

SUGGESTED MOTION(S)

I MOVE TO Appoint the following to the Tourism Commission:

- 1) Jennifer Robinson**
- 2) Mary Stephenson**
- 3) Judy Johnstone**

OR

I MOVE TO defer these appointments until the Administrator, Tourism Chair and an *Assembly Representative have had an opportunity to meet to discuss and make a recommendation to the Assembly as a whole on whether to continue or dissolve this commission.

**Initially the mayor was invited to this meeting, but a conflict of interest with her daughter serving as Commission Chair has been expressed. Therefore, one of the Deputy Mayors will be requested to participate.*



Tourism Commission

NAME	CONTACT NUMBERS	TERM STARTS	EXPIRES	CATEGORY
JENNIFER ROBINSON PO Box 901	747-8604 w 738-2664 c jen@sitkachamber.com	3/27/12	2/22/14	CHAIR <i>Weiser's term</i>
BRUCE CONINE 718 A Street	752-0006 conine@gci.net	10/27/09 11/12/13	10/27/12 11/12/16	
JOHN C. STEIN 101 Cedar Beach Road	747-7811 john.c.stein@gmail.com	2/14/12	2/14/15	
KRISTY CREWS 327 Seward St. Ste 2	747-4704 w 738-8626 c 747-4706 f kristyc@aurorabusinesssupplies.com	3/26/13	3/26/16	
<i>JOHN W. SHAW 408 E. DeA... (illegible)</i>	<i>747-3838 johnshaw@johnshaw.com</i>	<i>8/25/14</i>	<i>10/20/16</i>	<i>At-Large</i>
<i>MARY STEPHENSON PO Box 275</i>	<i>752-1522 marystephenson@sitka.com</i>	<i>3/10/12</i>	<i>3/10/15</i>	<i>Resigned 2015</i>
<i>WILLIAM WILSON JR 1111 K... (illegible)</i>	<i>747-1165 william.wilson@sitka.com</i>	<i>2/22/11</i>	<i>7/17/14</i>	<i>At-Large</i>
Melissa Henshaw Municipal Clerk's Office	747-1826 melissa@cityofsitka.com			Secretary
Pete Esquiro 108 Sand Dollar Drive	747-6874 h assemblyesquiro@cityofsitka.com			Assembly Liaison

Established by Ordinance 2007-21, 2011-28S, 2011-52
7 members 3-year terms (*except for first commission*)

Recommended member categories: 1) Sitka Tribe of Alaska, 2) SEDA/Chamber of Commerce, 3) Sitka Conservation Society/Sitka Trail Works, 4) Sitka Charter Boat Association, 5) Commercial fishing industry worker, manager, owner, 6) Sitka Convention and Visitors Bureau Board, 7) At-Large.

Meeting schedule: 3rd Monday of the month; noon at Harrigan Centennial Hall – Meetings are to be held no less than four times per year.

Revised: March 13, 2014



Application for Appointment to Boards, Committees, and Commissions City and Borough of Sitka

Board/Commission/Committee: Tourism Commission

Name: Jennifer Robinson Daytime Phone: (907) 747-8604

Address: PO Box 901, Sitka Evening Phone: (907) 738-2664

Email Address: jen@sitkachamber.com Fax Number: _____

Length of Residence in Sitka: 6 years Registered to vote in Sitka? Yes No

Employer: The Great Sitka Chamber of Commerce

Organizations you belong to or participate in:

- Alaska Chamber
- Sitka School Board
- Southeast Conference
- Alaska Travel Industry Association

Explain your main reason for applying:

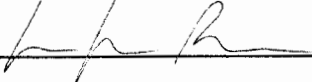
I consider Sitka my home. I love this community and feel that I have a vested interest in its success. I have two children and would love to see them make Sitka their home when they grow up, but for them to be successful in Sitka, we need to have a strong and healthy economy that can provide for their needs. One of our largest economic drivers is tourism and I believe that a seat on the Tourism Commission is one way that I can make a positive contribution to our community.

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

- I have owned my own photography business for years and can relate to small business owners.
- I have spent most of my life in Southeast Alaska and feel a very strong connection to our community.
- My current position with the Sitka Chamber of Commerce has me immersed in the business community that depends on a thriving tourism industry in Sitka.

Please attach a letter of interest, outline, or resume which includes your education, work, and volunteer experience that will enhance your membership.

→ (To be considered, your application must be complete AND be accompanied by one of the above supporting documents.)

Date: March 19, 2014 Signature: 

Your complete application and resume should be returned to the Municipal Clerk's Office by noon on the Wednesday prior to an advertised Assembly meeting. Applications received after the deadline will be considered but will not be included in the Assembly packets for review prior to appointment.

Appointments are normally made during open session of an Assembly meeting, however, Assembly members may vote to discuss applicant(s) in closed executive session. In this case, do you wish to be present when your application is discussed? Yes No

Jennifer Robinson

March 2012



PO Box 901
222 Lance Drive Apt 3
Sitka, AK 99835

907.738.2664 cell
jenann75@gmail.com

OBJECTIVE

To obtain a seat on the Tourism Commission for the City and Borough of Sitka.

QUALIFICATIONS

- Utilize strong leadership qualities and creative problem solving skills to work effectively with others, both as a team member and independently.
- Efficiently apply strong computer skills and software knowledge to organize and manage multiple aspects of a project as well as basic daily tasks.
- Creatively execute multiple tasks with strong initiative, a willingness to learn, and a finely tuned attention to detail.

EDUCATION

University of Alaska Southeast | Juneau, AK

Currently enrolled in the School of Management as I work toward my Bachelor of Business Administration with an emphasis on Marketing.

University of Alaska Anchorage | Anchorage, AK

Graduated with Honors earning an Associate of Arts, Liberal Arts Degree.

Business Computer Training Institute | Vancouver, WA

Completed a 36-quarter credit hour Office Skills and Word Processing course.

EXPERIENCE

Branch Office Administrator | Edward Jones

Responsible for effectively executing office administrative duties while growing strong relationships with clients by providing excellent service. Functions include setting and preparing for appointments, processing of transactions, trades and accounts, managing phone calls and walk-ins, ordering supplies and processing office expenses, organization of marketing and mailing campaigns, coordinating client seminars and classes, keeping current with system and regulatory changes, and maintaining organized records.

Owner & Photographer | JI Photography

Developed and maintained quality relationships with clients, created and implemented

effective advertising campaigns, designed marketing materials, maintained bookkeeping and client management records, conducted product research and purchasing, interviewed, hired and trained employees, designed and maintained multiple websites, mastered advance use of Adobe and Microsoft software, creatively executed all photography assignments.

Artisans Market Coordinator | Sitka Chamber of Commerce

Responsible for, and acted as lead in coordinating all activities associated with the market. Achieved a high level of vendor and shopper satisfaction, executed effective marketing campaigns, creatively developed marketing materials, wrote and edited business correspondence, integrated multiple computer applications into most tasks, organized and managed vendor files and information, effectively met timelines and project objectives.

President | Live Oak Middle School PTO

Prepared and ran all meetings, set agendas, delegated tasks, planned and organized both fundraisers and student activities, rewrote organizations bylaws, designed and maintained online forum, represented the PTO at School Board Meetings, attended additional training on own initiative to further educate myself about state and federal education laws and programs, helping me to become a more effective leader.

Consultant | At Home America

Achieved a consistently high level of customer satisfaction, developed and executed effective marketing campaigns, achieved a successful sales record, trained and motivated a team of consultants, maintained well organized customer records, attended training conferences across the country.

Owner | Tender Moments Childcare

Organized and operated a home childcare business. My marketing materials and parent information folders were used by the Elmendorf Air Force Base childcare coordinators as samples to teach other providers.

Editor in Chief | UAS Sitka Student Paper

Helped to restart The Compass, the student newspaper at UAS Sitka campus. Wrote and edited articles, designed paper layout, and assisted in distribution.

Member Service Representative | ALPS Credit Union

Maintained excellent member relations, acted as vault teller, prepared night depository, assisted members with transactions, conducted research, composed business correspondence, answered multi-line phones.

Assistant Manager | Leeds Shoe Store

Provided excellent customer care, oversaw opening and closing of store, designed creative merchandise displays, prepared bank deposits, supervised employees.

REFERENCES

Available upon request.



**Application for Appointment to Boards, Committees, and Commissions
City and Borough of Sitka**

Board/Commission/Committee: Tourism Commission
 Name: Mary L. Stephenson Daytime Phone: 752-7520
 Address: PO Box 215 Evening Phone: -
 Email Address: MaryStep@ISERK.net Fax Number: -
 Length of Residence in Sitka: 24 years Registered to vote in Sitka? Yes No
 Employer: Sitka Taxi Company

Organizations you belong to or participate in:
Tourism Commission - public arena

Explain your main reason for applying:
provide continuity As an advisory board to the Assembly and ensure accountability to the process.

What background, experience or credentials will you bring to the board, commission, or committee membership?
See resume. Knowledgeable in marketing, leisure travel industry.

Please attach a letter of interest, outline, or resume which includes your education, work, and volunteer experience that will enhance your membership.

→ (To be considered, your application must be complete AND be accompanied by one of the above supporting documents.)

Date: 3/14/2014 Signature: M Stephenson

Your complete application and resume should be returned to the Municipal Clerk's Office by noon on the Wednesday prior to an advertised Assembly meeting. Applications received after the deadline will be considered but will not be included in the Assembly packets for review prior to appointment.

Appointments are normally made during open session of an Assembly meeting, however, Assembly members may vote to discuss applicant(s) in closed executive session. In this case, do you wish to be present when your application is discussed? Yes No

Return to:
 Sara Peterson, Deputy Clerk
 100 Lincoln Street
 Fax: 907-747-7403
 Email: sara@cityofsitka.com

March 14, 2014

Mark Gorman, Administrator

Mim O'Connell, Mayor and Assembly Members

Term: 3/12/12 to 3/13/15

I wish to re-apply and submit the Application for Appointment to the Tourism Commission. I resigned on 2/3/2013 for political reasons. During the year I served, the Commission completed the efforts of identifying the locations and topics for interpretive and directional wayfinding signage; and went before the Assembly for approval to issue a RFQ for a Marketing Consulting company to oversee the next phase.

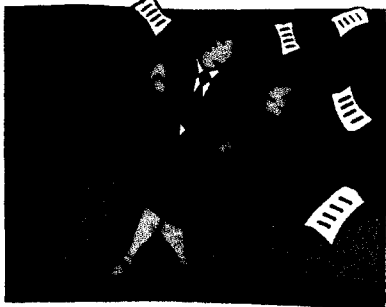
After resigning, I remained very active in the leisure travel issues and attended Commission meetings from the public arena. What leads me to re-apply is the lack of importance some Commissioners have placed on their commitment to serve, and my willingness to ensure continuity as an advisory board to the Assembly. Since December 2012, the Commission did not convene 7 of its 15 meetings due to lack of interest and/or quorum. Adjourning in December 2013, (minutes not available), the Commissioners agreed to review the possibilities of a Tourism Forum. In preparation of the January meeting, a list of Topics for Discussion DRAFT was prepared for review. (See Attached). Cyclical, summer is here and the stakeholders' issues have not been addressed. By being on the Commission, I want their concerns to be held accountable.

As mentioned, I have remained very busy with projects important to 'change' and efforts continue to reflect my civic responsibilities everywhere I reside.

- ❖ Facilitated the **Historic Art in Sitka** markers for residents who have wonderful stories to share and gatekeepers of their property, family and legacy. It shall enhance efforts to register Sitka and Lincoln Street as a historic city.
- ❖ Ensuring the **HAI**s markers are part of Sitka legacy by working with the Sitka Historical Society and update their 20-year old Historic Walking Tour Map, a great marketing tool (for everyone).
- ❖ Established the Sitka Sign Reference Book as a referral and inventory of signage. Shall be helpful in the Tourism Commission's next phase of marketing and placement of signage.
- ❖ I went before the Fire and Police Commission and requested assistance to install house numbers on properties so that FIRST RESPONDERS and delivery personnel can improve response time and customer service. Huge success with over 600 properties participating in the community effort.
- ❖ Working with SPD and DOT to create additional taxi parking space at the airport.
- ❖ Working with Alaska Rapture Center to create designated parking spaces for tour and taxi services and the importance of keeping the front entrance open for presentation and FIRST RESPONDERS.
- ❖ Quirky as it may sound, my email correspondence are read with 'behind the scenes' results.
 - ✓ I volunteered to be on TC John Stein's Directional Sign committee and within 2 weeks, DPW took over the project and 2013 temporary signs were installed. Mission accomplished!
 - ✓ I 'cast a net' of creative ideas out to the industry for consideration when greeting the 2 cruise ships arriving in May, and within 2 weeks found the topic placed on the Assembly's January 28th agenda. The Assembly approved a committee to be formed; however, the committee chair did not open the planning sessions to the general public (like me) or invite members of the Tourism Commission. I offered to join the SCVB, however, again denied access to public meetings.

In summary, the Tourism Commission is a very valuable Commission that I take very seriously and would continue to be an asset to the process and Sitka's growth in the leisure travel industry.

Respectfully submitted
Mary L. Stephenson



Mary L. Stephenson

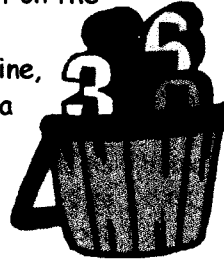
Life's Achievements as of March 2014

*Utilizing my
Self-Employment
Skills & Helping Others*

Updating...THE BUCKET LIST

Young or wiser, everyone should have a list of things they want to accomplish or experience, and hopefully still alive to reflect on the many stepping stones of their failures.

- Traveled to farthest points of the US: UP Michigan, Maine, Hawaii, California, Montana, Florida and Unalaska Alaska
- Got a tattoo ~ mine says... *GITR DONE*
Thanks Larry the Cable Guy...for the sentiment!
- Continue to experience and explore Alaska...



City Songs, Inc.

Music for a place in your heart

Coming up with the idea to produce a collection of songs, sung by the original artists about everyone's favorite city—San Francisco, I put together a team of investors, formed a Corporation and launched City Songs, Inc. in 1989.

By 1997, CSI was coast-to-coast with 3 albums for 3 cities: San Francisco, Southern California and New York City ~ With Fond Memories. Available in cassette tapes and compact discs, the music became a popular gift-souvenir with retail stores, in-bound conventions and mail order for our loyal listeners.

Bringing together my knowledge obtained while working for other companies, I managed the books on QuickBooks, inventory on Excel, and established a website in 1995.

I joined industry organizations and attended gift trade shows to market and sell directly to retailers and meeting planners; designed packaging that would enhance the customized sale and display boxes in multi-languages; and ultimately, CSI crossed over into the retail market with a music product.

In summary, over 180,000 units were sold, I was selected to appear on QVC and Howie Mandel show, and presented the compilations to heads of state, movie stars and to the four corners of this planet!

As any business owner will tell you *'the job'* was 24/7 and several hats of responsibility were worn. A real good lesson in Business 101! City Songs, Inc. closed its doors in 2000. A pioneer setting new limits.

KODIAK TO SITKA

Looking for an island with similar history, my course was charted, first on the MV Kennicott and then the Taku with my new van, "Millie" to the city of Sitka on Baranof Island in October, 2011.

Pro-active with tourism, Sitka played host to 106 cruise ships, independent travelers and cruisers that totaled well over 200,000 in 2011. Now that's what I'm talking about!!!

Get Involved and Find Solutions! Known for volunteering, the City of Sitka takes a can-do approach.

- Historic Art in Sitka markers
- House #'s Project
- Sitka Sign Reference Book
- Leisure Travel Issues

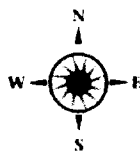
As a taxi driver, I am on the front lines of being the first visitors meet when arriving at the airport or ferry! My 10 Cent tours are great and appreciated!



Mary L. Stephenson
PO Box 215 Sitka Alaska 99835
(907) 752-7520
Email: marystep@iserv.net

Trekking in Alaska brings me onto Kodiak Island in 2007!

Surviving my first Anchorage winter in 2006, I flew into Kodiak on a 3-day weekend to seek employment. My father was in the US Navy during WWII and I was drawn there because of the souvenirs our family grew up with. I met some fishermen who wanted their tour desk managed



for the '07 summer. Perfect timing ~ a job I was suited for ~ selling tickets for charter fishing, bear-viewing, dinner cruises and more! By 2008 it was time to strike out on my own and set up the Kodiak Switchboard for both lodging and charters. My company, Kodiak Lodging and Reservations set up innkeepers and charter operators websites with an 24/7 online reservation system and it worked! Increased visibility filled the seats and beds. Next I started Kodiak's Hop On... Hop Off... Tours & More! and pressed Tillie into service. I offered Meet/Greet service at the airport/ferry along with city, shopping and island tours. Looking for ways to strengthen Kodiak's economic stimulus plan for merchants and residents, the Shopping-Retail Guide and the Café-Restaurant Guide were designed and made available in 2009 and again in 2011. Huge success and well received by all! KODIAK—2007—2011

DISCUSSION - DRAFT

List of possible topics

January 15, 2014

- Crescent Harbor and O'Connell Bridge: permit and non-permit holders, parking system
- Update for design, bids and construction for Centennial Hall and Library
- Working conditions for tour operators at Crescent Harbor and O'Connell Bridge
- Old Sitka Site – McGraw dock follow-up report and ship schedule
- Halibut Point Road and Sawmill Creek Road construction updates for 2014
- Sawmill Creek Industrial Park and Blue Lake Dam project – projects for 2014
- SeaWalk update – any construction planned during 2014 summer
- Update from the Sitka National Historic Park's interpretive signage
- Update from the Alaska State Park's interpretive signage
- Update on the Tourism Commission's Interpretive and Directional Wayfinding signage
- Revitalizing Downtown Sitka follow-up report and finance report
- Merchants taking ownership of maintenance and upgrades to downtown
- Update on Sitka's application for Lincoln Street Historic District
- Update from the Historic Preservation Commission – Drafting a new Plan
- Update on Historic Art in Sitka markers
- Update from the Sitka Historical Society's Historical Walking Tour Map
- Update on Branding-Identity project and RFQ progress, its goal and timeline for completion
- Discussion to hire consultant for feasibility study on infrastructure
- Merchants & tour operators - equal distribution: cruise patrons, Chamber & SCVB representation
- Private yachts (cruisers) and small ships report from Florida trade show; what needs to be done to prepare for arrival; city and operators should have opportunity to send marketing packets
- Cruise Ships 2014 schedule; what is needed to get an increase of participants from each ship
- Ways Sitka can expand the leisure travel industry – Assembly's suggestions of 12/16/2013
- Sitka's Visitor Center – self-service or staffing (with volunteers) the Center 7 days a week
- Review current marketing efforts; trade shows, mailing lists for membership to utilize
- Will minimum wage increase directly affect Sitka's economy (slated for 2014 ballot)
- If the Assembly plans to 'cut' programs – which ones will affect tourism's bottom line?
How is the \$1M (water export project) being allocated and available to 2014 needs?
- Road to the Eastern side of Baranof Island: its objective, timeline and financing by whom
- Delta Airlines (into Juneau) leads to more service by Alaska Airlines into Sitka Alaska
- New migration pattern by pedestrians crossing Harbor Drive to New Archangel Trading Company, The RIDE commuter bus in front of Stereo North and being told '*the downtown stores are in that direction.*' Also a problem with jaywalkers at Lake and Etolin Streets and Castle Hill area. Designated Crosswalks installed and Directional Wayfinding signage will help resolve some of these hot spots.
- The Budget – what is available in General Funds to implement the approved line-items?

Handouts by the presenter will be encouraged to avoid power-point presentations.



**Application for Appointment to Boards, Committees, and Commissions
City and Borough of Sitka**

Board/Commission/Committee: Tourism
 Name: Judith Z. Johnstone Daytime Phone: 907-747-3670
 Address: 306 Peterson Evening Phone: ✓
 Email Address: Judy.ZC@gci.net Fax Number: none
 Length of Residence in Sitka: 36 yrs Registered to vote in Sitka? Yes No
 Employer: Retired nurse

Organizations you belong to or participate in: Sitka Woman's Club, Sitka Comm. Hosp. Aux, Sitka Historical Society (Treasurer, founding member), Episcopal Church Women, Altar Guild, St. Peter's Episcopal Church, Saints Simeon & Anna Society, Sitka Convention & Visitors Bureau, Friends of Library, Vacation Rental By Owner, Sitka local foods network, Sitka Food Coop, Pioneers of Alaska, Cancer Survivors Society, First Homeless
 Explain your main reason for applying: connect

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

Please attach a letter of interest, outline, or resume which includes your education, work, and volunteer experience that will enhance your membership.

→ (To be considered, your application must be complete AND be accompanied by one of the above supporting documents.)

Date: Mar 18, 2014 Signature: Judith Z. Johnstone

Your complete application and resume should be returned to the Municipal Clerk's Office by noon on the Wednesday prior to an advertised Assembly meeting. Applications received after the deadline will be considered but will not be included in the Assembly packets for review prior to appointment.

Appointments are normally made during open session of an Assembly meeting, however, Assembly members may vote to discuss applicant(s) in closed executive session. In this case, do you wish to be present when your application is discussed? Yes No

Return to:
 Sara Peterson, Deputy Clerk
 100 Lincoln Street
 Fax: 907-747-7403
 Email: sara@cityofsitka.com

Viz a viz our visitors, this town has been divided and divisive since the renaissance of tourism when the ferries and jet planes came in the 1960's. That service providers do not get along, do not collaborate, cooperate, help one another, counsel one another, welcome new providers and mentor them. This is Sitka's biggest failing in my view.

I remember how glorious the streets of New York City were when I was a girl going shopping on 5th avenue. It was breathtakingly beautiful and all shoppers just loved to be there, shopping/buying or not. That holistic effort, the whole avenue, could never have been accomplished without real cooperation of all those many stores along that street. Sitka could learn that lesson: if ALL the shops got together, I dream they could hire a real consultant about their street for Christmas, could even have a consultant (for all) about clever gift wrapping methods.

When I started Sitka Buslines and offered (what I think is) Sitka's first sightseeing effort, I found real, persistent and widespread resistance. The position of the Sitka Counsel was "keep those buses and those tourists off the streets of Sitka" and of my husband, then City Attorney, "you must NEVER cry at a City Counsel meeting". There was no restaurant which would accept the tourists, so in order to get them lunch, Esther Littlefield would make fish (ling cod) 'n' chips for all and I would schedule our visit to totem park at lunch hour and Esther would bring me a bag for each rider (and it was sooo good).

Some folks on the tour cooperated and welcomed them and these places THRIVED.

I could not accept the divisive stance—if nothing else than poor business, it was rude and unwelcoming for our guests—and cooperated with every stop. There were charges all over and I paid the entrance fees and vowed that no tourist would be dinged but once. I paid a proportion of the gross take to each place, whether the folks visited there or not (e.g. because it was closed.)

An example of the effect of this divisive stance: when Hoonah opened its very successful site and cruise ships started to stop there, Sitkans were angry that Hoonah was stealing our market, rather than saying "Way to go, Hoonah and congratulations!" If I had been on the tourism commission I would have moved that we send flowers.

As a member of this commission I would seek, support, look for ways to encourage camaraderie, cooperation, coordination, among the businesses of Sitka, probably with no exceptions because I can't think of any business that is not somehow involved.

I have some relevant background and experience. The very first Visitors Bureau was born at my dining room table. There was quite a gang but my memories are few for it was more than fifty years ago. I do remember the first policy we adopted: there would be no sightseeing tours offered on Sunday morning, for we go to church. A policy of mine that no one objected to was a firm one, there will be no tipping, period. Anyone who worked for Sitka Buslines and accepted a tip would be fired. Another was that bus drivers could never do a tour, their job was to drive safely. There was always a tour guide who was knowledgeable.

I have had several businesses in Sitka besides Sitka Buslines and not sure I can remember all of them. Sitka Arts and Crafts, New Archangel Books (making Sitka the smallest city in America with a full service book store).

I currently run Sprucecot, a vacation rental house (www.sprucecot.com) and have for more than ten years. I tried at first, to no avail whatsoever, to organize folks doing like work. It seemed every person was afraid I would steal a booking and one of the helps I sought was places that would take bookings from me when I was double booked, easier to do than you might think.

You can tell how I volunteer by the organizations I belong to. As for education, I have a BS degree in nursing, masters degrees in public health and anthropology.