

MINUTES JUNE 8, 2015 - SITKA CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS
SCVB OFFICES, 303 LINCOLN ST, STE #4 - 6:00PM

PRESENT: Mary Stensvold, Evy Kinnear, Tad Kisaka
Call-In: Rachel Moreno
Staff: Tonia Rioux

I. CALL TO ORDER: Mary Stensvold called the meeting to order at 6:10 pm.

II. AGENDA: Rachel Moreno/Evy Kinnear moved to approve agenda. **Approved with all in favor.**

III. INVITED GUESTS/PERSONS TO BE HEARD: None

IV. NEW BUSINESS

• **a. Assembly Agenda Item: Future Direction of the SCVB** – The Board discussed the upcoming Assembly agenda item for discussion/direction/decision for the future of the SCVB, and the Administrator's recommendation to absorb the SCVB as a hybrid structure within the City & Borough of Sitka. The Board agreed that they wanted whatever was best for Sitka, but absorbing the SCVB was not in the best interest of visitor marketing. Concerns raised included loss of continuity of marketing efforts, loss of institutional knowledge of the staff, the fact that the visitor industry is too large of an economic driver to be pushed into a coordinator position within the City, concern about funding being moved away from marketing to other "visitor enhancement" projects if it were a part of the administrative budget, the concern that the move is an act of convenience, and discussion about the RFP and proposal process between the SCVB and the City & Borough of Sitka. Evy Kinnear / Rachel Moreno moved to request that a second RFP be released with clearer guidelines and a more generous timeline and the closing of the SCVB be extended to Dec 31, 2015. **Roll Call Vote** – Evy Kinnear: Yes | Tad Kisaka: Yes | Rachel Moreno: Yes | Mary Stensvold: Yes | **Approved with all in favor.**

V. BUREAU DISCUSSION: None

VI. ADJOURNMENT: Meeting adjourned at 6:50 pm

**MINUTES MARCH 10, 2015 - SITKA CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS
HARRIGAN CENTENNIAL HALL - 12:00 P.M.**

PRESENT: Mary Stensvold, Evy Kinnear, Angela McGraw, Tad Kisaka
Staff: Tonia Rioux

ABSENT: Rachel Moreno

PUBLIC IN ATTENDANCE: None

I. CALL TO ORDER

Mary Stensvold called the meeting to order at 12:10 pm.

II. AGENDA

Angela McGraw / Evy Kinnear moved to accept the Agenda of March 10, 2015. **Approved with all in favor.**

IV. TREASURER'S REPORT – As submitted.

V. INVITED GUESTS/PERSONS TO BE HEARD – None

VI. NEW BUSINESS

● **a. Articles of Incorporation**

The Executive Director discussed and distributed the most recent Articles of Incorporation & Bylaws for review, discussion, and possible approval. Board Members needed more time to review, and agreed to send comments to the Executive Director via email and review/approve at a future meeting.

● **b. Executive Session**

The board of directors scheduled an employee review for the Executive Director on February 17, 2015.

X. ADJOURNMENT

Meeting adjourned at 12:35 pm.

**MINUTES JANUARY 13, 2015 - SITKA CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS
HARRIGAN CENTENNIAL HALL - 11:00 A.M.**

PRESENT: Mary Stensvold, Evy Kinnear, Angela McGraw, Tad Kisaka, Rachel Moreno
Assembly Liason: Mim McConnell
Staff: Tonia Rioux

ABSENT: None

PUBLIC IN ATTENDANCE: None

I. CALL TO ORDER

Mary Stensvold called the meeting to order at 11:07 am.

II. AGENDA

Rachel Moreno / Evy Kinnear moved to accept the Agenda of January 13, 2015. Mary Stensvold requested an item be added under New Business: Schedule Employee Review of Executive Director. Evy Kinnear / Rachel Moreno moved to approve the agenda with the addition. **Approved with all in favor.**

III. MINUTES

Rachel Moreno / Angela McGraw moved to accept the September 30, 2015 Minutes. **Approved with all in favor.**

IV. TREASURER'S REPORT – As submitted.

V. INVITED GUESTS/PERSONS TO BE HEARD – None

VI. UNFINISHED BUSINESS

• **a. Branding / Signage Update**

Executive Director, Tonia Rioux, gave an update of the branding and wayfinding project, including an overview of the Research Field Book for Sitka. The Research Field Book includes survey data and critical gaps/potential areas of improvement.

VII. NEW BUSINESS

• **a. City Ordinance Modification: "Formally dissolving the Sitka Convention & Visitors Bureau from under the City's oversight effective July 1, 2015; with plans to issue a Request for Proposal(s) for an entity to take on the responsibilities for planning, coordinating, promoting, and executing all phases of conventions, tourism and marketing for Sitka. The CBS will provide a percentage of bed tax revenues for funding purposes."**

Although remedying the current "quasi-city" status of the SCVB has been a discussion happening between the SCVB Board, City Assembly, and City Administration for years, the Executive Director mentioned concerns that had been brought forward by membership and members of the public regarding the wording of the proposed ordinance, specifically "Formally dissolving the Sitka Convention and Visitors Bureau", as it had caused confusion that the SCVB would be shutting down completely. Rachel Moreno felt it was appropriate because it is being dissolved "from under the City's oversight", which is necessary to move in the direction of a formal 501(c)3 structure. It was also discussed that releasing the RFP is a necessary step, since bed taxes are being awarded by the City. The Executive Director also raised concerns from staff members that their jobs may be in jeopardy, since there is no guarantee that the RFP would be awarded to the SCVB. The general feeling of the board was that there was no other agency as experienced or readily equipped to handle visitor marketing for Sitka, and that it was a necessary step to be in alignment with the City's request to dissolve the defunct General Code governing the SCVB and end the "quasi-city" status. Rachel Moreno felt it was important to publicly show support for the ordinance to show cooperation with the Assembly and let people know this is part of a purposeful, collaborative direction between the SCVB and City of Sitka. Rachel Moreno / Evy Kinnear moved to support CBS Ordinance No. 2015-03, "An ordinance of the City and Borough of Sitka (CBS), Alaska Formally Dissolving the Sitka Convention and Visitors Bureau Under the City's Oversight Effective July 1,

January 13, 2015 SCVB Board Meeting

Harrigan Centennial Hall

11:00 A.M.

2015; with Plans to Issue a Request for Proposal(s) for an Entity to Take on the Responsibilities for Planning, Coordinating, Promoting, and Executing All Phases of Conventions, Tourism, and Marketing for Sitka.
Approved with all in favor.

- **b. Schedule Employee Review of Executive Director**

The board of directors scheduled an employee review for the Executive Director on February 17, 2015.

VIII. STAFF REPORTS

- **Executive Director Report: As submitted.**
- **Director of Convention Sales Report: As submitted.**

IX. Bureau Discussion: None

X. ADJOURNMENT

Meeting adjourned at 12:35 pm.

MINUTES SEPTEMBER 30, 2014 - SITKA CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS
HARRIGAN CENTENNIAL HALL - 1:00PM

PRESENT: Mary Stensvold, Evy Kinnear, Angela McGraw, Rachel Moreno
Assembly Liaison: Mim McConnell
Staff: Tonia Rioux, Philip Rupell, Rene Tuttle, Joy Branson

I. CALL TO ORDER: Mary Stensvold called the meeting to order at 1:23pm

II. AGENDA: Under New Business remove Elections and add ATIA 2017. Motion made to accept changes, seconded and unanimously approved.

III. MINUTES: Motion made to accept the minutes from March 25, 2014, seconded and unanimously approved. Motion made to accept the minutes from Sept. 4, 2014, seconded and unanimously approved.

IV. TREASURER'S REPORT: As submitted, with additional discussion as follows. Information for FY15 budget has not been submitted because Accountant was in car accident and was unable to provide that information at time of meeting. There was a \$4500 carryover from FY14 because membership and ATIA revenue posted in July. There is considerably less funding to work with for FY15. Promo trade for ATIA was higher in the report because of how it was coded. Suggestion made about coding travel differently to show breakdown of expenses.

V. INVITED GUESTS/PERSONS TO BE HEARD: None

VI. UNFINISHED BUSINESS

- **a. FY 2015 Budget** – Budget is similar to FY14 as far as projected revenue. There was a surplus in FY14. Assembly approved the additional funding needed for FY15. Special Projects: \$6000 to fund new building to replace kiosk under bridge. There was an increase in salary/wage expense. There was a reduction in postage due to handling some shipping in-house instead of outsourcing. Health Insurance will not have an increase for FY15 based on the current plan.
- **b. Branding/Signage Update** – Branding company GDS was chosen and John Klesh will be coming to Sitka the week of Oct. 21. There will be a stakeholder list created and people will be contacted for focus groups and steering committees. All former branding and signage plans will be pulled and reviewed for usable content. The Branding will be an ongoing process and the first draft for the Signage will follow after the branding process.
- **c. Agency Form Status:** Executive Director has compiled a white paper and submitted to Mim McConnell and Mark Gorman for review. The white paper outlines the potential forms that the SCVB could take and the pros and cons of those forms. This paper will also be sent to SCVB Board Members for their input. The SCVB Ordinances are out of date and in need of suggested changes. There are legalities that could arise from the SCVB staying as a quasi-city agency. There has been conflicting information and direction given to the SCVB and the white paper will make the options clearer. SCVB will start the process at the Assembly meeting on Nov. 14 as an Agenda item and then moving to a Work Session.

VII. NEW BUSINESS

- **a. ATIA 2017** – Lots of businesses and agencies are excited about the prospect of the ATIA coming in 2017 because it will coincide with our Sesquicentennial celebration. Feedback from travel partners was overwhelmingly positive from those who attended the ATIA 2013 in Sitka. The City has also expressed that there were positive benefits from the 2013 conference and supports them coming back for 2017. Board said that SCVB should research how it will aid in improving the economics of Sitka and if the efforts are worth what we get back from the conference being held in Sitka. Board also said it would be helpful to see a budget from the 2013 conference. There were also questions about whether the new Centennial Building will be ready in time for the conference and it was noted that the building would be able to handle the size and needs of the conference.

VIII. STAFF REPORTS

- **Executive Director Report:** As submitted. Still gathering information about an upcoming trade show in Ft. Worth partnering with Tad Kisaka
- **Director of Convention Sales Report:** As submitted. The next edition of the Table Top Trivia and Tidbits will be coming out Oct. 1
- **Media and Member Services Manager:** As submitted. The SCVB is working with UAS to build a building to replace the current kiosk under the bridge. By partnering with UAS the SCVB will only pay for materials as the labor is provided by the UAS Construction class.

IX. Bureau Discussion:

- **a. Executive Director Review** – Day and time needs to be scheduled

- **b. Recruiting for open Board Member seats** – There are 2 open seats on the board. Need to recruit for new members. Possible recruits: Jamie Cagle, Bruce Conine, and John Dunlap

- **c. Permanent seat on SCVB Board for the Sitka Tribe:** Rachel Moreno asked if there could be a permanent seat set on the SCVB for the Sitka Tribe. The Board and Executive Director said that the member would still need to apply annually and be approved by the Assembly

X. ADJOURNMENT: Meeting adjourned at 2:25 pm

MINUTES SEPTEMBER 4, 2014 - SITKA CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS
HARRIGAN CENTENNIAL HALL - 5:30 PM

PRESENT: Mary Stensvold, Evy Kinnear, Rachel Moreno, Angela McGraw, Tad Kisaka (6:00-6:45pm)
Assembly Liaison: Mim McConnell, Jay Sweeney
Staff: Tonia Rioux

I. CALL TO ORDER: Mary Stensvold called the meeting to order at 5:51 pm

II. EXECUTIVE SESSION: Mary Stensvold/ Rachel Moreno moved to go into Executive Session at 5:52 pm.
Motion carried with all in favor. Rachel Moreno/ Evy Kinnear moved to come out of executive session at 6:35 pm. **Motion carried with all in favor.**

III. Discussion

- **Tourism Commission**
- **Quasi City vs. Non-Profit Status**

IV. ADJOURNMENT: Motion made by Rachel Moreno, Seconded by Mary Stensvold, and Motion Carried, 4-0 to adjourn at 7:00pm

MINUTES MARCH 25, 2014 - SITKA CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS
HARRIGAN CENTENNIAL HALL - 1:00 PM

PRESENT: Mary Stensvold, Evy Kinnear, Angela McGraw, Linda Speerstra, Tad Kisaka
Assembly Liaison Mim McConnell
Staff: Tonia Rioux, Philip Rupell, Rene Tuttle

I. CALL TO ORDER: Mary Stensvold called the meeting to order at 1:09 pm

II. AGENDA: No Changes to the Agenda

III. MINUTES: Motion made to accept the minutes from Jan. 28, 2014, seconded and unanimously approved.

IV. TREASURER'S REPORT : As submitted w/ additional mention of extra Medical Funds due to fewer employees.

V. INVITED GUESTS/PERSONS TO BE HEARD: None

VI. OLD BUSINESS

- **a. 501(c)3 Non-Profit Status:** Corresponded with City Attorney about going to City Assembly regarding options for re-structuring the Visitors Bureau. City Administrator, City Finance Director and City Attorney thought remaining quasi-city may be a viable option, with an update to the City's General Code / ordinance. Potential re-write of SCVB Ordinance may involve pulling the Tourism Commission and the Revitalize Sitka groups under the umbrella of the SCVB.
- **b. Goal Setting / Visioning:** Discussed board retreat and reviewed retreat minutes. Discussed the possibility of putting the Tourism Commission, Destination Sitka Working Group, and Revitalize Sitka under the purview of the SCVB as sub-committees.

VII. NEW BUSINESS

- **a. FY 2015 Budget – Proposed \$311,880 –** Executive Director mentioned that an analysis of SCVB salaries reveals that employees are substantially under-paid; the FY15 budget will include additional funding for salary increases. If CPET funds remain, the SCVB may be able to use that source to apply for supplemental funding.

VIII. STAFF REPORTS

- **Executive Director Report:** As submitted.
- **Director of Convention Sales Report:** As submitted.

IX. Bureau Discussion: None

X. ADJOURNMENT: Meeting adjourned at 2:30 pm



Sitka Convention & Visitors Bureau

Annual Board Retreat Minutes

Feb 22nd, 2014 | 10:00 am – 4:00 pm

Pioneer Home Manager's House

Board Present: Mary Stensvold, Evy Kinnear, Angela McGraw, Tad Kisaka

Staff: Tonia Rioux, Executive Director and Doug Osborne, Facilitator

Public in Attendance: None

Review and Update of 2013 Goals:

- Improve Community/Government Relations: Completed and ongoing.
- ATIA – Primary Focus to Make a Serious Impression: Completed successfully.
- Increase Number of Conferences/Conventions per Year: Successful in 2013, ongoing.
- Distribute and Promote New Videos: Completed Successfully.
- Hold Another Member Meeting: Completed Successfully.
- Branding: In Progress, slated for completion in 2014.
- SCVB Ordinance: In Progress, slated for completion in 2014.
- Full Overhaul of Marketing Plan: In progress, slated for completion in 2014.

Additional 2013 Successes:

- SCVB – Social Media Growth
- SCVB – Increase in Members & Industry Partners
- SCVB – Positive Working Relationship with the City and Increased Funding
- SCVB – Yacht Promotion
- SCVB – Cruise Relations & BackRoads Alaska
- SCVB – Increased Local Awareness/Visibility of the Agency
- SCVB – Improved Climate & Working Relationships
- Visitor Industry – Centennial Hall Parking Lot Redesign
- Visitor Industry – Sea Walk
- Visitor Industry – Old Sitka Dock Improvements
- Visitor Industry – Alaskan Dream Cruises

2014 GOAL#1: Communications Outside of Sitka – “Spark” Interest

- Research best/most impactful communication methods
- Increase national exposure and feature articles through monthly outreach to national media, freelance travel writers, and film industry pitching story ideas and new developments in Sitka tourism.
- Photo Contest: Concentrated campaign to encourage visitors to share their photos on Social Media for a prize package; engage local photographers and encourage them to enter their photos of Sitka in national photo contests, increase publicity for annual SCVB photo contest.

2014 SCVB Annual Board Retreat Minutes – February 22nd, Pioneer Home Manager's House

Mission: To market Sitka as a year-round visitor destination and meeting site and enhance the local economy

2014 GOAL #2: Value of SCVB & Visitors Industry – Increase Supporters & Advocates within Sitka

- General – Ads/PSAs: Highlight positive quality of life and economic impact of the visitors industry within Sitka
- General – Campaign: “Everyone Counts” / “Tourism: It’s Everyone’s Business” showing the impact of tourism for ALL residents, including those who wouldn’t consider themselves part of the visitors industry
- SCVB – Local Education: “Get to Know Your CVB”
- SCVB – Press Releases: member benefits, what we do for you, services provided to Sitka and why it’s important

Additional 2014 Projects to be Started or Completed:

- Hire for new position: Media, Member & Visitor Relations
- Photos to Sentinel/KCAW from Cruise Shipping Miami
- SCVB Membership Event
- Inaugural Ship Events (3)
- Sell Sitka to all cruise Lines
- Fill all seats on SCVB Board
- Target Independent Travelers: AK Air & Ferry
- Data for Board: 3-year comparison
- Complete Branding & Signage Project
- Finalize SCVB Ordinance
- Full Overhaul of Marketing Plan

APPROVED MINUTES

JANUARY 28, 2014 - SITKA CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS
HARRIGAN CENTENNIAL HALL - 1:00 P.M.

PRESENT: Mary Stensvold, Evy Kinnear, Angela McGraw, Linda Speerstra
Sitka Assembly Liaison Mim McConnell
Staff: Tonia Rioux, Phillip Rupell
ABSENT: Tad Kisaka

PUBLIC IN ATTENDANCE: Mark Gorman

I. CALL TO ORDER

Mary Stensvold called the meeting to order at 1:07 pm.

II. AGENDA

Motion made to accept the meeting agenda was made, seconded and passed unanimously

III. MINUTES

a. November 6, 2013

Linda Speerstra/Evy Kinnear moved to approve the minutes with minor correction to date listed.
Approved with all in favor.

IV. TREASURER'S REPORT – Executive Director, Tonia Rioux to facilitate a discussion of the financials during the New Business, Item C of the agenda.

V. INVITED GUESTS/PERSONS TO BE HEARD – None

VI. OLD BUSINESS

- **a. 501 (c) 3 Nonprofit status** – Executive Director, Tonia Rioux discussed a meeting she had with the City administrator, Mark Gorman, and the chief finance and administrative officer, Jay Sweeney. Due to the fact that the SCVB's structure is outlined in the General Code, changing the agency's structure would require a formal vote of the entire Assembly body. Also, because of the way the agency is codified, all assets of the SCVB would revert to city coffers upon the SCVB transitioning from quasi-city to non-profit. Additional concerns were raised at the meeting that there may be negative drawbacks of the SCVB separating from the City and becoming a non-profit, since the CBS Assembly would no longer have control over the agency. As a result, the Executive Director and City Attorney will further investigate the pros & cons before bringing it back to the SCVB board and CBS Assembly.

- **b. Goal Setting / Visioning** – Executive Director suggested waiting to hire an outside consultant to assist with a new marketing plan until the branding project is completed. Branding will have a significant impact on marketing efforts and information and stats obtained during the branding process will be vital in making fully informed decisions. ED suggested that a standard annual Board Retreat be done with local facilitator Doug Osborne. The Board agreed and requested a retreat date of February 22, 2014. ED will follow up with Doug and schedule with the Board accordingly.

- **c. FY14 Budget Adjustment** – Executive Director, Tonia Rioux explained to adjustment to the agencies budget upon receipt of additional funds from the City and Borough. ATIA Convention expenses and adjustments also explained. **Linda Speerstra/Evy Kinnear moved** to approve budget adjustment as presented. **Approved with all in favor.**

VII. NEW BUSINESS

- **a. Assembly Work Session** – Executive Director informed board of schedule work session with City Assembly. **February 25, 2014 5-5:50pm**
- **b. Cruise Ship Welcome Events** – Executive Director, Tonia Rioux informed board that City Assembly planned on discussing the coordination of events to welcome the 2 “scout” ships visiting Sitka in May 2014 at their next meeting(Tuesday Jan. 28).

VIII. STAFF REPORTS

- **Executive Director Report: As submitted**
- **Director of Convention Sales Report: As submitted.**

IX. Bureau Discussion: None

X. ADJOURNMENT

Meeting adjourned at 2:10pm