





# CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

## MEMORANDUM

**To:** Mayor Eisenbeisz and Assembly Members

**Thru:** John Leach, Municipal Administrator 

**From:** Amy Ainslie, Planning & Community Development Director 

**Date:** June 19, 2024

**Subject:** Action Plan for Tourism Task Force Recommendations

---

### Background

The Assembly adopted the Tourism Task Force Recommendations at a special meeting on May 16, 2024. The Assembly further directed the Administrator to prepare an Action Plan for the recommendations that would return to the Assembly for their consideration at their June 25, 2024, regular meeting.

The Task Force recommendations were translated into action items, and prioritized in terms of how soon action is wanted/needed based on the Assembly's discussion at the special meeting in the "Action List". This was further pared down to the "Tasking List" which removed actions marked as "Ongoing". The items on the Tasking List are separated into actions requiring Assembly direction to the Administrator, and actions that require Assembly sponsorship for an ordinance.

### Analysis

Staff recommends the following process for tonight's meeting:

1. **Action List:** Provide feedback on whether any additional details, clarifications, actions, or changes to the described actions and their priority level, are needed.
2. **Tasking List, Assembly Direction:** Provide the Administrator with direction to either take the action as described, or schedule further discussion on specific action(s) for a future meeting date.
3. **Tasking List, Assembly Sponsors:** Identify 2-3 sponsors for a future ordinance related to each action item.

## **Fiscal Note**

Actions from the Tasking List that have a financial need will either require a supplemental appropriation, or can be covered within approved budgets.

It is anticipated that supplemental appropriations will be needed for TBMP administration (Action 3A) and any commissioned surveys or studies (Action 1B). Direction given to the Administrator on these items include soliciting interest/quotes, and therefore more detailed financial information can be provided along with the supplemental appropriations.

The annual membership fee for the Port Communities group (Action 5B) is still undetermined, as fees are based on the level of administrative support the group wishes to have from AML and the number of participating municipalities. The membership fee may be able to be covered in the Administrator's budgeted expenses (Dues & Publications) for FY25. The action as described in the Action List has the Administrator reporting back to the Assembly on what the membership fee would be for further consideration.

Designating a smoking area in the downtown area (Action 4M) could be a relatively low-cost proposal with signage and waste receptacles. At this level, these expenses can be covered within Streets or Grounds Maintenance budgeted expenses for FY25. If something larger such as a covered shelter is desired, staff recommends that this be considered as a capital project in the FY26 budget.

E-bike regulations (Action 4A) and addressing downtown vacancy (Action 4L) are identified as "potentially" requiring expenditures. This would be wholly dependent on the policy direction determined by the Assembly sponsors for these actions. Potential expenses under these actions could include incentives for, or cost-sharing with, businesses. Supplemental appropriations would be needed, and therefore more detailed financial analysis would be completed along with those proposals.

## **Recommendation**

Review the Action Plan, including the Action List and Tasking List. Provide feedback, direction, and identify Assembly sponsors as needed.

Encl: Action Plan for Tourism Task Force Recommendations