of work for creating detailed content for interpretive signs.** The amount in the Master Plan is \$75,000, which includes the actual signs, but not the content.

**Developing content for interpretive signs would be a separate contract**, for a writer to do the massive amount of research required for a project of this magnitude (interpretation for an entire town) and for a designer to design the signs and find illustrations. Information would be solicited from local groups and experts, and the resulting work would go through multiple public and expert reviews. This work is not listed in the Master Plan, but could be estimated at another \$100,000.

This interpretive work would also be available as a website, a book, a booklet/walking tour, and other media. The goal is to have accurate, comprehensive, well-written and accessible information about Sitka.

Submitted by Rebecca Poulson, board chair, for the Sitka Maritime Heritage Society, Inc.  
Rebecca Poulson@hotmail.com 747-3448  
SMHS address: P. O. Box 2153  
My address: 107 Jeff Davis St.

RECEIVED  
FEB 18 2011

City & Borough of Sitka

**Jim Dinley**

---

**From:** rebecca poulson [rebecca\_poulson@hotmail.com]  
**nt:** Thursday, February 10, 2011 1:39 PM  
**o:** Jim Dinley  
**Subject:** CPET proposal for signage  
**Attachments:** Proposal for using Commercial Passenger Excise Tax funds for downtown directional and interpretive signs.doc

Hello,

here is a proposal for using some of the tourist head tax funds for interpretive and directional signage. I hope that the approach - hiring a contractor to design the signs, with plenty of public input - will avoid the problems encountered last year, and get us some nice signs! This has been a priority for years with the museums and historical people in town, and of course visitors constantly comment/complain on the lack of signage in town.

I'll drop off a hard copy at your office.

Thanks!

Rebecca Poulson

# Comments

Jim Dinley

From: karen.grussendorf [bksitka@gmail.com]  
Sent: Thursday, February 03, 2011 3:24 PM  
Subject: jimdinley@cityofsitka.com  
Marine Passenger Fee Fund

Mr. Dinley, I have concerns regarding proposal #1. First of all, I spoke to members of the library board and the museum board, as well as Kettleison staff. They were not aware of this proposal. Also the library board and staff have their own plans for the needed expansion and reorganization of Kettleison. This is OUR local library, well used by the community, and needs to remain at its current location, easily accessible to all -- according to a recent survey. Where else would the city put it -- and would Ted Kettleison roll over?

I think it's great that our visitors use the library to access email, read, rest, and enjoy the view, but for the majority of the year it is a hub of activity for us locals. The reviewers of this proposal should research the history of the public library in Sitka and learn how it came to be located in the current spot.

Thank you for taking my comment.

Karen Grussendorf  
Retired librarian and former president of the Sitka Library Association

**Jim Dinley**

From: Andrew Thoms [andrew@sitkawild.org]  
Sent: Wednesday, February 02, 2011 2:29 PM  
To: jimdinley@cityofsitka.com  
Subject: multi-agency visitor center

Jim:

I'm really interested in the multi-agency visitor center and we have been trying to help get some other entities interested... but I thought it was going to be in Centennial Hall. What is the Kettleson Visitor Center project that was in the paper? Do you have more info on that that I can take a look at? Where is the library going to go?

Andrew

Andrew Thoms

Executive Director  
Sitka Conservation Society  
Box 6533 Sitka, Alaska 99835

SCS Office: Phone: (907) 747 7509 Fax: (907) 747 6105  
email: [andrew@sitkawild.org](mailto:andrew@sitkawild.org) Web: [www.sitkawild.org](http://www.sitkawild.org)

Jim Dinley

From:  
To:  
Subject:

Sarah Bell [sarahb@cityofsitka.com]  
Tuesday, February 01, 2011 5:08 PM  
Jim Dinley  
Marine Passenger Fee Fund

Mr. Dinley-

Imagine my surprise when I read in the paper that the SCVB was requesting money for a multi-agency Visitors Center to be located in Kettleson Library, particularly since no one from the SCVB or the other agencies ever came and spoke with me.

I am registering an official objection to this proposal on several levels.

- 1) Kettleson Library is in the midst of an expansion process. We are trying to adhere to a process established by the Foraker Group and now find that other city groups have other plans for us. This process will include plenty of public input, beyond what we have already collect during a needs assessment.
- 2) I was never approached by any organization about exploring the possibility of taking over Kettleson.
- 3) During the last two needs assessment surveys there was clear indication from local citizens that they prefer the current location.
- 4) During the first expansion attempt, other options were examined, and the current site was still determined to be the best option.

Sarah Bell  
Kettleson Memorial Library  
320 Harbor Drive  
Sitka, Alaska 99835  
907 747-8708  
cell: 907 738-5396

**Jim Dinley**

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**From:** Laura Kaltenstein [lkaltenstein@yahoo.com]  
**nt:** Tuesday, February 01, 2011 2:41 PM  
**To:** jimdinley@cityofsitka.com  
**Subject:** Visitors Center Proposal

I am concerned about the article in Jan. 31 Sentinel regarding the Sitka Convention and Visitors Bureau requesting a "multi-agency Visitors Center to be located in Kettleston Library".

As a regular library user I would be very concerned if any of our library space would be reduced or compromised in any way. I also work in tourism in the summer and am very much in favor of tourist information being easily available, and for the convenience of tourists using the existing facilities at the library. However, as a regular user, I find the library to be filled in the summer on any ship day and the librarians already acting as "visitor guides". Any expansion of the present library space would be useful and welcome to all.

Please, lets have more library space and services for all, not less in any way.  
Thank You, Laura Kaltenstein



Catherine Parker  
PO Box 1424  
Sitka, AK 99835  
907-747-4025

February 3, 2011

Jim Dinley, Municipal Administrator  
City and Borough of Sitka  
100 Lincoln Street  
Sitka, Ak 99835

RE: The Marine Passenger Fee Fund

To whom it may concern:

I would like to respond to two of the project proposals for funding by revenue from the passenger fee account as published in the Daily Sitka Centennial:

1. The Sitka Convention and Visitors Bureau requests a multi-agency Visitors Center to be located in Kettleon Memorial Library.

I am responding as a citizen as I do use the library and have had an account with Kettleon Memorial Library since 1981 however I have been employed as a librarian assistant for the same duration. I have worked and used the library when it was half its current size and have been involved with past and current expansion plans.

Initially my response to the Sitka Convention and Visitors Bureau proposal was one of surprise as I was never aware of this proposal. I would have thought that the impact of such a project would have at least warranted a discussion with the principal entity involved but to my knowledge that has not occurred. Obviously the Sitka Convention and Visitors Bureau is not aware of the extensive process that is currently in place for library expansion. Such expansion does not involve a multi-agency visitor's center to be located in the library. This is not to say that such a center is not without merit or value. I recognize as an employee and citizen of Sitka how important tourism is to our community and how important it is to be as welcoming and accommodating to this user group as possible as they are a big asset to our economy.

Kettleon Memorial Library has been very instrumental in meeting the needs of tourists. We have phones, restrooms and internet plus staff are very willing to assist in reference questions that involve our community or with other needed information or concerns. We definitely are doing our part as we receive very positive feedback from this group. However, we also have an obligation to serve our own community which I can proudly say we do equally as well. Our library is heavily used. Our circulation and program statistics point to this heavy usage. We are outgrowing our existing space however and that is why library expansion is being looked at. We do know that we might not be afforded additional staff but where we are hoping to expand

takes that into account. We would like to move into our back parking lot so that we can add much needed additional work, processing and storage space. We would like to move out into the front parking lot for an expanded children's area, larger foyer and possibly a self contained room for programming. NONE of this involves a "visitor center." There are many reasons how having a visitor center in our library would have negative impact. Having such a center would take away from the much needed additional space for library services I have just mentioned. Having such a center could potentially burden staff with additional work. Also this project complicates the expansion project that we are currently involved in. Lastly, putting a visitor center in the library would take away the main purpose of the Centennial Building which is a perfect fit for such a needed space. The Centennial Building's foyer currently welcomes visitors with pertinent information and facilities that meet their initial needs and then further affords them access to rich displays, performances and a museum that are currently housed in the building.

In conclusion, Kettleon Memorial Library currently does welcome our tourist community more than adequately and even though the extra traffic does impact our staff and our own library patrons, we do recognize the importance of the patronage of these folks and we enjoy serving them. An expanded foyer would assist them however housing a "visitor center" in our already space constricted building would be hard and I would encourage you to consider alterations to the existing Centennial Building for this proposal. If you feel that what the Centennial Building has to offer tourists presently is inadequate then I would encourage you to address that building's issues in response to this deficiency.

I would like to request that the City seriously gives consideration to proposal four:

4. The Sitka Historical Society and Museum requests \$300,000 for a major renovation to the Museum.

For a town that is so heavily seeped in such incredible unique historical significance, it is a shame that our museum is tucked away in such a small space. When the museum has to turn away priceless artifacts and collections due to lack of space, - that really is a shame.

Thank you for your time and consideration in these matters.

Catherine Parker

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Jim Dinley

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From:

marilynkrk@att.net

To:

Friday, February 04, 2011 3:18 PM

Cc:

jimdinley@cityofsitka.com

Subject:

Marine Passenger fee fund projects

Mr. Dinley,

Although I support projects that enhance the tour industry in Sitka, I do not support a project that would put a Visitor Center in Kettleson Library. I served on the library advisory board some years ago and even then we recognized the facility was too small for Sitka's library patron needs. I applaud Sarah and her staff for providing exemplary library services under less than ideal circumstances and I'm pleased to hear that the current library may be enlarged. The location is ideal to serve Sitka's needs and a larger facility at that location can only enhance programs and services. A good library, centrally located is one of the features of an attractive, vibrant community.

I believe with a bit of thought and evaluation a Visitor Center could be placed in a location downtown that would not put additional strain on the limited space at Kettleson. I urge that this project, as proposed not be funded.

Sincerely, Marilyn Knapp

Comments on cruise ship \$ request by SCVB -

Sandy Lorrigan  
Sitka Convention and Visitors Bureau  
PO Box 1226  
Sitka, AK 99835

2/5/2011

Dear Sandy:

I read with interest the article in the Feb 4 Sitka Sentinel regarding your request for cruise ship funding to construct a new visitors' center in the Kettleson Library, as well as Matt Donahoe's opposition letter to the editor in the same issue.

Unfortunately, your request assumes that: 1. the library has ample room for a new "multi-agency visitors' center", 2. your wants and needs are more important than the library's, and 3. Sitkans will support your plans for expansion into the library. I don't think any of these is true. From my perspective, Kettleson is a much loved community center, with a substantial cadre of local supporters.


The article suggests that you pursued these funds without bothering to touch bases with local authorities or affected constituencies such as the library, its board of directors, or the municipal assembly. Clearly, you need broad community support to achieve your goals. Why are you embarked on an unnecessary battle that will turn a large group of residents into SCVB opponents?

You cannot succeed without building positive partnerships based on mutually supportive goals and objectives. That means working with all affected parties, and carefully considering their wants and needs along with yours.

To salvage as much as possible from this ill advised brouhaha, I would suggest that you withdraw your funding request, and apologize to all who may be unhappy with your precipitous action.

Please don't make this another divisive issue like the Chamber of Commerce's ill considered venture into fish politics.

Yours for community harmony,

  
Dave Hardy  
Box 6032  
Sitka, AK 99835

Cc: Sitka Sentinel, Kettleson Memorial Library, C/B Sitka

RECEIVED  
FEB - 7 2011

City & Borough of Sitka

I've worked/volunteered at the kiosk under O'Connell bridge for the past 4 years. These are my observations and suggestions. I have no clue what the cost of any of these would actually be.

#### **THE BRIDGE**

The visitor's arriving from the tender walk towards Lincoln or Harbor drive without any consult, stop and ask questions from one of the tour vendors, are directed to their awaiting tour buses or tour guide location or approach me with questions and for suggestions while picking up the local 4 Seasons that includes a map.

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#### **CRESCENT HARBOR**

When the visitors come off the tender at Crescent Harbor, they have the option to approach one of the tour vendors with questions or head out on their own since they see stores. For the most part, they are left to their own devices to find where things are or where to go.

#### **SUGGESTION #2**

There is **NO signage anywhere** at Crescent Harbor to INFORM the arrivals that inside Harrigan are bathrooms, 2 public phones, BACA, the Archangel Dancers, the Historical Museum plus the large information desk with endless information and maps. The people are new to Sitka, they don't know where to go, they want directions and there is nothing official at Crescent Harbor to get them inside. Create a sign indicating the contents of Harrigan Hall. Create a sign indicating the way to Totem Park. Having this done for the 2011 season would be great

I'll suggest \$300 for those two signs

#### **SUGGESTION #2**

I would suggest a 2-person kiosk, placed in plain sight of the arriving visitors, the way the blue school now bus stands out. It would be the **instant help** where many would seek directions guidance to the churches, Totem Park, INTO Harrigan, etc. Nothing big, there's no need for a huge outside structure taking up valuable parking space. This could be build for use for the 2011 season.

I'll suggest \$2000 - \$5000 for the cost.

#### **SUGGESTION #3**

As it gets closer to returning to their ship at the end of the day, there are oftentimes very long lines, waiting to board a tender in really nasty, wet weather and people do not appreciate getting wet or soaked. I don't know how to make this work, but provide a long, sidewalk-narrow canopy over their heads as they stand in line, would be helpful and appreciated. A canopy on removable poles over the sidewalk, from the shelter driveway to the ramp, could be installed in May, removed, and stored in September. The same thing *could* be installed over the short sidewalk area where the tour vendors stand. Although they are dressed for the weather, making it a dryer working location for them to conduct their business that in turn, benefits Sitka, would be a great.

I'll suggest \$10,000 for this cost.

Gwen Lazzarini  
Volunteer for SCVB

# STATE OF ALASKA

Sean Parnell, Governor

**Department of Education & Early Development**  
**Division of Libraries, Archives & Museums**

Linda S. Thibodeau, Director

Alaska State Museums  
395 Whittier  
Juneau, Alaska 99801  
(907) 465-2910  
(907) 465-2976 Fax  
Linda.thibodeau@alaska.gov  
www.museums.state.ak.us

February 10, 2011

Mr. Jim Dinley  
City and Borough of Sitka  
100 Lincoln Street  
Sitka, Alaska

Re: Passenger Commercial Passenger Excise Tax Funds

Dear Mr. Dinley,

The proposal prepared by Rebecca Poulson for Commercial Passenger Excise Tax funds for downtown directional and interpretive signs should be given top priority. The plan proposes a contract for design of the directional signs and a separate contract for developing content for the signs. This process will involve the public and guarantees that signage will be accurate, based on facts, and have a consistent design element.

Improved signage is an extremely important priority for the Sheldon Jackson Museum. Our museum still remains underappreciated by the independent traveler and cruise ship passengers that choose not to take tours or do not know about the existence of the facility. Signage and wayside exhibits would help remedy this problem.

The staff at the museum would like to be an active participant in this project and encourages the City and Borough of Sitka to fund this proposal.

Sincerely,



Linda S. Thibodeau  
Director

**Jim Dinley**

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**From:** dana pitts [danapitts106@hotmail.com]  
**Sent:** Tuesday, February 15, 2011 3:45 PM  
**To:** jimdinley@cityofsitka.com  
**Subject:** marine passenger fee fund

Feb. 15, 2011

TO: Jim Dinley, City Administrator

FR: Dana Pitts

My comments are in regards to the projects/proposals listed in the Sitka Sentinel on Feb. 11 that are to be funded by the marine passenger fee fund.

I feel very strongly that these funds should be used to enhance our downtown area for the visitors and ultimately for Sitkans. Better and more signage is needed as well as an improved sidewalk from Crescent Harbor to Sitka National Historical Park. We are lucky more people haven't been injured by taking one too many steps from where the lawn ends and the drop off into the harbor. People are always taking photos of the Harbor as well as their ship in the distance. The sidewalk could be widened just a bit more.

Money could be used to paint the crosswalks (safety for locals and visitors) before visitor season.

A better landscaping at the corner of the Centennial Hall that faces the Harbor. Three flower boxes were placed on that corner last summer and they looked awful....just like someone had purchased the boxes as an afterthought and put them on the corner. The ground wasn't level, and the boxes tilted. The grass was half dead that surrounded the boxes.

What happened to the plan the architects came up with? I attended a couple of meetings and I thought it looked beautiful. We good money for the plan and when is it going to be implemented?

**Jim Dinley**

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**From:** rebecca poulson [rebecca\_poulson@hotmail.com]  
**Sent:** Saturday, February 12, 2011 2:28 PM  
**To:** Jim Dinley  
**Subject:** head tax comments

Hello, I would like to comment in favor of using tourist head tax funds for upgrades to the Sitka Historical Society Museum. This organization safeguards the history of our town, which is not only a public service, it is a major reason tourists come here. This would be an entirely appropriate use of these funds.

I would also like to comment against the idea of using Kettleson library as a visitor center.

Thanks  
Rebecca Poulson



PO Box 1673  
Sitka, AK 99835  
February 8<sup>th</sup>, 2011

City and Borough of Sitka  
100 Lincoln Street  
Sitka, AK 99835

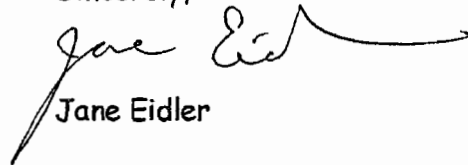
Dear Mr. Dinley

As a member of the public I would like to comment on the proposals recently recounted in the local newspaper. I am completely at a loss as to why the Sitka Convention and Visitor Bureau would even mention the idea to be housed in Kettleson library without even contacting the librarian. Having lived in Sitka for some time and been around the last time the library expansion was proposed I saw that the public was very attached to the location of the library and unless another location as good as the one where the library now is would be proposed then I do not think public support will agree to putting a visitor center in the library.

As for the second proposal of getting a stipend for the busses I cannot support this either. The reason is that idea is premature because there are no cruise ships yet docked at that dock. That idea could be revisited in the event of a contract with a cruise ship.

Thank you for your time.

Sincerely,

  
Jane Eidler

Jim Dinley

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From: carolek@ak.net on behalf of Carole Knuth [carolek@ak.net]  
Sent: Monday, February 07, 2011 10:44 AM  
To: jimdinley@cityofsitka.com  
Subject: passenger fee use suggestion

I am responding to the recent media reports for suggestions for use of the cruise ship passenger fee.

I am the owner/operator of Reindeer Redhots (corner of Lake & Lincoln). Passengers often comment on our great community & how much they love it here. In the course of discussion, I have heard a number of suggestions for improvement over the years. I would like to pass on two frequently suggested by tourists.

1. More garbage cans throughout the downtown area. In addition to the physical cans themselves, there would need to be a plan for emptying them regularly. People have become more concerned about recycling when they throw away trash, but I don't have a suggestion of how the city could handle that request.

2. There have been many near misses since the stop light was put in. People have often commented on how unfriendly the drivers seem to be toward the tourists crossing the street. To aid in the flow of cars, would it be possible to reconfigure the lanes to have one lane with a turn arrow and another lane for going straight/turning right?

Thank you for this consideration-

Carole Knuth  
747-5559

**Jim Dinley**

From: kelliott@gci.net on behalf of kim [kelliott@gci.net]  
Sent: Tuesday, February 08, 2011 10:41 AM  
To: Jim Dinley  
Subject: Marine Passenger Fee Fund

Administrator Dinley -

*In the event past projects submitted are no longer on the table, I would ask that the continuation of the walk from the end of Crescent Harbor to Totem Park be a priority for these funds.*

*I do support items number 3, 4 and 5 on your list at the City website and hope they will receive funding.*

*I do not support the items number 1, 2, and 6 that have been proposed:*

1. The Sitka Convention and Visitors Bureau requested a multi-agency Visitors Center to be located in Kettleton Library. *What does multi-agency Visitors Center entail? The library is already fully utilized and in not the appropriate venue for this. Perhaps better signage to the current visitor's bureau would be an alternative or move the canoe to Totem Square where it was created and put something for the visitors where it is now.*

2. Camille Ferguson requested a \$6 to \$8 stipend per cruise ship passenger be provided for free transportation from the Halibut Point Marina to downtown. *I have a bit of an issue with this - what about those other folks trying to make a living providing transportation? Should they get a stipend as well?*

6. Seening Enterprises LLC and John Dunlap submitted proposals for the City of Sitka to construct a floating cruise ship moorage at the inner cruise ship anchorage. *I see many problems with this idea - particularly as a boat operator myself. What will they do with this dock when there are no ships? It could create dangerous obstruction for those islanders that travel back and forth in the dark as well as other fishermen and recreational boaters. That channel/inner anchorage area is already congested in the summer with all the lighter boats and charter boats and a floating dock out in the middle won't solve any problems.*

*I would also note as a member of the Port and Harbors Commission that this has not been brought before us this year except for the Harbor project. I am commenting as a concerned citizen. Port and Harbors commission is to meet this Wednesday, the 9th at 6:00 pm. Perhaps this year's proposed projects will be brought before us after the comment deadline?*

*Thank you for the opportunity to comment.*

*Sincerely,*

**Kim**

Kim Elliot  
7 Maksoutoff Street  
Sitka, AK 99835-7556  
(907) 747-7677  
email: [kelliott@gci.net](mailto:kelliott@gci.net)

Jim Dinley

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From: Jim Dinley [jimdinley@cityofsitka.com]  
Monday, February 07, 2011 8:05 AM  
To: jimdinley@cityofsitka.com; sara@cityofsitka.com  
Subject: Fwd: Cruise ship tax

Begin forwarded message:

From: David Steward <dssteward@gmail.com>  
Date: February 5, 2011 8:58:33 AM AKST  
To: jimdinley@cityofsitka.com  
Subject: Cruise ship tax

Dear Mr. Dinley:

Thank you for alerting us to six proposals for funding by revenue from the passenger fee account. They "cover the waterfront" from proposals that seem sensible to proposals that seem completely out of keeping with community wants and needs. This makes me wonder if community guidelines of appropriate use might be given. I have seen a good bit of discussion of "legal guidelines," but perhaps a collaborative process might be used to establish what seems good to the variety of stakeholders in our community. This could be helpful if we expect to receive these revenues into the future. I am a bit suspicious of a process in which either city staff by itself or individuals or even representatives of one interest have too much "say." Again, I appreciate your request for public responses.

I would think that successful proposals should reflect expenditures that affect positively the largest-possible group of Sitkans and which reflect the largest group of local interests—within the legal requirements laid on these funds.

Here are my responses to a couple of the announced proposals:

1. One proposal urges the co-option of our beautiful library for the use of an undefined Visitor's Center and the removal of the library to an undefined spot. I find this offensive. The requisite planning to even make this request is not in. The idea that the community should give up a beautiful and extensively used center to serve a seasonal industry is exactly counter to what I suggest above as community-based standards. Please use this miscast suggestion only to point out an inappropriate proposal.

2. One proposal suggests the construction of a floating cruise ship moorage in our inner harbor. This is a variation on the theme of a permanent dock—which voters in Sitka have again and again rejected, decisively. What part of “no” do these interests not understand. “Floating” is as permanent as “pile secured.” Or do these folk propose to roll up the dock after the cruise ships leave. Some of us like our harbor and the “distance” it gives us from intrusive business interests.

3. The subsidizing of cruise ship passenger transportation into Sitka is just the same as lowering the cruise ship tax. Not a good idea. A better idea (although I’m not ready yet to make it) is to subsidize our current transportation infrastructure so that more facilities are available for transport of anyone between Sawmill Cove and Sitka—with tourists paying at least as much as Sitkans for the service. The key here is that this would be a year round service, and could stimulate growth for Sitkans at Sawmill Cove.

I approve of the use of passenger fee revenues for City infrastructure and for upgrading access to spots of tourist interest. Planting trees is good. Improving streets and sidewalks is good. Providing bike shelters and covered places for people to wait for transportation is good. Provision of WiFi downtown last year was such a good idea. We’ve sometimes experienced a limit to our ability to use communication devices when too many tourists arrive. Is there a need to upgrade that communication infrastructure so everyone can communicate, even when a ship is in town?

Sincerely,

David S Steward

2332 Sawmill Creek Road