

CITY AND BOROUGH OF SITKA

RESOLUTION NO. 2023-11

**A RESOLUTION OF THE CITY AND BOROUGH OF SITKA ESTABLISHING A
TOURISM TASK FORCE**

WHEREAS, with the sudden and significant growth of the cruise tourism industry in Sitka, the City and Borough of Sitka (CBS) and the community have had to quickly adapt and react; and,

WHEREAS, the Short-Term Tourism Plan (STTP) as stewarded by the Planning Commission and adopted by the Assembly in 2022 outlined the necessary city-operations needed to provide for public safety; and,

WHEREAS, now, it is time to bridge to the next phase – long-term management of tourism. The need for long-term management of tourism has been substantiated by public input into the 2022-2027 Strategic Plan (Actions 1.1 and 3.4), the End-of-Season Tourism Survey conducted in the fall of 2022, and by the Planning Commission’s recommendations on 2023 STTP implementation; and,

WHEREAS, the Assembly desires to establish a Tourism Task Force to help facilitate the transition into long-term tourism management.

NOW, THEREFORE, BE IT RESOLVED that the Assembly of the City and Borough of Sitka, Alaska authorizes the establishment of a Tourism Task Force; and,

BE IT FURTHER RESOLVED that the Task Force shall consist of nine members. All Task Force members shall be appointed by the Assembly. Sheet’ká Kwáan Sitka Tribe of Alaska, Port and Harbors Commission, and the Sustainability Commission shall each recommend a member for appointment. One member shall represent the downtown business corridor; one member shall represent tours and attractions; one member shall represent business in general; one member shall represent the Sitka Sound Cruise Terminal; and two members shall be at-large community members. Commissions may appoint one of their own members or a member of the public. Members of the public appointed should be an advocate for interests and/or industries the Commission represents; and,

BE IT FURTHER RESOLVED that the Task Force shall have two ex-officio members, an assembly liaison, and a staff liaison. One ex-officio member shall be a representative from Visit Sitka, and the other ex-officio member shall be the Planning and Community Development Director or her designee. The staff liaison shall be the Deputy Clerk. The assembly liaison shall be appointed by the Assembly; and

BE IT FURTHER RESOLVED the Task Force shall have five main directives to explore and make recommendations on:

1. Levels of tourism in Sitka
2. Annual review cycle of CBS operations and tourism funding

- 47 3. Assisting in the development of a Tourism Management Best Practices (TMBP) program
48 4. Land use regulations and waterfront development policies
49 5. Regional strategies to advance Sitka's interests regarding cruise tourism; and,

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51 **BE IT FURTHER RESOLVED** that the Task Force selection process be completed no later than
52 April 30, 2023; and,

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54 **BE IT FURTHER RESOLVED** that the Task Force shall make final recommendations to the
55 Assembly no later than April 30, 2024; and

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57 **BE IT FURTHER RESOLVED** that based on the Task Force recommendations the Assembly
58 may pursue the establishment of a permanent Tourism Commission by ordinance, to advise the
59 Assembly on tourism-related issues.

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61 **PASSED, APPROVED AND ADOPTED** by the Assembly of the City and Borough of Sitka,
62 Alaska on this 14th day of March, 2023.

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Steven Eisenbeisz, Mayor

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68 ATTEST:

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71 Sara Peterson, MMC

72 Municipal Clerk

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74 1st and final reading: 03/14/2023

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76 Sponsors: Ystad and Carlson