

APPLICATION FOR APPOINTMENT TO BOARDS, COMMITTEES, AND COMMISSIONS



Board/Commission/Committee: Tourism Task Force

Seat Applying For (select only ONE):

- | | |
|--|---|
| <input type="checkbox"/> Sitka Tribe of Alaska Representative | <input checked="" type="checkbox"/> Business in General |
| <input type="checkbox"/> Ports and Harbors Commission Representative | <input type="checkbox"/> Tours and Attractions |
| <input type="checkbox"/> Sustainability Commission Representative | <input type="checkbox"/> Sitka Sound Cruise Terminal |
| <input type="checkbox"/> Downtown Business Corridor | <input type="checkbox"/> Community At-Large |

Name: Holly Reeder **Phone Number:** [REDACTED]

Address: [REDACTED]

Email Address: [REDACTED]

Length of Residence in Sitka: 20 years **Registered to vote in Sitka?** Yes No

Employer: Aspen Hotels of Alaska

Organizations you belong to or participate in:

Greater Sitka Chamber of Commerce Board of Directors, Alaska Chamber Board of Directors, Alaska Travel Industry Association, Sitka Elks Lodge #1662

Explain your main reason for applying:

I wish to help Sitka have sustainable economic sectors while also being a community that the locals still recognize. This is a town that we all love to live in, and there are ways we can share it with travelers so they can also experience all of its wonders.

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

I have worked in various aspects of tourism my entire professional career. I now work in the independent traveler sector locally. I have lived and worked in Juneau and experienced first hand their TBMP program.

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

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

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

Date: 3/20/2023 **Signature:** [Handwritten Signature]

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

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

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



Holly Reeder

Experience

November 2021-Present (Full-Time/Year-Round)
General Manager • Sitka • Aspen Suites Hotels

March 2015–November 2021 (Full-Time/Year-Round)
Office Manager • Juneau • Cruise Line Agencies of Alaska

2020-2021 (Part-Time/Seasonal)
Seasonal Server/Bartender • Juneau • Alaska Fish & Chips Co.

2011 – 2014 (Full-Time/Seasonal)
Summer Seasonal Vessel Agent • Sitka/Skagway • Cruise Line Agencies of Alaska

Education

Arizona State University, Tempe, Arizona

- Bachelor of Arts: Business Tourism - 2014
- Certificate: Convention Sales & Meeting Planning - 2014

Leadership & Community Involvement

I have been active with Alaska Travel Industry Association. I have helped with hosting & planning 3 different conferences in Juneau & Sitka.

I took part in Protect Juneau's Future in spring 2021. The goal was to educate the public on the benefits of cruise tourism and disprove the misinformation that circulated around 3 proposed ballot measures.

Since being back in Sitka, I have been an active member on the Greater Sitka Chamber of Commerce Board of Directors.

References

Mike Windred – (907) 723-2586

Andrew Green – (907) 723-1214

Kaitlin McAdams – (907) 738-1100

LinkedIn.com/in/reederholly 