



City & Borough of Sitka
Municipal Clerk's Office
100 Lincoln Street, Sitka AK 99835
Telephone: 907-747-1811 Fax: 907-747-4004



Memorandum

To: Mayor Hunter and Assembly Members
Cc: Mark Gorman, Municipal Administrator
From: Sara Peterson, Municipal Clerk
Date: February 8, 2017
Subject: City and Borough of Sitka representation at Seatrade

The 2017 Seatrade Cruise Global event will be held March 13-16 in Fort Lauderdale, Florida. Cruise line executives, buyers, and suppliers attend this annual event for a week of networking, sourcing, innovation, and education.

Sitka participants planning to attend this event are Sitka Chamber of Commerce Executive Director, Rachel Roy; Sitka Chamber of Commerce Director of Tourism, Sherry Aitken; Chris McGraw on behalf of Old Sitka Dock; and Naa Kahidi Dancer, Madison Roy-Mercer.

The City and Borough of Sitka (CBS) has sent an Assembly member to this event since 2012. Pete Esquiro attended in 2012 and Mim McConnell in subsequent years.

Travel costs are anticipated to be approximately \$3,012 and will be expensed from the Visitor Activities Enhancement Fund. One of the intended uses of the Fund is to fund visitor enhancement related travel such as this. An appropriation of \$5,000 exists in the Fund for travel.

Previously, CBS has been criticized for not actively supporting the cruise ship industry. In recent years we have reversed this conception. To maintain this sense of support and collaboration, staff strongly recommends an Assembly member or CBS staff representative attend Seatrade.