



CITY AND BOROUGH OF SITKA

ASSEMBLY CHAMBERS
330 Harbor Drive
Sitka, AK
(907)747-1811

Meeting Agenda

City and Borough Assembly

*Mayor Gary Paxton
Deputy Mayor Steven Eisenbeisz,
Vice Deputy Mayor Valorie Nelson,
Aaron Bean, Kevin Knox, Dr. Richard Wein, Kevin Mosher*

*Municipal Administrator: Keith Brady
Municipal Attorney: Brian Hanson
Municipal Clerk: Sara Peterson*

Tuesday, April 23, 2019

6:00 PM

Assembly Chambers

REGULAR MEETING

I. CALL TO ORDER

II. FLAG SALUTE

III. ROLL CALL

IV. CORRESPONDENCE/AGENDA CHANGES

[19-089](#) Reminders, Calendars and General Correspondence

Attachments: [Reminders and Calendars](#)
[Congressional Letters](#)

V. CEREMONIAL MATTERS

none.

VI. SPECIAL REPORTS: Government to Government, Municipal Boards/Commissions/Committees, Sitka Community Hospital, Municipal Departments, School District, Students and Guests (five minute time limit)

[19-079](#) Special Report: Loyd Platson - Alaska Children's Trust

Attachments: [Alaska Children's Trust](#)

VII. PERSONS TO BE HEARD

Public participation on any item off the agenda. All public testimony is not to exceed 3 minutes for any individual, unless the mayor imposes other time constraints at the beginning of the agenda item.

VIII. REPORTS

a. Mayor, b. Administrator, c. Attorney, d. Liaison Representatives, e. Clerk, f. Other

IX. CONSENT AGENDA

All matters under Item IX Consent Agenda are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.

- A** [19-080](#) Approve the minutes of the April 4, 11 and 16 Assembly meetings

Attachments: [Consent and Minutes](#)

X. BOARD, COMMISSION, COMMITTEE APPOINTMENTS

- B** [19-081](#) Reappointments: 1) Victor Weaver to a three-year term on the Planning Commission, and, 2) Scott Saline to a three-year term on the Historic Preservation Commission in the category of At Large

Attachments: [Motion Reappointments](#)

[Weaver Application.pdf](#)

[Saline Application](#)

XI. UNFINISHED BUSINESS:

- C** [19-084](#) Discussion / Direction / Decision on the approval of additional FY2020 funding (\$200,200) for marketing regarding the Convention and Visitors Bureau contract (postponed at the March 19 meeting)

Attachments: [Motion](#)

[Administrator Memo](#)

[Minutes March 19](#)

[Response to Special Funding 2019.04.17](#)

[2018-12-28 Chamber Contract FINAL- EXHIBIT A](#)

[2018-12-28 Chamber Contract FINAL- EXHIBIT B](#)

[3 Year Marketing Strategy 2019-2021 PRINT 2019.01.08](#)

[Annual Marketing Work Plan 201901.08](#)

[12. AVSP 7 Summ Profiles Southeast](#)

[Google Analytics 20180701-20190406 visitsitka.org](#)

[Visit Sitka FY19 FY20 Budget Narrative 2019.03.19](#)

[CVS FY19 Comp Budget Expenditures 2019.03.12](#)

[CVS FY20 Comp Budget Expenditures 2019.03.12](#)

[Visit Sitka Presentation to Assembly 2019.03.19](#)

- D [19-066](#) Report from interim Police Chief Baty and Discussion / Direction / Decision on the selection of a Police Department third party investigator (executive session anticipated)
 Attachments: [Report Exec Session.](#)
 [PD third party investigator.pdf](#)
- E [19-082](#) Approve renegotiated hire offer for Planning Director Bruce Wall
 Attachments: [Motion Planning Director](#)
 [Administrator memo](#)
- F [19-083](#) Approve a liquor license renewal application for Baranof Island Brewing Company at 1209 A Sawmill Creek Road (possible executive session)
 Attachments: [Motion and Documents BIBCO](#)
- G [ORD 19-13](#) Making supplemental appropriations for Fiscal Year 2019 (Shepard vs CBS)
 Attachments: [Motion Ord 2019-13](#)
 [Ord 2019-13.pdf](#)
- H [ORD 19-14](#) Making supplemental appropriations for Fiscal Year 2019 (City's Datacenter Storage upgrade)
 Attachments: [Motion Ord 2019-14](#)
 [Ord 2019-14.pdf](#)
- I [ORD 19-15](#) Amending Title 22 "Zoning" of the Sitka General Code by modifying Chapters 22.08 "Definitions", Chapter 22.12 "Zoning Maps and Boundaries", Chapter 22.16 "District Regulations", Chapter 22.20 "Supplemental District Regulations and Development Standards" and adding new Section 22.16.180 "C Cemetery District" to create a Cemetery District
 Attachments: [Motion Ord 2019-15](#)
 [Memo Ord 2019-15.pdf](#)
 [Ord 2019-15.pdf](#)
 [Ord 2019-15 planning documents.pdf](#)

XII. NEW BUSINESS:

New Business First Reading

- J** [ORD 19-16](#) Amending Title 22 "Zoning" of the Sitka General Code by modifying Chapter 22.20 "Supplemental District Regulations and Development Standards"
- Attachments:** [Motion Ord 2019-16](#)
[Memo to Assembly- development stndrds ordinance 16Apr19](#)
[Ord 2019-16](#)
[ZA 18-08 Development Standards Staff Report](#)
[PandZ minutes 20Mar19 reco approval amend development stndrds](#)
[ZA 18-08 Development Standards Tabulation of Variances](#)
[ZA 18-08 Development Standards Buildable Areas](#)
[Buildable Area w-parking shown](#)
[Buildable Area w-parking shown 2](#)
[ZA 18-08 Development Standards Maps](#)

Additional New Business Items

- K** [RES 19-09](#) Supporting the Sitka Ranger District grant application to the Alaska Federal Lands Access Program for Harbor Mountain/Gavan Hill Trail reconstruction and reroute
- Attachments:** [Motion and Res 2019-09](#)
[Administrator memo FS Trail Grant](#)
[Forest Service Briefing Paper](#)
[2019-AK-FLAP-Proposal-Form 20190417](#)
[Map_STW_AAR_SupportLetter_Gavan2019](#)
[2019-AK-FLAP-Joint-Endorsement-Form HarborGavan](#)
- L** [19-087](#) Approve Memorandum of Agreement between the Sitka School District, City and Borough of Sitka, and Alaska Arts Southeast, Inc. for professional management and custodial service of the Performing Arts Center at Sitka High School
- Attachments:** [Motion MOA Performing Arts Center](#)
[Administrator memo MOA SSD AAS](#)
[MOA Performing Arts Center](#)
- M** [19-085](#) Discussion / Direction on beginning construction of the Cross Trail Phase 6 project as funded and permitted
- Attachments:** [Motion and Cosponsors Memo](#)
[4-23-19 Cross Trail support doc's](#)
[LOA - Sitka Trail Works & CBS](#)
[Cross Trail 6 1-21-19 Meeting Agenda](#)

XIII. PERSONS TO BE HEARD:

Public participation on any item on or off the agenda. Not to exceed 3 minutes for any individual.

XIV. EXECUTIVE SESSION

- N** [19-086](#) Update from legal counsel regarding the status of the litigation arising out of the August 18, 2015 landslide events

Attachments: [Executive Session Update Litigation Status](#)

XV. ADJOURNMENT

Note: Detailed information on these agenda items can be found on the City website at <https://sitka.legistar.com/Calendar.aspx> or by contacting the Municipal Clerk's Office at City Hall, 100 Lincoln Street or 747-1811. A hard copy of the Assembly packet is available at the Sitka Public Library. Assembly meetings are aired live on KCAW FM 104.7 and via video streaming from the City's website. To receive Assembly agenda notifications, sign up with GovDelivery on the City website.

*Sara Peterson, MMC, Municipal Clerk
Publish: April 19*



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-089 **Version:** 1 **Name:**

Type: Item **Status:** AGENDA READY

File created: 4/19/2019 **In control:** City and Borough Assembly

On agenda: 4/23/2019 **Final action:**

Title: Reminders, Calendars and General Correspondence

Sponsors:

Indexes:

Code sections:

Attachments: [Reminders and Calendars](#)
[Congressional Letters](#)

Date	Ver.	Action By	Action	Result
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REMINDERS

<u>DATE</u>	<u>EVENT</u>	<u>TIME</u>
Monday, April 22	Special Meeting <i>GPIP Board Appeal</i>	6:00 PM
Tuesday, April 23	Regular Meeting	6:00 PM
Thursday, April 25	Special Meeting <i>Budget</i>	6:00 PM
Tuesday, April 30	Special Meeting <i>Water Delivery</i>	6:00 PM
Thursday, May 2	Special Meeting <i>Budget</i>	6:00 PM
Tuesday, May 14	Regular Meeting	6:00 PM



Assembly Calendar

2018 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2020

April 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 <u>Mar</u>	1 <u>Apr</u>	2	3	4	5	6
Paxton	Paxton 6:00pm School Board	Paxton	Paxton 6:00pm Library Commission 6:00pm School Board 7:00pm Planning Commission	Paxton 12:00pm SEDA Board Meeting 6:00pm Special Meeting - School District Budget	Paxton Knox	Paxton Knox
7	8	9	10	11	12	13
Paxton Knox	Paxton Eisenbeisz 3:00pm GPIP	Paxton Eisenbeisz 12:00pm Parks & Rec 6:00pm Regular Assembly Mtg	Eisenbeisz 6:00pm Historic Preservation 6:00pm Port & Harbors Commission	Eisenbeisz 12:00pm LEPC 12:00pm SEDA 1:30pm Health Needs & Human Services Commission 6:00pm Special Meeting: Budget	Eisenbeisz 6:00pm School Board/SSD work session 7:00pm School Board budget hearing	
14	15	16	17	18	19	20
	6:00pm Special Meeting: SCH / Affiliation Project	12:00pm Tree/Landscape 5:30pm Special Meeting: Evaluations of Municipal Administrator and Municipal Attorney (Harrigan Centennial Hall)	Nelson 6:00pm Police and Fire Commission 6:00pm School Board 7:00pm Planning Commission	Nelson	Nelson Knox	Nelson Knox
21	22	23	24	25	26	27
Nelson	Nelson 6:00pm Special Meeting: GPIP Board Appeal	Nelson 6:00pm Regular Assembly Mtg	Nelson	Nelson Knox 6:00pm Hospital Board Meeting 6:00pm Special Meeting: Budget	Nelson Knox	Nelson Knox
28	29	30	1 <u>May</u>	2	3	4
Knox		6:00pm Special Meeting: Water Delivery (bulk water and NSRAA)	6:00pm Library Commission 6:00pm School Board 7:00pm Planning Commission	Mosher 12:00pm SEDA Board Meeting 6:00pm Special Meeting: Budget	Mosher	Mosher

Assembly Calendar

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May 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<u>28</u> <u>Apr</u>	<u>29</u>	<u>30</u>	<u>1</u> <u>May</u>	<u>2</u>	<u>3</u>	<u>4</u>
Knox		6:00pm Special Meeting: Water Delivery (bulk water and NSRAA)	6:00pm Library Commission 6:00pm School Board 7:00pm Planning Commission	Mosher 12:00pm SEDA Board Meeting 6:00pm Special Meeting: Budget	Mosher	Mosher
<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>
Mosher Paxton	Paxton	Paxton	Paxton 6:00pm Historic Preservation 6:00pm Port & Harbors Commission	Paxton 12:00pm LEPC 1:30pm Health Needs & Human Services Commission	Paxton	Paxton
<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>
Paxton	Paxton	12:00pm Parks & Rec 6:00pm Regular Assembly Mtg	7:00pm Planning Commission	Knox	Knox	Knox
<u>19</u>	<u>20</u>	<u>21</u>	<u>22</u>	<u>23</u>	<u>24</u>	<u>25</u>
Knox	Knox	Knox 12:00pm Tree/Landscape	Knox 6:00pm Police and Fire Commission	Knox 6:00pm Hospital Board Meeting	Knox	Knox
<u>26</u>	<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>	<u>31</u>	<u>1</u> <u>Jun</u>
Knox	HOLIDAY	6:00pm Regular Assembly Mtg				



City and Borough of Sitka

100 Lincoln Street Sitka, Alaska 99835

Coast Guard City, USA

April 10, 2019

Congressman Don Young
2314 Rayburn House Office Building
Washington, DC 20510

Congressman Young,

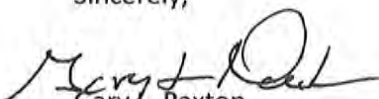
As you know, proposed severe cutbacks to Alaska's FY20 budget are affecting every municipality, indeed, virtually every resident, in our State. The debate is intense but, hopefully, the public's engagement will lead us to a rational solution. Consequently, in advance of our planned meetings in DC in early May, I believe it useful to capsulize for you the City and Borough of Sitka's major capital project needs and fiscal responsibilities.

- The Blue Lake Dam is one of the most essential pieces of infrastructure within the community and it is crucial that we maintain the dam penstock system infrastructure and the water conveyance system. In order to provide potable water when the Blue Lake penstock system is being maintained or Blue Lake water quality does not meet the standards of the CBS filtration avoidance waiver, CBS is required to install a \$18 million secondary drinking water source.
- Costs associated with our 40-year-old Green Lake Hydroelectric Project to comply with Federal Energy Regulatory Commission relicensing requirements and to upgrade the project's two turbines are estimated at \$20 million to \$30 million.
- About \$40 million in infrastructure improvements will be needed to supply power from Sitka's two community owned hydroelectric projects (Blue Lake and Green Lake) to the new SEARHC hospital location on Japonski Island. The power infrastructure also will provide increased reliability and other benefits to the nearby Coast Guard Air Station Sitka, Sitka Rocky Gutierrez Airport and Mt. Edgecumbe High School.
- Sitka currently is repaying \$120 million in bonded debt associated with the expansion of its Blue Lake Hydroelectric Project. Blue Lake is the source of the community's potable water as well as being the larger of the two hydro facilities.

I very much appreciate recent meetings and discussion with your staff on the possibilities for federal financial assistance, especially for our water treatment and Green Lake projects. I look forward to meeting with you in May. If you need additional information please contact Municipal Administrator Keith Brady or me. I am emailing this letter and sending the original to you by regular mail.

Thank you again for all you have done for Sitka, and for your efforts on behalf of our State and our country.

Sincerely,


Gary L. Paxton
Mayor

Providing for today ... preparing for tomorrow

*Don
Again thank for all you
have done for our STATE &
country!
SITKA really needs
your help AS well
Ray*



City and Borough of Sitka

100 Lincoln Street Sitka, Alaska 99835

Coast Guard City, USA

April 10, 2019

Senator Dan Sullivan
702 Hart Senate Office Building
Washington, DC 20510

Senator Sullivan,

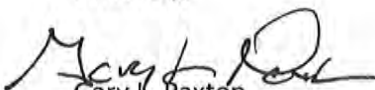
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Sincerely,


Gary L. Paxton
Mayor

Providing for today ... preparing for tomorrow

*Don't
take great things about
what you are doing for
Alaska & our country.
SITKA really
needs your help
as well*



City and Borough of Sitka

100 Lincoln Street Sitka, Alaska 99835

Coast Guard City, USA

April 10, 2019

Senator Lisa Murkowski
522 Hart Senate Office Building
Washington, DC 20510

Senator Murkowski,

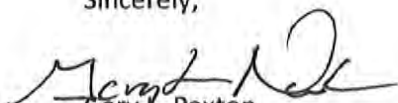
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Sincerely,


Gary L. Paxton
Mayor

Providing for today ... preparing for tomorrow

LISA.
Again thanks for all you
have done and are doing for
our STATE & Country.
Sitka really needs
your help as well
Lisa



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-079 Version: 1 Name:

Type: Special Report Status: AGENDA READY

File created: 4/16/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Special Report: Loyd Platson - Alaska Children's Trust

Sponsors:

Indexes:

Code sections:

Attachments: [Alaska Children's Trust](#)

Date	Ver.	Action By	Action	Result
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Scheduled Special Reports

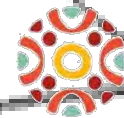
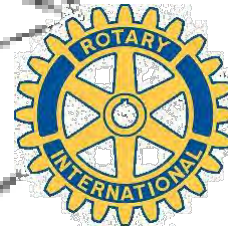
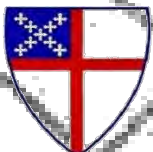
Loyd Platson – Alaska Children's Trust



Our Partnerships



Youth Advocates of Sitka, Inc.
Homes • Schools • Community



Sitka Counseling

Our Funding

City and Borough of Sitka General Fund Grant	\$4,714.00
White Elephant Grant	\$1,500.00
Strategic Prevention Framework- Partnerships for Success (State)	\$150,000.00/yr. Up to 5 years
Drug Free Communities Grant (National)	\$125,000.00/yr. Up to 10 years
Applying for two more grants	\$375,000.00/yr.

Return on the Investment



\$5,902.50



5 locations
100 plus bags

\$3,000.00

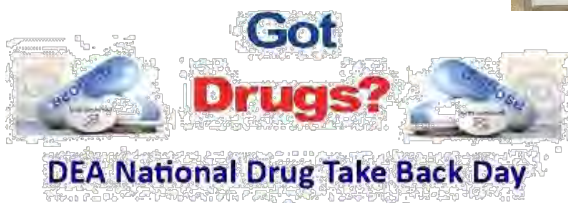


How to Handle
Leftover
Medications



176

~\$75,000.00



8 locations



+ \$2,800.00
For Teen Nights



\$3,300.00

2018 Survey Collection and Data Analysis: Data guides our programs

- Drug Disposal Survey (Public)
 - January 2018. WOM/Sea Mart (n=130)
- Media Exposure Survey (Public)
 - March 2018. Sea Mart/AC Lakeside (N=166)
- Drug Disposal/Media Exposure Survey (Public)*
 - July 2018. Sea Mart/AC Lakeside (n=107)
 - *included risk of harm” and “perception of the problem” questions.
- Rapid Substance Use Survey (Youth)
 - December 2018. Christmas Bazaar/Sea Mart (N=141) **Total of 543**



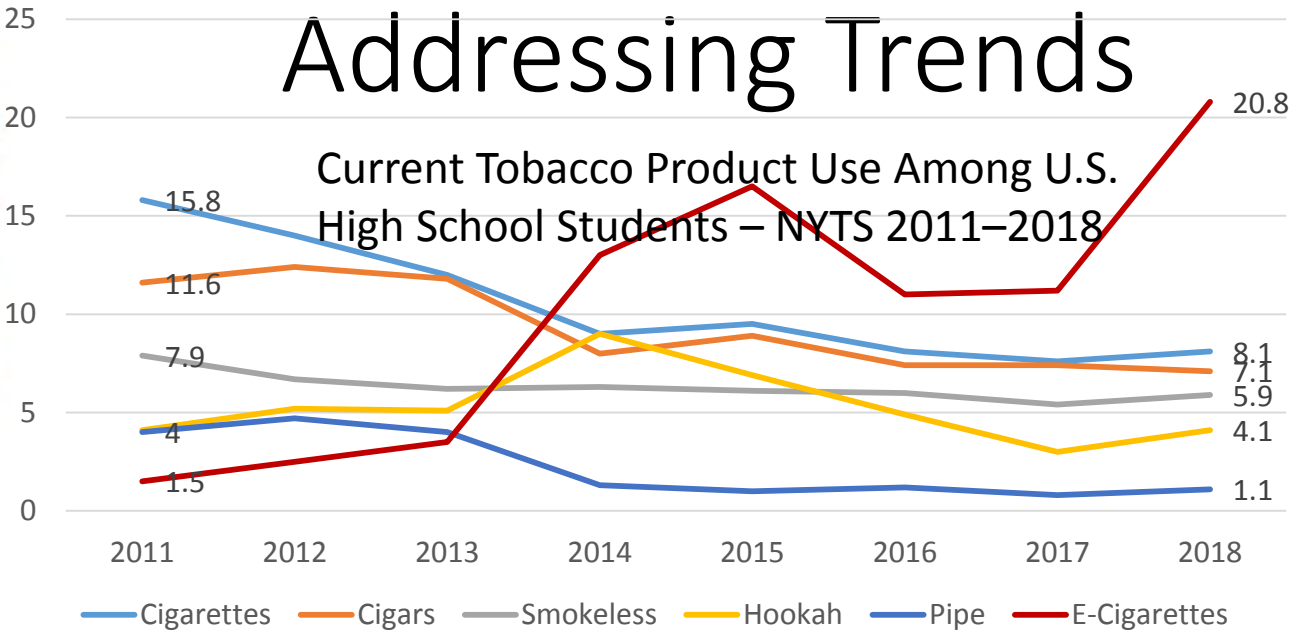
Candy Flavored Addiction



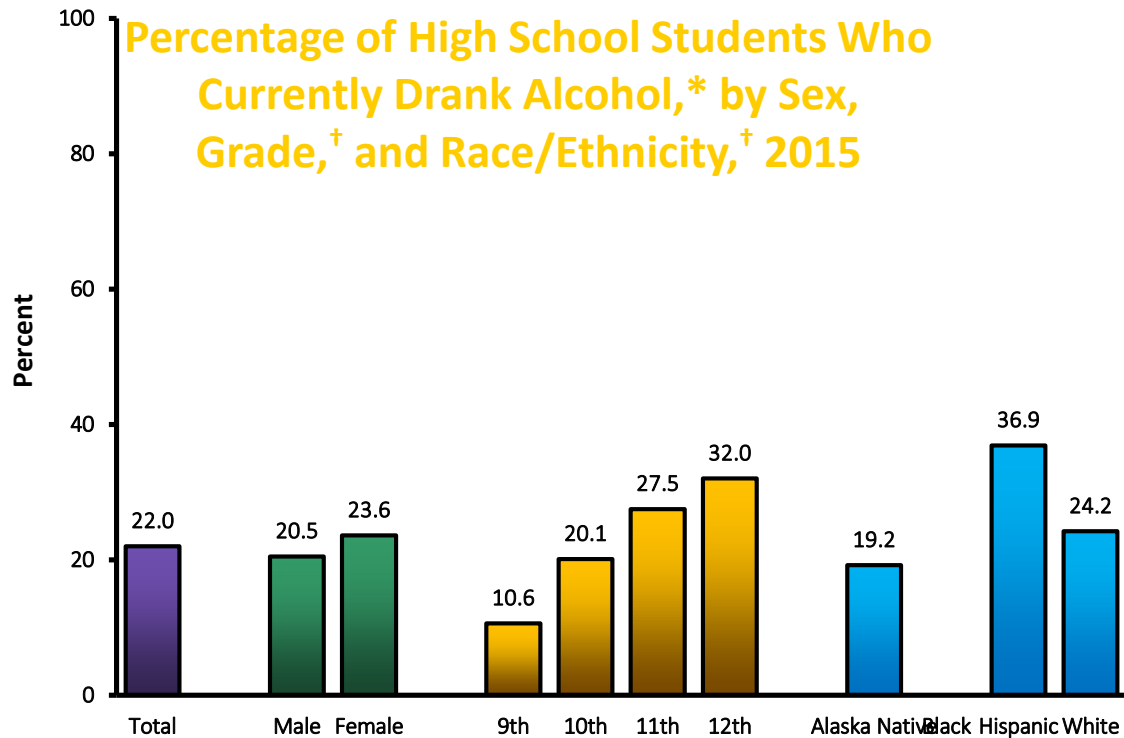
8 out of 10 teenagers who use tobacco started with a flavored product

Addressing Trends

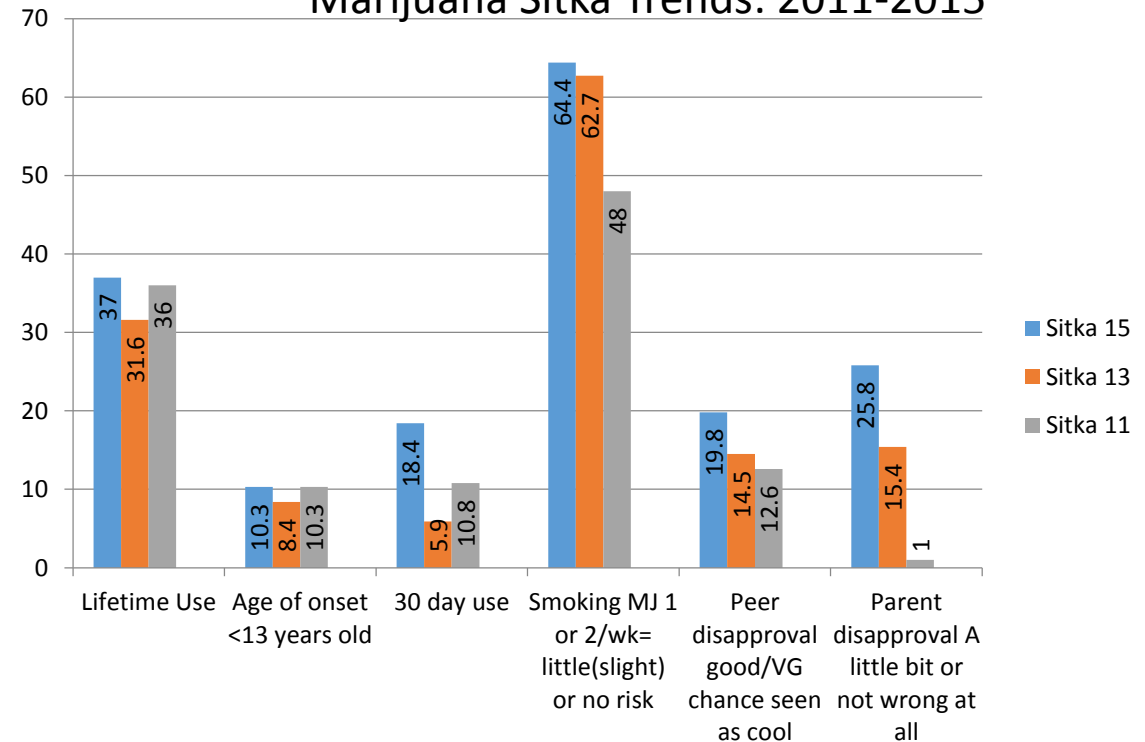
Current Tobacco Product Use Among U.S. High School Students – NYTS 2011–2018



Percentage of High School Students Who Currently Drank Alcohol,* by Sex, Grade,† and Race/Ethnicity,† 2015



Marijuana Sitka Trends: 2011-2015





CITY AND BOROUGH OF SITKA

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File #: 19-080 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 4/16/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Approve the minutes of the April 4,11 and 16 Assembly meetings

Sponsors:

Indexes:

Code sections:

Attachments: [Consent and Minutes](#)

Date	Ver.	Action By	Action	Result
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Should this item be pulled from the Consent Agenda the following motion is suggested:

POSSIBLE MOTION

I MOVE TO approve the minutes of the April 4, 11, and 16 Assembly meetings.



CITY AND BOROUGH OF SITKA

ASSEMBLY CHAMBERS
330 Harbor Drive
Sitka, AK
(907)747-1811

Minutes - Draft

City and Borough Assembly

*Mayor Gary Paxton
Deputy Mayor Steven Eisenbeisz,
Vice Deputy Mayor Valorie Nelson,
Aaron Bean, Kevin Knox, Dr. Richard Wein, Kevin Mosher*

*Municipal Administrator: Keith Brady
Municipal Attorney: Brian Hanson
Municipal Clerk: Sara Peterson*

Thursday, April 4, 2019

6:00 PM

Assembly Chambers

SPECIAL MEETING

I. CALL TO ORDER

II. FLAG SALUTE

III. ROLL CALL

Present: 6 - Eisenbeisz, Knox, Bean, Wein, Mosher, and Nelson

Absent: 1 - Paxton

IV. PERSONS TO BE HEARD

None.

V. NEW BUSINESS:

- A 19-064** Discussion / Direction of local support of public education to the Sitka School District contained in the proposed FY2020 General Fund and other issues pertaining to the financial support of educational related activities (Assembly action may be taken)

Deputy Mayor Eisenbeisz presiding over the meeting invited School Board members and Sitka School District (SSD) staff to the public testimony table. His goal was to give indication on an amount the assembly would fund, however, noted it was up to the assembly as a whole in order for that to take place.

Chief Finance and Administrative Officer Jay Sweeney gave historical context that included actions to be taken, when, and if no action was taken; the definition of local contribution of Alaska Statutes for public school funding; Secure Rural Schools; and formulas of school funding around the state. Controller Melissa Haley gave a presentation that went over the schedule and next steps for the budget noting the May 1st deadline of SSD submitting their budget and that the city has 30 days to respond.

She stated that the assembly needed to determine the level of support to give the SSD. She noted the difference of almost \$750,000 between the city budget and SSD. She relayed the infinite possible scenarios of funding and amounts.

Nelson clarified that the SSD's budget had not been submitted. Sweeney stated \$6.5 million was budgeted as the total local support. He noted that not included were in kind donations and gave examples of rental of storage and maintenance building at Jarvis Street, and snow plowing, etc. Jennifer McNichol School Board President stated the SSD budget had expected a contribution from the city of approximately \$7.1 million. School Board Member Dionne Brady-Howard noted the difficult situation and estimated \$100,000 represented one teacher position.

Mosher felt that a one time subsidy would allow for the opportunity to raise revenue. He told of the idea of raising the sales tax to 6% year round to support the SSD. Nelson was uncomfortable making decisions without knowing other costs such as the hospital liabilities. Eisenbeisz noted the city had given subsidies over the years and wondered if the assembly gave above what was budgeted where the funds would come from. He asked if the SSD felt the student population would be decreasing. Mary Wegner Superintendent of SSD stated there had been increases in cost of utilities and health care and mentioned the number of students would be decreasing from 1,207 to 1,187. School Board Vice President Elias Erickson added the preliminary FY2020 budget included a reduction of three elementary teachers on account of lower enrollment. He stated that any further cuts to the SSD budget would be staff and noted other areas that had already been cut.

Budget/Treasury Officer Janet Schwartz gave information with regards to the balance and future of the Utility Subsidization Fund. Sweeney spoke to the Undesignated Funds that may be put into escrow for the hospital merger. School Board Member Amy Morrison heard from the public the idea of an increase of sales tax to be earmarked for education. Wein noted competing needs of the community that the assembly must deal with and stated the reserves that the city had was really nothing. He had concerns with people leaving town, that the Raw Fish Tax may be taken away, that the fishing fleet was always on a razor's edge, and that tourism was discretionary funding. He wondered what the city could reasonably afford without leveraging the future noting to look at the amount of bond debt the city has and how much was needed in the future.

McNichol understood the difficult position of the assembly and community and noted the School Board was elected to advocate for children and would try to do the very best for the students. Van Cise noted the complexities as he went through the city's budget as well with the vast amount of infrastructure and the need to have savings in case of emergencies. Bean asked the School Board to consider and prepare for the worst and hope for the best but felt they may need to consider cuts.

Eisenbeisz was in support of the administrator's budget with regards to the amount allocated at 92%. Knox leaned in the direction of having a way to bridge the funding gap for a period of time and ask for the public's input to support the SSD specifically giving the example of an increase in sales tax however, would rather look at a property tax increase because of the equity issue that was built in. Nelson felt the discussion was premature and hasn't seen the final SSD budget. Mosher agreed with Nelson and felt the hospital decision needed to be solidified prior to determining the amount to pass to the SSD. Wein offered that he wasn't ready to make a motion but agreed with Bean with regards to a lower amount than what the SSD had budgeted.

McNichol told that the overall SSD budget had decreased although there had been

increased costs of health insurance and utilities. She stated that although the city has funded higher, the state and federal funding has decreased. Van Cise told of unknowns of consideration of the state. He noted as a rough estimate with the city funding at \$6 million would be a cut of 15 staff members which did not include the three that were already scheduled due to lowered enrollment. Brady-Howard thought when it came to the schools, the public may be more amendable to contribute to revenue. She stated the quality of the schools was important and if it was decreased due to cuts, then it may be less attractive to live in Sitka. Morrison estimated that the \$6 million in funding would be more like 20 to 25 teacher cuts and they were already facing a \$1.6 million deficit. She noted the economic impact of losing those teachers and told with the uncertainty that teachers were rumored to be leaving and or looking for jobs elsewhere. School Board Member Elias Erickson included that technology would likely be cut as well as staff which had impacts through the entire community.

B 19-065**Discussion / Direction of the FY2020 Municipal Budget as it relates to the General Fund and other Funds (Assembly action may be taken)**

Eisenbeisz noted this item was a catch all in case the previous agenda items spurred something for the other funds, although he didn't have anything for this tonight, was aware that other Assembly members may want to discuss other funds. Chief Finance and Administrative Officer Jay Sweeney gave history of cuts as directed by the assembly. Wein stated the assembly had asked for \$2 million in cuts. He told some of the cuts listed were potential considerations, but some were not. He gave his thoughts on what could and should not be eliminated.

Sweeney explained with regards to health care, a new possible option. Mosher inquired of self funding insurance, however, Sweeney stated the challenge was the amount of reserves needed. Sweeney noted that some of the recommendations came from the Citizens' Taskforce. Wein felt that times had changed since then and that there was a need to rework things and approach problems in a more realistic way. Bean would like to see what was discussed that was not brought forward.

Knox reminded that the majority asked for broad proposals. He felt that if the assembly wanted to see specific cuts, then it needed to be asked for. Haley clarified that Pioneer Park would not be sold, however, was on the list to not maintain it. Wein was interested in seeing how to create efficiencies, increase revenue, and create new revenue. Nelson stated that the assembly could not direct staff other than the attorney or administrator. Knox told that if there were direct cuts that the assembly would like to see, then it needed to be detailed to the administrator. Haley noted that without specific guidance as to where cuts should have been, the Citizens' Taskforce was the most recent, existing guidance. She noted that after years of cuts, there wasn't much to give without impacts to services and asked for more specific guidance. Sweeney gave thoughts on a use tax.

VI. PERSONS TO BE HEARD:

Acting Municipal Administrator Dave Miller introduced interim Police Chief Robert Baty. Chief Baty gave thanks and was excited to come back to Sitka and stated he was looking forward to working here. Marlie Loomis spoke in support for the students and felt that teachers were needed in the classroom.

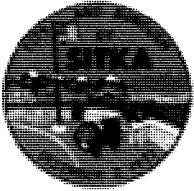
VII. EXECUTIVE SESSION

None.

VIII. ADJOURNMENT

A motion was made by Bean to ADJOURN. Hearing no objections, the meeting ADJOURNED at 8:54 p.m.

ATTEST: _____
Melissa Henshaw, CMC
Acting Municipal Clerk



CITY AND BOROUGH OF SITKA

ASSEMBLY CHAMBERS
330 Harbor Drive
Sitka, AK
(907)747-1811

Minutes - Draft

City and Borough Assembly

*Mayor Gary Paxton
Deputy Mayor Steven Eisenbeisz,
Vice Deputy Mayor Valorie Nelson,
Aaron Bean, Kevin Knox, Dr. Richard Wein, Kevin Mosher*

*Municipal Administrator: Keith Brady
Municipal Attorney: Brian Hanson
Municipal Clerk: Sara Peterson*

Thursday, April 11, 2019

6:00 PM

Assembly Chambers

REGULAR MEETING

I. CALL TO ORDER

II. FLAG SALUTE

III. ROLL CALL

Present: 5 - Knox, Bean, Paxton, Mosher, and Nelson

Absent: 1 - Eisenbeisz

Telephonic: 1 - Wein

IV. CORRESPONDENCE/AGENDA CHANGES

Mayor Paxton offered condolences to the family and friends of retired City employee Dave Swearingen.

19-072 Reminders, Calendars, and General Correspondence

V. CEREMONIAL MATTERS

19-069 Service Award - Allison Massey (Parks and Recreation Committee) and Dan Jones (Gary Paxton Industrial Park Board of Directors)

Mayor Paxton read and presented a service award to Allison Massey for over two years of service on the Parks and Recreation Committee. Paxton read a service award for Dan Jones in recognition of over seven years of service on the Gary Paxton Industrial Park Board of Directors.

VI. SPECIAL REPORTS: Government to Government, Municipal Boards/Commissions/Committees, Sitka Community Hospital, Municipal Departments, School District, Students and Guests (five minute time limit)

United States Forest Service District Ranger Perry Edwards thanked the Assembly for waiving fees for federal employees during the government shutdown. Edwards read and presented a certificate of appreciation from Forest Supervisor M. Earl Stewart.

19-070

SCH / SEARHC Affiliation Project - Sarah Cave

Outside legal counsel, Sandy Johnson, provided an update to the Assembly and community on what had transpired since the March 20 Question and Answer public meeting. Johnson explained the affiliation agreement had been updated to simplify the way ownership of Sitka Community Hospital (SCH) is transferred in the Asset Purchase Agreement (APA) because the compliance review was taking longer than expected and the review was not required to be part of the sale. She noted the change would have two effects: 1) acute care hospital and emergency services would move to Mt. Edgecumbe Hospital immediately when the sale closes. Long-term care, Mountainside and Oceanside Clinic services would not be affected and remain in their current locations, 2) the amount of money the City would be required to place in escrow as part of the transaction would be significantly reduced because the City would now pay any outstanding SCH liabilities directly when they came due. Johnson clarified these changes would not affect the remaining key terms in the APA and lease agreements. She reminded of the benefits of simplifying the transfer of services arrangement - the community could continue counting on accessible healthcare services; the City would have access to funds that could otherwise have been tied up in escrow; and SEARHC could streamline the transition to services. Johnson stated the Assembly would review and vote on the final documents April 15, after which they would go before the SEARHC Board for consideration and approval. Finally, Johnson summarized items needing confirmation: escrow language and provisions, exhibits and schedules, and an official report from outside counsel on potential compliance-related liabilities.

VII. PERSONS TO BE HEARD

Speaking in support of funding to the cap for the School District were Mike Carroll, Emily Demmert, Pat Heuer, and Beth Short-Rhoads.

VIII. REPORTS

a. Mayor, b. Administrator, c. Attorney, d. Liaison Representatives, e. Clerk, f. Other

Mayor - Paxton told of a conversation he had with Senator Stedman regarding the state budget and spoke to his attendance at the April 11 SEDA meeting.

Administrator - Brady told of the Municipal Engineer's attendance and presentation at the Alaska Board of Education meeting on March 29 to acquire property at the end of Seward Avenue on Japonski Island for future development of Sitka's new seaplane base. Brady noted the presentation was well-received and there was no opposition voiced to the project or the proposal. In addition, Brady shared five responses had been received for the No Name/Granite Creek Master Plan and were being reviewed.

Liaison Representatives - Wein reported on recent meetings of the Hospital Board and Library Commission. Knox shared information from the Port and Harbors Commission

meeting and Health Needs and Human Services Commission meeting.

Clerk - Peterson reviewed upcoming meeting dates.

IX. CONSENT AGENDA

A motion was made by Nelson that the Consent Agenda consisting of Items A & B be APPROVED. The motion PASSED by the following vote.

Yes: 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson

Absent: 1 - Eisenbeisz

- A 19-071** Approve the minutes of the March 14, 19, and 26 Assembly meetings

This item was APPROVED ON THE CONSENT AGENDA.

- B 19-068** Approve a liquor license renewal application for Halibut Point Crab & Brew at 4513 Halibut Point Road

This item was APPROVED ON THE CONSENT AGENDA.

X. BOARD, COMMISSION, COMMITTEE APPOINTMENTS

None.

XI. UNFINISHED BUSINESS:

- C 19-066** Discussion / Direction / Decision on the selection of a Police Department third party investigator

Nelson wished to move forward with the investigation. Others preferred to wait until the April 23 meeting to allow for interim Police Chief Baty to assess the situation and report to the Assembly. Wein stated this was not a kick the can down the road issue and asked that Baty submit a written list of how he planned to proceed. There was consensus to bring the item back April 23.

- D ORD 19-10** Making supplemental appropriations for Fiscal Year 2019 (*Police Department Third Party Investigation*)

Many members believed it important to move forward with the appropriation. Knox asked Interim Police Chief Baty how he felt about the matter. Baty stated he was neutral however believed the investigation would be a tool to use. In the meantime, he said he was identifying areas needing attention.

A motion was made by Nelson that this Ordinance be APPROVED on SECOND AND FINAL READING. The motion PASSED by the following vote.

Yes: 5 - Bean, Wein, Paxton, Mosher, and Nelson

No: 1 - Knox

Absent: 1 - Eisenbeisz

E ORD 19-06 Making supplemental appropriations for Fiscal Year 2019 (*Fair Market Value Appraisal Airport Subleases*)

Municipal Attorney Brian Hanson stated the quote received was a little under \$10,000 however reminded there were always unanticipated costs.

A motion was made by Knox that this Ordinance be APPROVED on SECOND AND FINAL READING. The motion PASSED by the following vote.

Yes: 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson

Absent: 1 - Eisenbeisz

F ORD 19-07 Making supplemental appropriations for Fiscal Year 2019 (*GPIP Utility Dock*)

A motion was made by Nelson that this Ordinance be APPROVED on SECOND AND FINAL READING. The motion PASSED by the following vote.

Yes: 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson

Absent: 1 - Eisenbeisz

G ORD 19-08 Making supplemental appropriations for Fiscal Year 2019 (*GPIP Access Ramp*)

A motion was made by Mosher that this Ordinance be APPROVED on SECOND AND FINAL READING. The motion PASSED by the following vote.

Yes: 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson

Absent: 1 - Eisenbeisz

XII. NEW BUSINESS:

New Business First Reading

**H ORD 19-13 Making supplemental appropriations for Fiscal Year 2019 (*Shepard vs CBS*)
1st reading**

Wein wondered if it was the same attorney for all three lawsuits against the police department and requested funds be consolidated rather than separate appropriations. Municipal Attorney Brian Hanson stated the City was being represented by Jermain Dunnagan & Owens for all three. Hanson did not recommend consolidation. He stated these were separate lawsuits, separate plaintiffs and were separate in the court system. Wein wished to receive an update of the remaining balance for each appropriation.

A motion was made by Knox that this Ordinance be APPROVED on FIRST READING. The motion PASSED by the following vote.

Yes: 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson

Absent: 1 - Eisenbeisz

- I ORD 19-14 Making supplemental appropriations for Fiscal Year 2019 (*City's Datacenter Storage upgrade*) 1st reading**
- IT Director Grant Turner explained the data needs of the City were growing and that currently the City was at 90% capacity. Wein wondered if any equipment from Sitka Community Hospital could be used. Turner stated the equipment could be used to maintain the hospital system however there was not sufficient capacity to meet the needs of the City.
- A motion was made by Mosher that this Ordinance be APPROVED on FIRST READING. The motion PASSED by the following vote.**
- Yes:** 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson
- Absent:** 1 - Eisenbeisz
-
- J ORD 19-15 Amending Title 22 "Zoning" of the Sitka General Code by modifying Chapters 22.08 "Definitions", Chapter 22.12 "Zoning Maps and Boundaries", Chapter 22.16 "District Regulations", Chapter 22.20 "Supplemental District Regulations and Development Standards" and adding new Section 22.16.180 "C Cemetery District" to create a Cemetery District (1st reading)**
- Nelson wondered of the need for a cemetery district as there were allowable uses under the "P" Public District. Knox mentioned that some cemeteries were zoned R-1 Residential while others weren't in a zone.
- Scott Brylinsky Interim Planning Director stated there were approximately 20 cemeteries in Sitka spread throughout various districts. The intent of the cemetery district was to contain land used for cemeteries and limit accessory uses. All uses were intended to be cemetery-related and conducted with reverence and respect for those interred. Brylinsky added the State was enacting stricter regulations with regards to where bodies could be interred. Brylinsky noted Sitka Tribe of Alaska was supportive of moving forward with the Ordinance.
- Wein reminded this was a long standing issue; some of the impetus for this Ordinance was the Sheldon Jackson campus seeking an overlay district which included a cemetery on the campus. The campus, zoned R-2, had greater ability for development and therefore he was supportive of creating a cemetery district.
- A motion was made by Nelson that this Ordinance be APPROVED on FIRST READING. The motion PASSED by the following vote.**
- Yes:** 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson
- Absent:** 1 - Eisenbeisz

Additional New Business Items

- K 19-067 Discussion / Direction / Decision on the liquor license renewal application for Baranof Island Brewing Company, LLC (possible executive session)**
- Municipal Attorney Brian Hanson noted staff had concerns with approving the license and recommended a protest due to the failure of the party to pay sales tax and other interests. He recommended the Assembly go into executive session to discuss further.
- A motion was made by Nelson to go into executive session with Chief Finance and Administrative Officer Jay Sweeney to discuss subjects that tend to**

prejudice the reputation and character of any person and to discuss matters, the immediate knowledge of which, would adversely affect the finances of the City and Borough of Sitka and invite in if desired, and when ready, Rick Armstrong of Baranof Island Brewing Company. The motion PASSED by the following vote.

Yes: 6 - Bean, Wein, Nelson, Knox, Mosher, and Paxton

Absent: 1 - Eisenbeisz

The Assembly was in executive session from 7:20pm to 7:50pm.

A motion was made by Bean to reconvene as the Assembly in regular session. The motion PASSED by the following vote:

Yes: 5 - Knox, Mosher, Paxton, Nelson, and Bean

Absent: 2 - Eisenbeisz and Wein (vote to reconvene was taken prior to Wein rejoining)

The Mayor reported the Assembly had given direction to staff during executive session and requested the item be brought back before the Assembly April 23.

L 19-073

Approve hire offer for Bruce Wall as Planning Director

Nelson, Bean, Mosher, and Wein spoke in opposition to the salary and other terms - moving expenses and leave bank/accrual amounts. Nelson cited the budget, stated there were inconsistent wage increases. While some positions had received 1.5% up to as high as 75%. This particular position was a 16% increase over what was budgeted. Nelson noted in the FY2020 budget there was a 5% increase for the Planning Director position. Bean, while thankful to have a qualified candidate, believed the wage was starting at the ceiling and also had issues with the amount of leave and moving allowance. Wein wondered of the candidate's current salary and whether or not the offer included PERS and other benefits. Municipal Administrator Keith Brady stated the wage did not include PERS and other benefits. He was unaware of the candidate's current salary. Knox expressed concern over not having a permanent Planning Director especially coming into the summer season and reminded the City had been recruiting for the position since August. Paxton also expressed the need for a Planning Director and believed the moving allowance to be a non-issue. Brady believed the salary to be commensurate and noted the salary was not at the ceiling. Instead he had offered step E and the range went to Step O. He noted Wall had experience and the required certification.

A motion was made by Knox to APPROVE the hire offer for Bruce Wall as Planning Director with a starting salary of \$93,724.80 with the following conditions: 1) opening balance of 40 hours annual leave and accrual thereafter of 12.67 hours per month, and, 2) up to \$15,000 moving allowanve. The motion FAILED by the following vote.

Yes: 2 - Knox, and Paxton

No: 4 - Bean, Wein, Mosher, and Nelson

Absent: 1 - Eisenbeisz

XIII. PERSONS TO BE HEARD:

None.

XIV. EXECUTIVE SESSION

M 19-075 Legal/Financial Matters - CBS/SEARHC Affiliation Process (due diligence compliance analysis)

A motion was made by Knox to go into executive session to discuss communications with the Municipal Attorney and Municipal Administrator regarding phase 3 of the CBS/SCH-SEARHC affiliation process - specifically the due diligence compliance analysis, matters the immediate knowledge of which would adversely affect the the finances of the municipality, invite in Chief Finance and Administrative Officer, Jay Sweeney, and invite to participate telephonically, outside legal counsel Sandy Johnson, and consultants Sarah Cave and Steve Huebner. The motion **PASSED** by the following vote:

Yes: 6 - Mosher, Nelson, Knox, Bean, Paxton, and Wein.

Absent: 1 - Eisenbeisz

Note - Cave and Huebner were unavailable to join.

The Assembly was in executive session from 8:15pm to 8:30pm.

A motion was made to reconvene as the Assembly in regular session. The motion **PASSED** by a unanimous voice vote.

XV. ADJOURNMENT

A motion was made by Knox to ADJOURN. Hearing no objections, the meeting ADJOURNED at 8:32pm.

ATTEST: _____

Sara Peterson, MMC
Municipal Clerk



CITY AND BOROUGH OF SITKA

ASSEMBLY CHAMBERS
330 Harbor Drive
Sitka, AK
(907)747-1811

Minutes - Draft

City and Borough Assembly

*Mayor Gary Paxton
Deputy Mayor Steven Eisenbeisz,
Vice Deputy Mayor Valorie Nelson,
Aaron Bean, Kevin Knox, Dr. Richard Wein, Kevin Mosher*

*Municipal Administrator: Keith Brady
Municipal Attorney: Brian Hanson
Municipal Clerk: Sara Peterson*

Tuesday, April 16, 2019

5:30 PM

Assembly Chambers

SPECIAL MEETING

I. CALL TO ORDER

II. FLAG SALUTE

III. ROLL CALL

Present: 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson

Absent: 1 - Eisenbeisz

IV. PERSONS TO BE HEARD

None.

V. NEW BUSINESS:

A 19-077 Annual evaluation for Municipal Administrator Keith Brady (requests evaluation to be held in public)

Mayor Paxton reviewed the evaluation process and wondered if the Assembly wished to discuss the process.

Mosher made a motion to terminate Keith Brady's employment with the City and Borough of Sitka effective May 1, 2019. The motion was later withdrawn and another motion offered.

Speaking in support of Brady was Jay Sweeney, Dave Miller, Brian Hanson, and Michael Harmon.

A motion was made by Nelson to go into executive session under the statutory categories of discussing subjects that 1) may tend to prejudice the reputation and character of an individual, and, 2) may have an adverse affect upon the

finances of the City and Borough of Sitka and invite Keith Brady in when ready. In addition, I move to exclude the Municipal Clerk. The motion PASSED by the following vote.

Yes: 6 - Knox, Paxton, Wein, Mosher, Nelson, and Bean

Absent: 1 - Eisenbeisz

The Assembly was in executive session from 5:40pm to 7:00pm.

A motion was made by Bean to reconvene as the Assembly in regular session. The motion PASSED by the following vote.

Yes: 6 - Knox, Paxton, Wein, Mosher, Nelson, and Bean

Absent: 1 - Eisenbeisz

Mayor Paxton stated the Assembly had desires for having some improvements, talked at length about leadership tasks and requirements, budgets, and expenditures. The Assembly discussed the initial motion made by Mosher and the Assembly was reminded by the Municipal Attorney of Charter Section 4.02 outlining the procedures for removal. Mosher withdrew his initial motion.

A motion was made by Mosher to direct staff to bring forth a preliminary resolution in accordance with the Home Rule Charter Section 4.02 to remove Administrator Keith Brady. The motion FAILED by the following vote.

Yes: 3 - Wein, Mosher, and Nelson

No: 3 - Knox, Bean, and Paxton

Absent: 1 - Eisenbeisz

A motion was made by Bean to give Municipal Administrator Brady an unsatisfactory evaluation and revisit the evaluation in 90 days (July 15). The motion PASSED by the following vote.

Yes: 4 - Bean, Wein, Mosher, and Nelson

No: 2 - Knox, and Paxton

Absent: 1 - Eisenbeisz

B 19-078

Annual evaluation for Municipal Attorney Brian Hanson (requests evaluation to be held in executive session)

Michael Harmon, Jay Sweeney, and Dave Miller spoke in support of Municipal Attorney Brian Hanson.

A motion was made by Nelson to go into executive session under the statutory categories of discussing subjects that 1) may tend to prejudice the reputation and character of an individual, and, 2) may have an adverse effect upon the finances of the City and Borough of Sitka and invite Brian Hanson in when ready. In addition, I move to exclude the Municipal Administrator and Municipal Clerk. The motion PASSED by the following vote.

Yes: 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson

Absent: 1 - Eisenbeisz

The Assembly was in executive session from 7:32pm to 8:12pm and invited Hanson in at 7:35pm.

A motion was made by Bean to reconvene as the Assembly in regular session. The motion PASSED by a unanimous voice vote.

A motion was made by Bean to give Municipal Attorney Hanson a satisfactory evaluation. The motion PASSED by the following vote.

Yes: 6 - Knox, Bean, Wein, Paxton, Mosher, and Nelson

Absent: 1 - Eisenbeisz

VI. PERSONS TO BE HEARD:

None.

VII. ADJOURNMENT

A motion was made by Bean to ADJOURN. Hearing no objections, the meeting ADJOURNED at 8:18pm.

ATTEST: _____
Sara Peterson, MMC
Municipal Clerk



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-081 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 4/16/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Reappointments: 1) Victor Weaver to a three-year term on the Planning Commission, and, 2) Scott Saline to a three-year term on the Historic Preservation Commission in the category of At Large

Sponsors:

Indexes:

Code sections:

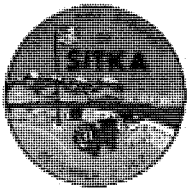
Attachments: [Motion Reappointments](#)
[Weaver Application.pdf](#)
[Saline Application](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO reappoint:

- 1) Victor Weaver to a three-year term on the Planning Commission, and,
- 2) Scott Saline to a three-year term on the Historic Preservation Commission in the category of At Large.



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

Board/Commission/Committee: Planning Commission

Name: Victor Weaver Preferred Phone: [REDACTED]

Address: [REDACTED] Alternate Phone: _____

Email Address: [REDACTED] Fax Number: _____

Length of Residence in Sitka: 1 Registered to vote in Sitka? ☒ Yes ☐ No

Employer: SEARHC

Organizations you belong to or participate in:
Sitka Planning and Zoning Commission

Explain your main reason for applying:

I am currently on the Sitka Planning and Zoning Commission and enjoy being a part of it very much. There are a lot of important items that come up on the agenda every meeting that are very important and I feel I have knowledge and experience that help me make sound decisions for each item. I also enjoy volunteering and being a part of decisions being made in the city I live.

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

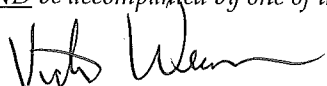
Sitka Planning and Zoning Commissioner
Valdez Planning and Zoning
Commissioner

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.

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: 4/1/2019 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.

Please note: all information submitted will be made public and published online. 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:

Melissa Henshaw, Deputy Clerk/Records Specialist, 100 Lincoln Street
Fax: 907-747-7403 Email: melissa.henshaw@cityofsitka.org

Victor Weaver



EDUCATION

Bachelor of Science - Manufacturing Engineering – Graduated 1989
Oregon Institute of Technology, Klamath Falls, OR

BACKGROUND

26 years of experience working in various industries in Engineering, Project Management, and Maintenance Management roles. Successfully managed numerous high profile engineering and construction projects throughout my career, from design to completion within tight scheduling restraints.

Highly effective communicator at all levels and in very culturally diverse atmospheres

Highly effective field construction coordinator, managing construction crews insuring project budgets are met and timelines are strictly followed.

Very experienced with scheduling materials, equipment, and subcontractors as well as with estimates and setting up a jobsite

Hands-on" problem solver who enjoys working in the field and making challenging decisions in challenging environments.

Experience in taking technical, complex, projects from inception to completion

Enjoys working in a hands-on, fast paced environment resolving production challenges with a goal to achieve no production downtime.

Familiar with National Building, Fire, Electric, Codes, and OSHA regulations.

Area of Expertise:

- Project Management
- Project Planning
- Building Codes and Permitting (City, State, Corp of Engineers)
- Pre-construction – Submittal review/approval, RFI's, Change Orders, Shop Drawing Reviews
- Contract Management Bidding/Bid Review, Pre-Bid Conference, Notice of Award, Notice to Proceed
- Field/Site Construction Management
- Coordinating and supervising all construction activities on-site from Notice to Proceed (NTP) to completion
- Developing Project Schedules and Budget
- Remote Construction
- Project Execution
- Management of Skilled Trade Teams (union and non-union)
- Strategic Planning & Implementation
- Organization & Time Management
- High Performance Team Building & Coaching
- Coordinating/directing independent testing and inspections
- Lean Manufacturing
- Planning and Zoning – Valdez Planning and Zoning Commissioner

EXPERIENCE

Assistant Director of Facilities SE Alaska SEARHC

3/2018 – Present

Manage all SEARHC facilities outside of Sitka, ranging from Haines to Wrangell Alaska. Manage all new construction for clinics and hospital within the consortium. Manage all facilities and maintenance crews including the Facility Managers for each of the locations. Manage all maintenance and construction contracts for each location. Oversee construction and renovation of medical, dental and behavioral health clinics throughout the consortium.

Hatchery Projects Manager Valdez Fisheries Development Association

8/2014 – 3/2018

The Hatchery Projects Manager serves as the lead coordinator for all special projects relating to the development, renovation and major maintenance of all hatchery facilities and equipment. The primary function of this position is to provide technical expertise, design, development, oversight and execution of all projects relating to the expansion and operations of Valdez Fisheries Development Association's (VFDA) hatchery and fisheries programs. Managed a successful \$2 million water expansion project and currently a \$1.8 million high pressure water upgrade project. Responsible for all phases of projects, developing scope of work, working with engineering firm on initial design, planning, bidding, award of contracts, and inspections. Coordinates and supervise all construction activities on-site from Notice to Proceed (NTP) to completion. Managed construction contracts insuring budgets are met and projects are completed within restricted time constraints. Coordinated all field design and construction changes between the construction crews, the design engineer and Valdez Fisheries Management personnel to include board members.

Planner/Scheduler Alyeska Pipeline Service Company – Valdez, AK

6/2010 – 8/2014

The Planner/Scheduler supports execution of maintenance work by receiving, planning, estimating, scheduling, and coordinating maintenance work ensuring that all required materials, equipment, and personnel are identified and available when needed for all of operations. Plan and coordinate all major projects and shutdowns for marine and utility operations at the Valdez Marine Terminal. The primary objective of the role is to improve workforce efficiency by eliminating potential delays and obstacles to efficient work execution, provide coordinated identification and availability of resources for Marine, Ballast Water, SERVS, the VMT, and Pipeline work sites with a goal to reduce operational impacts due to maintenance activities. On a regular basis, review and scrub backlog of work that may be redundant or that has been completed and not closed out. Follow-up on backlog work ensuring work gets scheduled on a regular and timely basis. Work closely with Operations ensuring work in their areas are planned and scheduled on a timely basis. Work closely with Projects and Engineering teams to plan and schedule construction projects. Train new Planner/Scheduler personnel in the use of Passport Planning/Scheduling software. Advanced skills using Passport CMMS software for maintenance planning and scheduling. Additional duties included Air Operations Branch Manager for the Incident Management Team for oil spill prevention and response management.

Facilities/Operations Manager Carlton Winemakers Studio – Carlton, OR

3/2009 to 12/2009

Manage all winery operations for a large cooperative winery in Carlton, Oregon. Responsible for training all personnel in cellar operations for making Pinot Noir, Chardonnay, and Pinot Gris wines. Cellar operations trained included: safety training, cleaning and sanitizing barrels, tanks, wine presses, grape processing line, moving barrels, pumping over wine, punching down wines during fermentation. The main focus during harvest is to teach new employees during production operations the importance of cleaning and sanitation. Duties also included all maintenance and preventative maintenance of winery equipment, planning of harvest operations, hiring and training new employees, creating an annual budget for maintenance and production. Created new maintenance work order system for winery, including writing preventative maintenance procedures and standard operating procedures. Created a confined entry space program for the winery as well as a lockout tag-out program. Spent a lot of time working with various winemakers making sure their production needs

were met on a daily basis. Maintained and managed all facility operations and capital projects for the winery. Performed various safety training classes and set up various new safety programs throughout the winery. Acted as the source of contact for all OSHA safety inspections and implementations of OSHA recommended programs. Provided MSDS and hazardous materials training for all new employees.

Maintenance Manager Unisea Corporation – Dutch Harbor, AK

4/08 to 12/2008

Manage, motivate, and train a team of 85 highly skilled maintenance personnel in various skill trade positions including 2 supervisors. Ensure that all internal customers of maintenance receive timely, efficient and quality service. Responsible for short and long term planning and scheduling of all maintenance activities. Analyze workload schedules, balance against employee availability, prioritize activities, prepare workload schedules, assure availability of required repair parts and review schedules to meet changing priorities.

Participate in the development and application of data processing technology to assist in maintenance planning, scheduling and budgeting. Analyze workloads, availability of skilled employees, work-space and technical requirements; select and prioritize maintenance activities. Maintain capital project list with a priority rating system for approval of all capital project work. Prepare requests for parts and coordinates repair work with supply and employees. Prepare and monitor workload schedules including projections on available technicians for major repairs and overhauls and reviews compliance with projected target dates, revising schedules as required. Monitor work progress by comparing completion rates with schedules and provide reports of all active and pending jobs to Director. Plan, review, implement and monitor preventative maintenance programs on all plant equipment and buildings. Assist maintenance supervisors with short term scheduling for effective day-to-day shop management. Implement and maintain Every Day Focus culture throughout all maintenance departments. Review work records for reporting accuracy, supervise the updating and maintenance of such records in Maintenance Data Management System. Organize capital projects from inception to completion including all coordination with other internal departments as well as coordination with outside vendors and contractors. Develop clear and concise scope of work plan for proposed projects. Ensure that all capital projects and implemented processes are in strict compliance with Company, State and Federal Regulations regarding Health and Safety.

Maintenance Manager Stimson Lumber Company – Forest Grove, OR

7/06 to 7/07 Received severance package for voluntary layoff due to decline in timber industry

Manage maintenance and engineering operations for a 7 day per week lumber mill manufacturing operation that produces over 320 million board feet of lumber annually.

Managed a highly skilled, high performance maintenance team consisting of 67 union, skilled labor personnel.

Managed and organized preventative maintenance program within the various mills to assure preventative maintenance (mechanical and electrical) of production equipment, breakdown repair, safety awareness, and new project implementation within a strict timeline schedule.

The lumber operation consists of a stud mill, dimension mill, 2 barkers, a stud planer, a dimension planer, 6 dry kilns, and a log yard, on a 300+ acre facility site.

Design and modify equipment, jigs, fixtures, safety and manufacturing processes for lumber manufacturing operations.

Successfully managed and coordinated several capital projects, including a major restructure of the Stud Mill to implement a new 3 dimensional sawing process that increased production by 35%.

Successfully managed a 5000 square foot building/construction expansion project for the Stud Mill.

Received, reviewed and investigated Occupational Safety and Health Agency (OSHA) reports of violation. Designed several safety devices to protect employees from dangerous equipment and processes. Acted as the source of contact for all OSHA safety inspections.

Maintenance Manager - Contract Land O Lakes Purina Feed, LLC, Portland, OR

7/05 to 7/06 Contract Completed

Manage day to day maintenance activities for a 24 hour a day 5 days a week feed mill, including hiring, discipline, and performance review of employees. Provided daily safety training to all employees prior to start of shift and on a regular basis for newly implemented safety programs. Manage 8 union maintenance millwrights and electricians.

Identify, write, and manage all capital projects for new equipment.

Fill in for Production Supervisor as needed. Implemented formal preventative maintenance written program for plant.

Design and modify various jigs, fixtures and carts to aid in bag and bulk feed manufacturing operations using AutoCAD LT.

Facilities and Maintenance Engineering Manager - ContractMilk Specialties Corporation, Adell, WI

6/04 to 7/05 Contract Completed

Manage all maintenance operations and capital projects in a Dairy Whey processing facility. Whey is processed and used for animal feed ingredients.

Reduced maintenance staff overtime hours from 80 hours/week to 20 hours/week with increased productivity.

Converted maintenance Work Order system from informal to formal requests and implemented preventative maintenance scheduling;

Completed daily safety inspections of facility, equipment, and employee safety programs to insure compliance to all OSHA regulations.

Designed safety devices to reduce hazards to employees. Acted as the main resource for all OSHA safety and compliance inspections. Design jigs, fixtures, machinery based on needs of manufacturing and process changes.

A Hands-on position requiring daily balance of many tasks, projects and emergencies

Responsible for planning, scheduling and managing the activities of a highly skilled maintenance department based on production requirements, sales and company goals

Control strict departmental budget while ensuring activities are completed efficiently

Coordinated procurement and installation of new and used operation equipment with minimal downtime

Established inventory control system that includes spare parts and materials required for safe and efficient operations

Interact with Production, Quality, R&D, Environmental, Safety, and Office staff to ensure all their maintenance needs are met

Improved skills and understanding of pump and pipe dynamics

Managed construction projects for the facility including managing timelines for outside contractors.

Designed and modified any new equipment, fixtures, or racking as needed using AutoCAD LT.

Corporate Facilities Engineering Manager Oshkosh Truck Corporation, Oshkosh, WI

2/02 to 3/04

Managed a 50,000 square foot manufacturing facility expansion project from design to final construction.

Plan, implement and direct preventive maintenance and facilities engineering programs

Analyze, evaluate and negotiate fee proposals with contractors and consultants

Review technical specifications for construction and maintenance contracts to ensure strict adherence to contractual obligations

Evaluate submitted design/engineering drawings for code compliance specifications

Interact and correspond with contractors and procurement services regarding specifications and contractual aspects of projects.

Manage building personnel activities; including hiring, performance review and training

Oversee five maintenance/service personnel under union contract.

Analyze cost and operational data for development, submission and administration of facilities management budgets

Administer and manage buildings and grounds for all Oshkosh facilities including satellite locations

Team member for the development and implementation for the incident management program.

Sr. Manufacturing Engineer - Contract Schlumberger, Bartlesville, OK

7/00 to 1/02 - Contract Completed

Develop new processes for submersible pump and motor manufacturing operations for the oil industry.

Assists in providing input to design, manufacturing processes and manufacturing technologies to meet cost and delivery schedules.

Assists in developing and coordinating specification and delivery requirements with internal and external suppliers

Introduce and implement lean manufacturing processes (Kaizen) into the rotor manufacturing process

Justify and purchase capital equipment for assembly operations

Design and detail jigs and fixtures for assembly operations using CATIA and AutoCAD LT.

Prepare, layout and implement plant rearrangement for manufacturing operations

Communicate with product design to ensure feasibility of new products

Project Manager- 6 month Contract Boydston Metalworks, Portland, OR

1/00 to 7/00 - Contract Completed

Managed project to consolidate three manufacturing facilities into one, within a targeted \$7 million dollar budget. Responsible for contractor selection and writing construction contracts. Managed all phases of project from design to final construction. Work with various city departments for construction permitting. Project included various facilities upgrades, building construction, electrical work, equipment design, new equipment research and purchase. Designed new layout of production lines for manufacturing and material flow. Managed onsite construction crews insuring timelines and budgets were met. Coordinated all design and construction changes in the field between construction crews, engineers and Boydston Metalworks Management.

Senior Manufacturing Engineer/ Facilities Engineer Freightliner Truck, Portland, OR

05/95 to 12/99

Responsible for all capital planning and project implementation of latest truck manufacturing equipment using lean manufacturing techniques

Designed process improvements for pre-paint cab, finish cab, and chassis manufacturing

Prepare, layout and implement plant/process rearrangement for operations.

Manage numerous construction projects for plant expansions

Concept and design jigs and fixtures which included carts, assembly jigs, holding jigs, locating jigs and any other type of fixtures needed for the assembly of large trucks using CATIA

Prepare time and work sequence studies and recommend changes to manufacturing

Coordinate with corporate design and manufacturing engineering to implement changeovers for new products and custom built products

Tooling Engineer - Contract Consolidated Metco, Portland, OR

04/94 to 05/95

Design various jigs and fixtures for the manufacture of truck parts in an aluminum foundry. Jigs and fixtures designed consisted of CNC holding fixtures, assembly jigs, drill jigs for gang drills, and locating jigs for various truck parts. Responsibilities also included working with outside vendors to build and test the jigs/fixtures. All jigs and fixtures were designed using CATIA

Tooling Engineer - Contract Boeing Aerospace, Huntsville, AL

05/93 to 05/94 Contract completed

Designed assembly tooling, composite tooling, machine tooling, handling equipment, and scaffolding for the NASA managed Space Station Freedom program. Successfully designed a complex living module assembly fixture within a \$3 million dollar budget approved by NASA personnel. Worked with Boeing jig builders and outside vendors to build, test and buyoff the fixtures prior to use in the Boeing facility.

Tooling Engineer - Contract Cessna Aircraft, Wichita, KS

04/92 to 04/93 - Contract completed

Designed and rework assembly tooling and composite tooling for the Citation Jet program. Worked closely with Cessna fabricators and machinists to build and test jigs prior to use in the manufacturing build. All tooling was designed using CATIA V4, utilizing solid modeling. Taught various CATIA 3D modeling classes to contract personnel.

Tooling Engineer Boeing Aircraft Company, Everett, WA

06/89 to 04/92

Design and rework assembly tooling, composite tooling and machine tooling, and soft tooling for the 747 and the 767 aircraft. Fixtures included locating jigs, assembly jigs, drill jigs, etc, which included all concept, investigation, layout, rework, and design using CATIA. Develop plans and recommendations for equipment needed and correct methods of manufacturing, including sequence of operations and detailed methodology of complex assemblies and installations as well as detail components. While in the aircraft tooling group, I worked in interiors, body, interior liaison, aircraft controls, pulley brackets, and the paint group

CONTINUING EDUCATION AND TRAINING

- Numerous IMT Training Courses
- Timber Operators Conference comprehensive management training certification program
- Boiler Training for Managers
- 8 Week Jigs and Fixture Design Course
- Kaizen for Lean Manufacturing Operations
- CATIA 3-D Cad Training – Basic –Advanced Solid Modeling
- Over 1000 hours of various safety training
- Various management training courses for union and non-union personnel
- ETT Emergency Medical Technician
- Advanced CPR – Basic Life Support
- TWIC Card Holder (Expires April 26, 2018)
- Annual Planning Conference Anchorage – 2016 & 2017

SOFTWARE SKILLS

Passport	Business Objects
Microsoft Project	Microsoft Excel
AutoCAD	CATIA V4
Microsoft	PowerPoint
Microsoft Access	Microsoft Word
Dynastar	Mainsaver
Internet Explorer	

PERSONAL:

Planning and Zoning omission -- City of Valdez
Society of Manufacturing Engineers
Shriners of North America, Shrine Clown
Freemasons

REFERENCES:

Available upon request



PLANNING COMMISSION

NAME	CONTACT NUMBERS	TERM STARTS	EXPIRES	CATEGORY
CHRIS SPIVEY 109 Lillian Drive	738-2524 c spi3050@yahoo.com	12/11/12	2/8/14 1/28/17 1/24/20	CHAIR
DARRELL WINDSOR PO Box 1973	738-4046 c dwindsor@gci.net	6/28/11	6/28/14 6/24/17 7/25/20	VICE CHAIR
RANDY HUGHEY 220 Lakeview Drive	738-2999 c randywhughey@gmail.com	2/24/15	10/23/15 10/13/18 10/23/21	
TAYLOR COLVIN 1308 Sawmill Creek Rd	738-1018 taycolvin@gmail.com	7/11/17	6/14/19	<i>Pohlman's term</i>
VICTOR WEAVER PO Box 2034	907-461-2031 alaskanengineer@gmail.com	11/27/18	4/26/19	<i>Parmelee's term</i>
Planning Director	747-1815			Staff Liaison
Amy Ainslie Planner I	747-1814 amy.ainslie@cityofsitka.org			Secretary
Aaron Bean 103 Toivo Circle	738-8923 assemblybean@cityofsitka.org			Assembly Liaison
Kevin Knox PO Box 6415	738-4664 assemblyknox@cityofsitka.org			Alternate Assembly Liaison

5 members from public, 3-year terms

Established by Ordinance 74-118/SGC2.18 & Charter Article VIII

Must be registered to vote

First and Third Wednesday at 7:00 p.m. – Harrigan Centennial Hall, 330 Harbor Drive

CONFLICT OF INTEREST FORMS OATHS OF OFFICE

Revised: March 29, 2019



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

Board/Commission/Committee: Historic preservation AT CACF
Name: Scott K. Saine Preferred Phone: [REDACTED]
Address: [REDACTED] Alternate Phone: [REDACTED]
Email Address: [REDACTED] Fax Number: [REDACTED]
Length of Residence in Sitka: 38 yr Registered to vote in Sitka? ☒ Yes ☐ No
Employer: Self employed

Organizations you belong to or participate in:
ANS - SITKA HISTORICAL

Explain your main reason for applying:

to enhance historical respect that promotes SITKA AS non invasive tourist destination while acknowledging manifest destiny & 1900's

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

38 years living in SITKA Indian Village watching city staff neglect VILLAGE INFRASTRUCTURE to support rent seeking

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.

none

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: 10 April 2011 Signature: [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.

Please note: all information submitted will be made public and published online. 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:

Melissa Henshaw, Deputy Clerk/Records Specialist, 100 Lincoln Street
Fax: 907-747-7403 Email: melissa.henshaw@cityofsitka.org

S. Saine 61 yr Old Sikh
38 yr on Sikh

High School - 1976 MPLS MN

US Navy - Sub School 1977

US Navy Diving School - SCUBA 1979

Diver Inst Seattle 1980

Diving Medic 1985

Dunwoody Inst Refrigeration 2yr course 1994

Federal Advice Comm - 1995

Sikh Collaboration 242-

Sikh Emer planning -

Self employed -

separated w/ 2 kids in Sikh schools
1 son Sikh in Storm Bringers



HISTORIC PRESERVATION COMMISSION

NAME	CONTACT NUMBERS	TERM STARTS	EXPIRES	CATEGORY
ROBERTA LITTLEFIELD 4102 Halibut Point Road	738-4004 c 747-3444 h robbylittlefield@gci.net	7/13/10 4/24/12 5/27/15 6/26/18	01/27/12 4/24/15 5/27/18 6/26/21	Chair Native community
ANNE POLLNOW PO Box 6326	738-0794 anne@sealevelsitka.com	4/28/15 4/25/17	4/22/17 4/25/20	Vice Chair At large
JAMES POULSON 1610 Sawmill Creek Rd	747-3219 w 747-6567 h james.poulson1@gmail.com	2/22/11 2/25/14	2/22/14 2/25/17 9/8/18 8/30/21	Secretary Historical Society
ANA DITTMAR 217 Marine Street Unit B	623-7537 anadittmar1@hotmail.com	4/10/12 5/27/15 6/12/18	4/10/15 5/27/18 6/12/21	At large
SCOTT SALINE PO Box 3183	738-7889 c shsaline@gci.net	4/26/16	4/26/19	At large
<i>KITTY SOPOW 3414 Halibut Point Road</i>	<i>907-545-2850 kittysopow@gmail.com</i>	<i>2/28/17</i>	<i>2/28/20</i>	<i>At large Resigned 12/21/18</i>
ROBERT SAM 456 Katlian Street	623-7097 bob.sam@sitkatriben-sn.gov	2/24/15 2/27/18	2/24/18 2/27/21	STA
NANCY DOUGLAS 416 Lake Street	747-8380 nancy.douglas@sitkatriben-sn.gov	2/27/18	2/27/21	STA (alternate) Resigned 3/5/19
Amy Ainslie Planner I	747-1814 amy.ainslie@cityofsitka.org			Staff Liaison/ Secretary
Valorie Nelson 107 Littlebyrd Way	747-4589 assemblynelson@cityofsitka.org			Assembly Liaison

7 members from selected categories 3-year terms

Sitka Historical Society (1), Native Community (2) - one representing Sitka Tribe of Alaska), At-Large (4)

Established by Ordinance 92-1075, Amended by Ordinance 93-1150, Addition by Ordinance 97-1409

Second Wednesday, 6:00 p.m. – Harrigan Centennial Hall, 330 Harbor Drive

Revised: March 7, 2019



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-084 Version: 1 Name:
Type: Item Status: AGENDA READY
File created: 4/16/2019 In control: City and Borough Assembly
On agenda: 4/23/2019 Final action:
Title: Discussion / Direction / Decision on the approval of additional FY2020 funding (\$200,200) for marketing regarding the Convention and Visitors Bureau contract (postponed at the March 19 meeting)

Sponsors:

Indexes:

Code sections:

Attachments: [Motion](#)
[Administrator Memo](#)
[Minutes March 19](#)
[Response to Special Funding 2019.04.17](#)
[2018-12-28 Chamber Contract FINAL- EXHIBIT A](#)
[2018-12-28 Chamber Contract FINAL- EXHIBIT B](#)
[3 Year Marketing Strategy 2019-2021 PRINT 2019.01.08](#)
[Annual Marketing Work Plan 201901.08](#)
[12. AVSP 7 Summ Profiles Southeast](#)
[Google Analytics 20180701-20190406 visitsitka.org](#)
[Visit Sitka FY19 FY20 Budget Narrative 2019.03.19](#)
[CVS FY19 Comp Budget Expenditures 2019.03.12](#)
[CVS FY20 Comp Budget Expenditures 2019.03.12](#)
[Visit Sitka Presentation to Assembly 2019.03.19](#)

Date	Ver.	Action By	Action	Result
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Possible Motion

I MOVE to direct the Administrator to increase the Greater Sitka Chamber of Commerce FY2020 funding in the amount of \$ 200,200* to be used for marketing purposes.

Notes:

- This item was postponed at the March 19, 2019 special meeting
- \$200,200 is the requested amount



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

MEMORANDUM

To: Mayor Paxton and Assembly Members

From: Keith Brady, Municipal Administrator

Date: 4-17-19

Subject: Information on the recommended use of the FY20 Visitor Enhancement Fund (VEF)

Summary

In the CBS budget we have money coming from the VEF to support services at Harrigan Centennial Hall (HCH), for temporary summer personnel, regular personnel, and marketing of HCH as a preferred convention center.

Fiscal Note

We have budgeted for FY20 revenue of \$577k.

Budget Revenue	\$577,000
Temporary (Summer) Personnel	(\$40,000)
Regular Full-time Personnel	(\$40,000)
HCH Marketing	(\$40,000)
Chamber SCVB Contract	(\$300,000)
Total Remaining	\$157,000
Projected VEF Fund Balance 6/30/20	\$303,394

There is money available from the remaining funds of the VEF and the VEF fund balance if the Assembly decides to fund the full ask of the Chamber for marketing as they have proposed.



CITY AND BOROUGH OF SITKA

ASSEMBLY CHAMBERS
330 Harbor Drive
Sitka, AK
(907)747-1811

Minutes - Final

City and Borough Assembly

*Mayor Gary Paxton
Deputy Mayor Steven Eisenbeisz,
Vice Deputy Mayor Valorie Nelson,
Aaron Bean, Kevin Knox, Dr. Richard Wein, Kevin Mosher*

*Municipal Administrator: Keith Brady
Municipal Attorney: Brian Hanson
Municipal Clerk: Sara Peterson*

Tuesday, March 19, 2019

6:00 PM

Assembly Chambers

SPECIAL MEETING

I. CALL TO ORDER

II. FLAG SALUTE

III. ROLL CALL

Present: 5 - Eisenbeisz, Knox, Wein, Mosher, and Nelson

Absent: 2 - Bean, and Paxton

IV. CORRESPONDENCE/AGENDA CHANGES

None.

V. PERSONS TO BE HEARD

None.

VI. NEW BUSINESS:

A [19-055](#)

Chamber of Commerce/Visit Sitka presentation and Discussion/Direction/Decision of approval of additional funding for marketing regarding CVB contract

Municipal Administrator Keith Brady reviewed the two possible motions for FY19/FY20 funding and spoke to the financial forecast for the Visitor Enhancement Fund. Brady stressed the need for passage of the FY19 funding and stated FY20 funding could be addressed during the budget process, if needed.

Rachel Roy, Executive Director of Greater Sitka Chamber of Commerce and Visit Sitka, explained the additional funding request for FY19 was \$83,072 and for FY20 \$200,200. Roy reviewed the Visit Sitka FY19/FY20 Supplemental Budget and

answered questions regarding funding needs, metrics used to evaluate advertising methods, newly funded seasonal positions at Harrigan Centennial Hall and training provided, website statistics, development of relationships with yachts, and a possible opportunity with the Alaska Fellows Program for marketing. Nelson noted not all businesses were listed on the Visit Sitka website. Roy explained the membership program. Wein stressed the need to promote and recognize all of Sitka. He believed it important for Visit Sitka to reach out to businesses. Eisenbeisz wondered of the target demographic and was disappointed to not have solid projects before the body to see and better understand what the City was spending its money on. Mosher felt Roy had provided a clear and concise budget. He believed the additional funding requests should be granted. Wein stressed the importance of tourism, was supportive of the funding requests, and spoke to representation of all Sitka businesses. Knox desired additional information such as metrics and statistics. Nelson suggested the funding requests be postponed to March 26 for further discussion.

Wein disclosed he was a member of the Chamber. Eisenbeisz ruled there was no conflict.

A motion was made by Nelson to POSTPONE the decision to increase FY19/FY20 funding to the March 26 meeting. The motion FAILED by the following vote.

Yes: 1 - Nelson

No: 4 - Eisenbeisz, Knox, Wein, and Mosher

Absent: 2 - Bean, and Paxton

Eisenbeisz wished to see the FY19 budget project based and was unsupportive of the full amount \$200,200. Wein wondered what the alternative plan was. Eisenbeisz suggested one possibility was for individual projects to come forward for approval.

A motion was made by Mosher to direct the Administrator to increase the funding with the Greater Sitka Chamber of Commerce for an additional \$83,072 for the FY19 budget for marketing. The motion PASSED by the following vote.

Yes: 4 - Eisenbeisz, Knox, Wein, and Mosher

No: 1 - Nelson

Absent: 2 - Bean, and Paxton

A motion was made by Knox to POSTPONE the decision to increase the funding for FY20 to the April 23 meeting. The motion PASSED by the following vote.

Yes: 5 - Eisenbeisz, Knox, Wein, Mosher, and Nelson

Absent: 2 - Bean, and Paxton

VII. PERSONS TO BE HEARD:

None.

VIII. EXECUTIVE SESSION

None.

IX. ADJOURNMENT

A motion was made by Knox to ADJOURN. Hearing no objections, the meeting
ADJOURNED at 8:37pm.

ATTEST: _____
Sara Peterson, MMC
Municipal Clerk



April 17, 2019

Mayor Paxton and Assembly Members;

Thank you for the consideration of the supplemental funding for the FY2020 Convention and Visitor Services Contract. The following is in response to the questions that were raised during the special meeting on March 19th. I encourage you to reach out to me with any additional questions you may have prior to the meeting so that I may provide that information for you in advance. I can be reached by phone at 907.747.8604 or email at director@sitkachamber.com.

Visitor Enhancement Fund

The Visitor Enhancement fund receives its revenues from the Transient Lodging Tax, a targeted industry specific tax on and collected by the Visitor Industry. The proceeds contained in the visitor activities enhancement fund may be appropriated by the assembly for any purpose related to the enhancement of tourism and visitor-related activities in the municipality, to include but not be limited to, contractual funding of a convention and visitor's bureau, funding of travel of municipal officials to travel-related conventions and trade shows, and procurement of tourism-related advertising. The Visitor Industry is the largest private sector in terms of both jobs and wages- accounting for 11% of all employment and earnings and has the strongest outlook for all Southeast Alaska industries. (Southeast Conference. Southeast by the Numbers 2017). The work that the Sika Chamber does through the Visit Sitka program directly enhances tourism and visitor -related activities and helps to grow the industry for the betterment of the Sitka economy.

Convention & Visitor Services Contract

The contract for Convention and Visitor services with between the Greater Sitka Chamber of Commerce and the City and Borough of Sitka began on January 1, 2019. As an Independent contractor, we are required to provide the services detailed in the contract and deliverables are set forth in **Exhibit A & B** (attached) detailing the scope of services provided by the Sitka Chamber. The contract states, a 3 year strategic marketing plan should be presented during an annual work session during which the Chamber presents a marketing plan, budget, and plans for the next year. On January 8th, the Chamber provided the **3 Year Strategic Marketing 2019-2021**, the **Annual Marketing Workplan FY19/20** and associated budgets required to fulfill the plans. I have attached these documents for reference as they cover many of the areas of interest expressed during our prior special meeting.

In Exhibit B, the annual budget (above \$300,000 base amount) for the next fiscal year is to be determined by the Assembly following an annual work session. "The Contractor is encouraged to request additional funding for specific projects above and beyond those included in this contract, pursuant to approval by the Assembly." In the FY20 Supplemental Budget proposal, presented to the Assembly on March 19th, the Sitka Chamber detailed program and funding amounts based on the needs of the program in order to match previous years' service levels and continue to grow the visitor industry in Sitka. The funding level approved by the Assembly at the meeting on April 23rd, will determine the level to which the Sitka Chamber can invest in the specific categories laid out in the budget. Once the funds are approved, staff will work to implement and carry out the programs above the base level maintenance operations.

The tax revenues used to fund these projects are specific to the industry that these programs support, are below the level of what was paid in by the visitor industry in FY18 and there is **no request for general fund** revenues to support the programs of Visit Sitka.

Marketing to Targeted Demographics

In developing the 3 Year Strategic Marketing Plan and Annual Marketing Workplan, the Sitka Chamber | Visit Sitka utilized the research conducted by the State of Alaska in the Alaska Visitor Statistics Program (AVSP), marketing trends that we know of from our industry sources, other marketing research from Alaska cities, trusted US Brand and travel industry white papers, and other destination marketing experts to inform promotion of Sitka to the widest possible audience.

The 3 Year Strategic Marketing Plan details the Key Marketing Strategies and Target Audiences and segments within those markets. The Annual Marketing Workplan takes those strategies a step further by describing the Tactical Plans for reaching those customers. The AVSP can be viewed in its entirety here: <https://www.alaskatia.org/marketing/alaska-visitors-statistics-program-avsp-vii>. The section that provides a specific look at the Southeast market and Sitka data can be found here <https://www.alaskatia.org/marketing/alaska-visitors-statistics-program-avsp-vii> and is also attached to this packet.

Throughout the year, Visit Sitka will gather additional information during our contacts with visitors including when visitor guide requests are made from our website, or partners like Southeast Alaska Tourism Council or advertising leads. When visitor guides are requested we ask the following questions: How are you getting to Sitka, what year are you visiting, what time of year are you visiting, exact arrival date, what are you interested in (places to stay, dining, shopping, activities & attractions, fishing, outdoor adventure, sightseeing/day tours, amenities & services, trip planning, visitor info), have you been to Sitka before, Have you made reservations for your trip to Sitka, number of adults traveling, number of children traveling, how did you find Visit Sitka.

We are fortunate to have a wide-variety of attractors that hit on many demographics but as a practical matter 82% of our visitors arrive via cruise. Average age of cruisers is dropping with more families sailing with children under 12: for 2018 the average age of traveler was 47 years old, Sitka seeing an average age of traveler of 59.8 years of age with an annual income of \$119,000. Additionally, the region of origin for 50% of Sitka's visitors is the Western US with 21% from Southern US, 9% from the Midwest and 9% from Eastern US. 5% of our visitors come from Canada and 6% from other international countries. 36% of our visitors have been to Alaska before and on average had been three times before with 25% of them traveling previously via cruise ship. Additional demographic information for our Visitors can be found in the attached document and more broadly in the full report in the link provided above.

To answer the questions about the demographics of those who read Sunset Magazine specifically: Sunset consumers spent \$7.7B on vacations in the last year, most trusted resource for Western audience, lifestyle brand for modern American West/PW/Alaska, have targeted Alaska editorial content, 152% above average for taking 2+ domestic vacations & 2+ foreign vacations recently, 35% of Sunset's consumers plan to spend more on travel this year vs. last, Median income \$96,350, male/female 32%/68%, age 35-64, 88% 4MM readers, 980K social fans, 1.2MM+ unique visitors.

Website- VisitSitka.org

Provided in your packet are a snapshot of the google analytics for the VisitSitka.org website. In the documents you can see that our analytics allow us to monitor and track the traffic to our website, see trends in how users are accessing and what pages they are viewing during their time utilizing the site. It gives us a holistic feel of the effectiveness of our marketing programs. If there are additional interest in the site, please let me know.

Social Media Platforms

There were several questions on Instagram, the dates we started the program and how our current efforts translate into more followers. The translation of an influencer posting @visitsitka to followers is a complicated question but in general it has to do with Instagram's algorithms – when she posts Sitka content her followers see it and she structures her posts to take viewers to our partners and our profile as well. Not all of those who see are followers – it has to do with their interests on what Instagram will show them. The important thing is that we are actively responding in a nimble way to a medium that is changing the way travelers research and make travel decisions. Instagram has over 500 million active users sharing an average of 80 million photos a day. The other interesting angle for small destinations like Sitka is that it can amplify our reach against higher dollar spenders. Instagram is just one tool that we are utilizing to form a virtuous cycle of economic benefits for Sitka through travel promotion.

We initially started the Visit Sitka Instagram October 30, 2017 to coordinate with the VisitSitka.org website launch which has a live update with every post we make on Instagram right on its homepage providing fresh content which helps Search Engine Optimization (SEO) performance. Below are several of the Southeast communities Instagram followings as of April 16th and their start dates:

- @visitsitka 4,012 followers (started 10.30.17)
- @traveljuneau 4,374 (started 3.18.13)
- @travelketchikan 1,110 followers (started 10.24.14)
- @haines.alaska 1,477 (started 6.10.16)
- @visitskagway 755 followers (started 6.9.16)
- @wrangellchamber 333 followers (started 8.1.16)

Of the 4,012 Visit Sitka's followers on Instagram, 12% of followers are local, 22% local to Alaska, 81% USA, 19% world with notable followers in Australia, Brazil, Canada and Germany.

Extending our Reach- Media and Public Relations

When we host media, it is what we call earned media – publicity we don't pay for that's owned and created by third parties. Although lines can blur between earned and paid, we haven't traditionally paid media directly rather the costs incurred are in staff time and efforts to support the media during the time they are preparing for an article or feature on Sitka. We do not control what they print nor their output. We try to get multiple stories out of every media person we host and sometimes that is in support of our partners in Sitka who will get the direct story rather than the general destination.

Often it may be multiple years as when we had two Alaska Magazine placements of Sitka photos this spring from a photographer who we hosted in 2017. However, prior to that we used his content for collateral materials, recommended to other publications and had a story right away in a travel magazine. For example, @jeanatravels posted Instagram story which she kept in her highlights, 6 posts, an Instagram TV segment and used Sitka content on her website.

Consumers are greatly influenced by family, friends and what they read and see online. In fact, according to InPower and Nielsen, 85% of consumers regularly or occasionally seek out trusted expert content (credible, third-party articles and reviews) when considering a purchase.

Yacht Promotion

The promotion to the yacht market will continue to evolve as there are opportunities identified going forward. We continue to collaborate with Stan Eliason, Sitka Harbormaster to identify opportunities and to provide visitor information to the yacht travelers and captains upon their arrival to Sitka. The U.S. Superyacht Association (USSA) is a trade association, representing hundreds of business and thousands of individuals. Membership provides access to shows and events across the U.S. and around the world that are focused specifically on the large-yacht segment, ability to promote your company's products and services directly to those captains and crew working on superyachts. In addition to providing members with excellent exposure by name and industry category to crucial markets, this directory also includes vital information for U.S. entry procedures. The USSA maintains a strong web presence that serves a dual purpose: to promote the goods and services of our members to the worldwide superyacht community as well as to serve as a vital resource to captains and crew worldwide.

Special Project – Sitka Blog & Community Engagement

The Special Project- Sitka Blog described in the proposal is to cover the costs involved in contracting for the research and writing of a blog to be used on the VisitSitka.org website and other mediums. The Alaska Fellows program offers a great example for how Sitka Chamber could utilize our nonprofit status to access resources and support the visitor industry in Sitka. The Alaska Fellows program allows us full control in the selection of the individual as well as guiding the project as it is underway. If there was not a qualified applicant, Sitka Chamber would seek to use the funds to contract with a different entity to complete the goals of this exciting project. We believe that this project has a huge potential to tell the Sitka story and the reach of it can be used in many ways by providing content and topics that can be picked up by other media for years to come.

Visitor Services

Visitor services are provided by Visit Sitka staff and supported by collateral pieces and education to the visitor industry businesses. Visitors are looking for information that is specific to the things they are looking to do while they are in Sitka. As part of the 2019 contract, Visit Sitka will provide seasonal visitor information at the Old Sitka Dock when ships are utilizing it during the summer season. Old Sitka Dock has agreed to support these efforts by allowing the podium to be set up in the space allowing visitor information to be provided during the peak hours when visitors are disembarking their ship.

If there are any additional questions, please let us know in advance of the meeting by calling 907-747-8604 or by email at director@sitkachamber.com.

Sincerely,

Rachel Roy
Executive Director
Greater Sitka Chamber of Commerce | Visit Sitka

Attachments:

1. Exhibit A: Scope of Services - Convention & Visitor Services Contract
2. Exhibit B: Compensation and Payment - Convention & Visitor Services Contract
3. 3 Year Strategic Marketing 2019-2021
4. Annual Marketing Workplan FY19/20
5. Section 12: Summary Profiles - Southeast Region and Communities
6. Google Analytics VisitSitka.org

Exhibit A

Scope of Service – Sitka Convention and Visitors Bureau

The Greater Sitka Chamber of Commerce (SCVB) will be responsible for providing all Convention and Visitor Bureau services for the municipality. SCVB's work under this contract will market and sell Sitka as a premier business and leisure destination, enriching Sitka's hospitality industry and the community's overall quality of life. This work includes:

1) Marketing and Promotion:

- a) Develop and implement a 3-year strategic marketing plan to be presented annually to the Assembly during a work session. During this work session the contractor will include the marketing plan, budget, stats and plans for the next year. The goals should be to effectively increase the number of revenue generating functions, increase the number of independent travelers visiting, increase the number of convention center reservations and support the growth of tourism in Sitka. Emphasis should be placed on targeted marketing to maximize the return on investment, to sell destination strengths and reach specific high-growth visitor audiences. The marketing plan shall be consistent with the policy that the primary role of the Convention and Visitors Services Contract is to promote travel to Sitka through marketing and development, focusing on convention sales, tourism marketing and services, with an emphasis on shoulder and winter seasons. The plan will be continually evaluated for success and updated and revised as necessary, and work to have visitor industry stakeholder input into the marketing plan.
- b) Collaborate with State and local tourism related groups, committee's, and commissions.
- c) Design and publish annual visitors guide, place ads in a variety of media based on best ROI research available.
- d) Maintain promotional social media pages.
- e) Develop and maintain a promotional website.
- f) Host media members and group tour operators, cruise line visits and public relations.

2) Visitor Services:

- a) Provide telephone and email contacts for information requests and inquiries by the public.
- b) Provide timely and accessible visitor bureau services which address the informational needs of visitors via first person assistance, telephone, and internet access. First person assistance to be limited to normal business hours at the central business district Visitor Information Center and on weekends during high traffic hours determined by the contractor.
- c) Provide an accessible and visible Visitor Information Center in Sitka's central business district and supply Harrigan Centennial Hall Visitor's Desk with visitor information materials as requested by City and Borough of Sitka staff.
- d) Staff seasonal visitor information desks at port facilities during cruise days utilizing the facility. Staffing will be 30 minutes after port arrival to two

hours prior to last tender. No seasonal visitor desk staffing required for hospitality suites.

- e) Create and distribute printed information pieces for use by visitors while in Sitka. Provide information and/or brochures about lodging, restaurants, excursion's, tours, fishing charters, wildlife tours, trips and other attractions in the Sitka area
- f) Provide knowledgeable information about local goods and services, as well as cultural and historical information about Sitka thru both internet based portals, as well as physical information rack(s) located at strategic locations within Sitka.
- g) Annually, the Contractor will put out notice to Sitka businesses to take part in a directory of tourism related businesses and services. During the 30 day period, responding businesses will provide contact information and descriptions of their services. This information will be compiled and made available on the promotional website and for viewing at the visitor desks or kiosks. Notice will go out January 1st and responses will be due January 31st. The list will be updated by the Contractor and made available by February 28th.

3) Convention Sales and Services:

- a) Market Sitka as a year-round meeting, conference, and convention destination. Highlight Sitka's marketable features and services in a variety of media, based on best return on investment research available.
- b) Collaborate and strategize with venue managers and the business community to attract conventions.
- c) Assist groups with conference planning (securing locales and assist with contracts, bids, printed collateral, etc.)
- d) Provide information on all support services offered in the community, create and distribute convention delegate welcome folders and welcome signs in downtown businesses.
- e) Follow up with groups, and venue and service providers to ensure customer satisfaction.

4) Reporting

- a) Meet with City and Borough staff quarterly, to provide a staff prepared summary describing activities from the quarter and financial reports including the statement of operations semi annually, and the profit and loss quarterly, prepared by an external bookkeeper. Reports should be submitted within 60 days of the quarter's completion. Meeting will also review operations as needed.
- b) Provide an annual State of the Sitka Convention and Visitor Industry report to the Assembly.

5) Other Services:

- a) Regularly update a marketing and promotional website and the annual visitor guide, as well as brochure displays.
- b) Develop and regularly communicate through a variety of media including newsletter formats, email blasts, push notifications, text, etc. to visitor industry businesses and providers in Sitka.

- c) Research cruise industry information and maintain an up-to-date summer cruise ship calendar on the promotional website.
- d) Manage additional contracts for the CBS as negotiated.

6) Metrics:

The performance of the contractor shall be based on its effectiveness to reach potential visitors, secure convention bookings, and increase tourism in Sitka. In measuring performance of marketing efforts, there is no single statistic that can be utilized to determine the effectiveness, however looking at the trends of a wide range of metrics on an annual basis can provide information regarding marketing efforts and the effectiveness of those efforts. The following metrics shall be tracked on an annual basis with FY17 being the baseline year.

- a) Convention Metrics – These metrics will track the contractor’s effectiveness at generating interest for conventions in Sitka and its ability to sell organizations on Sitka as a convention destination.
 - 1. Convention RFP Requests
 - 2. Convention Bookings
 - 3. Total Number of Convention Attendees
 - 4. Number of Room Nights
 - 5. Estimated direct attendee spending (Economic Impact)
- b) Visitor Inquiries – The goal of visitor marketing is to generate interest in Sitka. Effective marketing campaigns should generate additional inquiries. In addition, by tracking the number of inquiries as a ratio to marketing costs, it will provide an indicator of performance vs. cost.
 - 1. Number of E-mail Inquiries
 - 2. Number of visitors to the Visitor Information Center
 - 3. Number of Unique Website Visits
 - 4. Ratio of total number of inquiries to direct and indirect visitor services marketing costs
- c) Economic Indicators – Increased tourism will benefit the economy of Sitka. The key economic indicators will show the financial impact of increased tourism. However, global factors not relating to marketing performance can also affect the visitor industry.
 - 1. Transient Lodging Tax Revenue
 - 2. Potential on Investment (POI)
 - 3. Net Promoter Score
 - 4. Total Visitors to Sitka
 - 5. Sales Tax Revenue

Exhibit B

**Compensation and Payment – Sitka Convention and Visitors Bureau
Services Contract**

In consideration of Contractor's responsibilities under this agreement, Owner agrees to pay Contractor according to the payment schedule provided below:

The annual contract amount shall be a minimum of \$300,000. Annual budget to be determined by the Sitka Assembly following an annual work session, with first payment in next fiscal year. If the contribution is increased by Assembly action, the annual contract amount will be adjusted accordingly. The Contractor is encouraged to request additional funding for specific projects above and beyond those included in this contract, pursuant to approval by the Assembly.

For all contract years, twenty five percent of the contract amount will be paid at the start of each quarter.

Payment schedule:

- January 1 – 25% of the annual contract amount
- April 1 – 25% of the annual contract amount
- July 1 – 25% of the annual contract amount
- October 1 – 25% of the annual contract amount

The Owner agrees to allow Contractor use of all physical and intellectual property related to providing convention and visitor services and marketing for the term of the contract period.

Payment includes cost share on Contractor's building lease, utilities and improvements. Annual budget funds may be used to pay up to 75% percent of the associated expenses.



VISIT Sitka

2019 | 2020 | 2021

3-YEAR Strategic Marketing Plan

January 8, 2019

VISIT SITKA

104 Lake Street, Sitka, Ak 99835

Background

The Greater Sitka Chamber of Commerce links businesses with other leading Sitka area business members, officers, leaders, managers, and elected officials to enhance economic growth and development. The two top Long-Term Priorities for the Sitka Chamber Board 2018-2023: **INCREASE SITKA VISITATION THROUGH INCREASED PROMOTION AND MARKETING** and the successful execution of the Convention & Visitors Services Contract and **SUPPORT ECONOMIC DEVELOPMENT AND JOB CREATION** through activities that attract new business and growth of existing businesses in Sitka.

The Greater Sitka Chamber of Commerce has been contracted by the City and Borough of Sitka to promote Sitka as a travel destination supporting an important local economic driver since 2015. Visit Sitka currently represents 150 businesses within the community. The Visitor Industry is SE largest private sector in terms of both jobs and wages - accounting for 11% of all employment earnings and has the strongest outlook of all Southeast Alaska industries. (Southeast Conference. Southeast Alaska by the Numbers 2017).

With its role as a Destination Marketing Organization (DMO), Sitka Chamber launched Visit Sitka utilizing industry trends and best practices. DMOs look at the whole tourism industry in a place, facilitate private/public sector and stakeholder collaboration, care for the tourism value chain. They develop programs for telling a unique destination story while becoming warm hosts for visitors no matter the purpose of their journey. Visit Sitka has a growing audience, which will continue to increase with a strong approach to telling the Sitka story. We are the best source of inspiration for travelers and planners looking to discover the magic of a Sitka getaway.

This three-year strategic marketing document will guide Visit Sitka's work scope and investments. It builds on the previous 3-Year Strategic Marketing Plan 2016-2018 and serves as a blueprint for staff and committees developing specific annual work plans. This strategic marketing plan aims to boost Sitka tourism brand awareness and visitation revenues while maintaining and increasing non-resident travel to and spending in Sitka. It is responsive to the travel environment specific to Sitka including demographics and modes of transportation as well as changes in technology, consumer travel trends, demographics and unique place challenges.

Guiding Principles

Do what the community cannot do for itself: Visit Sitka will provide a marketing platform to promote the Sitka brand. Tourism businesses have limited funds and Visit Sitka provides an efficient way to extend the reach of marketing efforts.

1. Grow the platform for promoting Sitka as a visitor destination.

Increase visitor numbers and individual spend per visitor as well as support members and the community promoting Sitka as a destination by building an integrated multi-channel marketing platform.

2. Increase brand impact.

Increase the visibility and appeal of Sitka as a visitor destination, as well as promote a clear understanding of its offer with specific target audiences, by developing and promoting an effective, high-impact brand presence.

3. Expand engagement.

Convert visitors into ambassadors and leverage the enormous potential of user-generated content and word-of-mouth recommendations by engaging with visitors and potential visitors at all stages of the customer journey.

4. Target effectively.

Using a cost/benefit approach Visit Sitka programs work towards enhancing economic vitality and quality of life for residents of Sitka. Maximize the return on investment (ROI) of Visit Sitka's marketing activities and reach potential visitors by focusing efforts on specific high-growth potential visitor audiences. Marketing efforts prioritize effective targeting over broad reach, utilizing content designed to connect with specific high-potential niches rather than for general appeal.

Visit Sitka's Role

Visit Sitka has a presence and function at all stages of the **travel customer journey**, including enhancing the quality of visitor experiences and managing perceptions of Sitka as a destination across multiple channels. Visit Sitka can influence decisions of customers as they move along this journey by:

Showcasing Sitka

- Visit Sitka will provide potential visitors with visual content for their inspiration moments. Content will evoke emotion by showing unique & authentic experiences Sitka offers visitors.
- Visit Sitka will know where people are looking for inspiration for their trips and be present and engage with their audience across a variety of platforms.
- Visit Sitka will monitor, respond to, and leverage user-generated content such as online reviews and hashtag adoption as part of their marketing efforts.
- Visit Sitka will consistently strive to identify and create new experiences to market to targets that fit within the unified vision of the Visit Sitka brand.

Support outstanding experiences for visitors

- Visit Sitka will support excellence in all aspects of the visitor experience, in order to nurture and improve word of mouth.
- Visit Sitka will capitalize on the enthusiasm of visitors by encouraging and harnessing the potential of user generated content.
- Visit Sitka will actively pursue engagement with visitors throughout the customer journey.
- Visit Sitka will educate members to understand the new approach to marketing and assist them in developing the tools they need to support this effort, e.g. social media skills, cross promotion, hashtag promotion, soliciting online reviews.

Cultivate on-going connections with previous visitors

- Visit Sitka will steward an ongoing relationships with visitors to remain front of mind and amplify word of mouth recommendations.
- Visit Sitka will use social media as a way to connect and engage with Sitka's fans, deepening connections, fostering conversation, and benefiting from an active body of online ambassadors.
- Visit Sitka will encourage economic development by investing in travel marketing and promotion, creating demand, generating visitor spending, spurring new jobs & tax revenues.

Strategies

1) Marketing resources should be focused on digital, and in particular, social media.

Online channels increasingly dominate the travel customer journey, with 42.8% of travelers finding inspiration in some kind of online media (a figure on a strong upward trajectory) and only 21.7% finding it through traditional offline media (print and TV combined), a number which continues to fall.

Beyond the inspiration stage, 58.2% of travelers stated that they have used user-generated content while planning trips in the past year (particularly reviews) and 54.6% of travelers used social media to plan their trips. This stands in opposition to only 17.5% of travelers who used a specialist or travel magazine, a figure that is in consistent quarter-to-quarter decline.

Combined with the opportunity to target audiences, and a real time feedback and improvement loop, these numbers show that the advantages of dedicating resources to digital marketing opportunities vastly outweigh the potential benefits of offline marketing channels.

2) Prioritize effective targeting over reach, utilizing content designed to connect with specific high-potential niches rather than for general appeal.

Tailoring your voice, content, and promotion strategy to the interests and aspirations of niche audiences is the only effective way to make an impact with a hyper-informed customer.

Content must be produced with both a purpose and target. Focusing on well-defined niche audiences will enable you to speak directly to their motivations, desires, and values. Not only is this approach more powerful than traditional broadcast messaging, but it enables more effective allocation of marketing spend.

3) Reveal authentic experiences to potential visitors through compelling storytelling at the core of Visit Sitka's marketing efforts.

When it comes to travel and leisure, emotions drive demand. Visit Sitka's marketing effort will therefore focus on setting this initial hook by marketing experiences rather than attractions. To do this effectively, Sitka must deliver content specifically designed to harness the power of storytelling. High-impact visual storytelling will inspire the emotions which drive interest and subsequently visitor demand. To identify which experiences to promote, Visit Sitka will consider the aspirations and dreams of each targeted niche audience and identify where this intersects with Sitka's natural advantage (scenic beauty, wildlife, Native heritage, adventure).

Continued on next page

Strategies *(continued)*

4) Promote word-of-mouth recommendations and engage with former, current, and potential visitors as part of Visit Sitka's core marketing activities.

Research tells us that when seeking inspiration, word-of-mouth recommendations trump every other source of information, with 66% of travelers finding inspiration for their future trips from personal connections,* So, playing the long game to nurture and improve word of mouth recommendations is the key to successfully growing Sitka's tourism market.

While what you tell people about Sitka is less valuable than what they tell each other, by orchestrating excellent experiences, fostering ongoing engagement with visitors, and encouraging them to share recommendations about their trip, Visit Sitka can sow the seeds for long-term visitor growth. Working with influencers also gives Visit Sitka credible word-of-mouth promotion to a large audience direct from a respected and aspirational source. This is particularly useful when trying to target new audiences who may not have personal connections to people who have previously visited.

(*Source: DES Destinations Technology Report Winter 2017)

Target Audiences

Cruise ship visitors

Cruise ships are currently the primary source of visitor traffic to Sitka and also present a major opportunity for visitor growth. Yet the end customers, or ‘cruisers’, do not directly drive volume in this segment. Capacity and traffic are determined by the cruise lines who set the itineraries and select the ports of call for their vessels, and secondarily by travel agents who make the majority of bookings in this segment. Marketing to this audience should therefore be divided into distinct segments and primarily regarded as a business-to-business activity, with an appropriate emphasis on relationship building and face-to-face interactions.

For cruise ship traffic, there are three distinct audience segments to target separately:

1. **Cruise lines (B2B):** Executives, planners and deployment personnel at cruise lines who are the decision-makers and influencers that determine the schedule and ports of calls for cruise vessels
2. **Travel consultant community (B2B):** Travel consultants book 80% of all cruise travelers in the world
3. **Passengers/cruisers**

Meeting, conference, and convention visitors

Sitka has growth-potential as a meeting, conference, and convention destination: an outstanding natural setting; low-distraction, ‘retreat’ style environment; great facilities and service, as well as ample accommodation options; and is easily accessible from Seattle and Anchorage. Meetings and conferences offer Visit Sitka an opportunity to increase visitors in a segment that generates income, employment, and investment opportunities, in addition to producing higher spending levels than other visitor groups and offsetting seasonal reductions in visitor numbers. Sitka’s offering is particularly suited to small-group executive, incentive travel and C-level events, a segment for which Sitka’s higher access costs are less relevant.

As with cruise line visitors, end-users, or event attendees, are not the drivers of demand for this segment. Decision-makers and -influencers are found among meeting and events planners, as well as at the executive level within customer organizations. Marketing efforts and information resources should therefore be designed to respond directly to the needs and interests of these individuals.

Marketing to Established Audiences

Cruise ship visitors

As described in the Target Audience section, this audience is divided into three separate segments:

1. Cruise line executives and planners

Executives and planners at the cruise lines are the key decision-makers influencing cruise visitor volume. As with other business-to-business marketing targets, ongoing investment in relationship building, and face-to-face interactions with individuals are critical.

Marketing activities directed at this audience will therefore:

- Maximize opportunities to meet with representatives from the cruise lines, attendance at key cruise line industry conferences and trade shows (for example Seatrade)
- Make regular presentations to cruise line executives and planners demonstrating ongoing improvements to the ship guest experience in Sitka and touching on all factors influencing the selection of ports of call.
- Continue to market Sitka as a distinct destination brand, focusing on its unique historical, geographical and cultural features to distinguish it from other potential ports of call.
- Assist the cruise lines by marketing directly to travel agents and helping with the creation of new products in which travel agents will take interest, for example by providing high quality visual and information resources to support planning and marketing.
- Gain exposure through industry media stories, partnerships with CLIA, CLAA and other relevant organizations.

Continued on next page

Marketing to Established Audiences *(continued)*

2. Travel consultant community

The vast majority of cruise ship bookings still take place through a travel agent. Therefore high-levels of customer satisfaction and strong brand differentiation, translating to recommendations from this audience are highly valuable.

Marketing activities directed at the travel consultant community should therefore:

- Continue to position Sitka as a distinct destination focusing on its unique selling points to establish a strong sense of place recognition/differentiation.
- Maximize attendance at industry trade shows.
- Develop with ATIA, CLIA, CLAA, etc, and opportunities to feature in industry media stories to increase exposure with this audience.

3. Cruise ship passengers

Marketing activities directed at cruise ship passengers will:

- Focus on converting these visitors to ambassadors for word-of-mouth recommendation and positive user-generated content and reviews.
- Deliver experiences which encourage cruisers to report high-levels of satisfaction to the cruise lines, a significant factor used to determine vessel itineraries.
- Increase spend while in Sitka using in port marketing to highlight the unique experiences, products, and artwork for sale that are unavailable elsewhere (consider geotargeting).

Meetings, conference and event visitors

Marketing activities focused on developing this meetings, conference and event visitors will:

- Target meeting planners and events organizers, particularly within Alaska, Western US and government entities. Focusing on Alaska-based customers lowers the hurdles (both imaginary and financial) for hosting an event located in Sitka.
- Sell Sitka as a unique venue for exclusive/executive level gatherings, emphasizing the quality of the services available as well as its beautiful, low-distraction setting.
- Make beautiful, well-presented information, collateral and resources on Sitka's offer easily accessible.



Visit **Sitka**

ANNUAL MARKETING WORK PLAN

FY19/20

January 8, 2019

VISIT SITKA

104 Lake Street, Sitka, Ak 99835

Summary

Visit Sitka's marketing plans are part of an ongoing process based on our 3-Year Strategic Marketing Plan 2019-2021 with responsiveness to current travel conditions, local economic realities and industry trends. Annual plans allow Visit Sitka to be nimble and forward thinking with our strategies adjusting as needed to changing exterior and interior financial conditions.

Key strategies, audiences and annual marketing budget are outlined. Visit Sitka's overall focus for 2019 is destination content marketing development. We note the following trends: 1. Instagram TV (IGTV) and Instagram Stories are taking more of your visitors' attention, 2. Constantly changing algorithms are a moving target for content publishers, 3. Micro-influencers and nano-influencers are on the rise (DestinationThink, Dec. 21, 2018).

2018 Highlights

Hosted Travel Blogger on Instagram 147K followers

@VisitSitka Instagram has over 3k+ followers

Sitka was selected to host SE Conference 2019 Annual Convention

Cruise Critic Selected Sitka as top 3-port in SE Alaska (2nd year)

Sitka hosted ATIA Fall Board Meeting Nov. 2018

First Annual Summer Expo

Lodging Tax and Sales Tax show positive growth

30% growth in Cruise Traffic for 2019

Sitka has the highest approval rating for all Southeast AK Ports

McDowell Agency, Inc.

Putting it to Action - Tactical Plans

Digital marketing

Digital marketing spans content creation; social media activities (post creation, promotion, and advertising); online advertising including search and display ads; and email marketing.

Given the advantages of digital advertising, including precise targeting, instant performance feedback and the ability this gives us to respond quickly based on this data, digital marketing will make up the largest portion of Visit Sitka's marketing spend.

Digital ad spend will be weighted strongly towards social media advertising and post promotion. The remaining portion of this budget will be used for search and display ads. (Display ads are used to raise awareness with your target audience. Their value for Visit Sitka comes through the use of retargeting for visitors to Visit Sitka's website.)

Print advertising

Magazine ads offer little-to-no trackability, leaving us unable to assess the ROI of ad placements or the relative performance of ads in one publication over another. In 2019/20 Visit Sitka will shift closer meet industry and consumer trends. Visit Sitka's print advertising will move to primarily digital advertising, offering a greater level of accountability, increased reach, and more efficient targeting. With an emphasis on digital marketing, a visitor experience begins long before they arrive and can last long after their journey ends.

Editorial and sponsored content and PR

Investing in editorial and sponsored content (long-form or visual content sponsored by your brand and published alongside native content) gives Visit Sitka the opportunity to reach an engaged audience with meaningful, relevant content. It also offers a more effective way to promote Sitka through magazines, such as Alaska Magazine or Seattle Magazine, than traditional advertising. Sponsored content in cruise ship and event planning industry publications will be prioritized as a way to raise the profile of Visit Sitka with decision-makers in these audiences.

Partnering with social influencers, many of whom are content producers themselves, not only provides opportunities to develop outstanding content but to capitalize on their reach, position as a trusted voice with a target audience, and the enthusiasm of their supporters. Many influencers also bring access to great editorial outlets.

Trade shows, events & presentations/meetings

Relationship building and face-to-face interactions with decision-makers are essential part of successful business-to-business marketing. Priority will be given to presentations to cruise lines executives and planners, attendance at key cruise line industry conferences and trade shows (for example Seatrade), as well as general tourism conferences and trade shows for meeting and event planning professionals, such as the Seattle Wedding Show and Destination West Show/Conference.

Putting it to Action - Tactical Plans *(Continued)*

Printed collateral

With the exception of a magazine-style Visitor Guide (see below), all Visit Sitka's print collateral will be designed to deliver useful information for visitors while in Sitka (for example the newly designed Sitka Pocket Guide), helping them make the most of their stay and maximize their spend. To reduce printing and distribution costs, all printed material is easily accessible in a user-friendly, mobile-ready digital format, and downloadable from the Visit Sitka website.

Platform Specific

Digital/social media

- Maximize Visit Sitka's presence on the different platforms as well as the placement of social media ads.

Email

- Proactively collect emails of current visitors through feedback forms and incentivized contests.
- Establish an occasional email newsletter campaign to remain front of mind with previous visitors and consolidate social media efforts.
- Utilize email to build relationships and remain front-of-mind with meeting and conference prospects. Use curated content to build a valuable regular email to contacts. Advertise Visit Sitka's presence at tradeshow with email.

Website

- Continue building out the meetings and conventions section of the visitsitka.org website so that it is information rich, providing full details of Sitka's offer. This section of the website must provide useful information to meeting planners, including a full overview of venues and facilities, sample itineraries, and links to suppliers.
- Upload user-friendly, mobile-ready, digital versions of all printed materials for reference and download from the Visit Sitka website.
- Set-up retargeting based on visits to key pages on the website (Add the Facebook Pixel).

Audience Specific Strategies

Current visitors

- Use geo-targeted Facebook ads to showcase member services to tourists in port and drive maximum visitorspend while in Sitka.
- Encourage cruise ship visitors to engage with Visit Sitka online while in port, for example, prominent promotion of hashtags, social media pages, or online sources of information in Sitka (e.g signage at embarkation/disembarkation points).
- Actively encourage visitors to share stories over their experience during and after their visit and give themmeaningful methods of doing this. For example, highlight the Instagram tag feed on the website. As Partners and Visitor Center staff, request visitors contribute to review sites or post user-generated content on social media.

Meetings, conferences, and convention visitors

- Continue to develop and make the following resources available through Visit Sitka website: Events & Meeting Guide and Meeting Planner's Toolkit (see below).
- 73% of meeting planners said online advertising is the most effective form of marketing to them, so focusyour advertising spend for this audience on digital search and display ads.
- Ensure ads targeted at meeting planners lead to a dedicated landing page not the website home page.
- Maximize the return of ad spend by retargeting ads to meeting planners who have already shown an interest in Sitka by visiting the Conference and Meeting section of the Visit Sitka website or landing pages from other conference and meeting ads.

Visit Sitka Partnership

Education program focused on:

- Emphasizing the importance of word-of-mouth in the context of today's digital landscape, and the importance of encouraging visitors to engage with and promote Sitka online after their return home.
- Building an understanding of Visit Sitka's marketing approach, its target niches, and the central stories it is telling these audiences. Helping partners identify their role within these stories, and how to use that knowledge to increase their business.

Audience Specific Strategies *(continued)*

- Exploring opportunities for sharing data or email lists of previous visitors to assist with destination marketing efforts. (e.g. uploading custom audiences within Facebook for page-like ad targeting for ‘Visit Sitka’).
- Open Visit Sitka’s social channels to partners. Partners can provide content based on guidelines provided by Visit Sitka.
- Offer Partners the option to buy in to influencer trips to have their product or services featured.

Travel-Trade and Promotion

Consumer	PR/Media	Conventions	Tourism	Travel Trade
San Diego Travel & Adventure Show January	Innovation Summit February	SE Conference Mid-Session February	Seatrade April	ASTA Small Business September
Denver Travel & Adventure Show February	TBEX North America September	Incentive Live March	Alaska Travel Industry Assoc. October	
International Pow Wow June	Alaska Media Road Show November	Smart Meeting Northwest March		
		Destination West July		
		IMEX America September		
		SE Conference (HOSTING) September		
		Global Incentive Summit		

Collateral

Sitka Visitor Guide

2019's Magazine-style Visitor Guide will feature content with high sponsored editorial content to ad ratio, featuring full-page visuals and content segmented to reflect the interests of the high potential target audiences as well as inspirational itineraries for the cruise ship passenger audience.

Offer targeted content and specific itineraries in the Visitor Guide for cruise ship passengers, highlighting opportunities unique to Sitka which can be experienced within the limited timeframe of their visit. The Visitor Guide magazine provides the most consistent opportunity to increase demand and greater spend from these visitors. This approach also offers partnership and promotion opportunities with partners, and increases visibility with locals in the community.

Events and Meetings Guide

Downloadable information booklet targeted at meeting planners. Highly visual prospectus showcasing Sitka's meeting facilities, outstanding location, and the quality of the services and suppliers available. Planners should be able to present this document to decision makers to support a meeting proposal. Content can duplicate information shared on the website.

Also, a Meeting Planner Toolkit should be available digitally through the website providing detailed listings for local services and suppliers, itinerary suggestions, and inspiration to support planners organizing events.

2019 Content Projects

Asset Development

1. Produce 5 (one for each high-potential niche) x 1-1:30 minute story video shorts displaying experience-focused visuals. Recut content to multiple versions of 1 minute clips for Facebook and 30 seconds for Instagram.
2. Arrange 2-3 influencer trips to Sitka in order to develop compelling content and distribute this content to large numbers of individuals from the Urban Escapees and Adventure Explorer audiences.
3. Produce a gallery containing 30-50 high quality professional, on location, images for each high-potential niche to visualize the stories and experiences being promoted to these audiences.
4. Actively seek out content partnerships with Alaska Airlines and high-end sport fishing and outdoors gear producers.

Measuring Success

1) Establish an effective multi-channel platform for promoting Sitka as a visitor destination

Increase visitor numbers and individual spend per visitor as well as support members and the community promoting Sitka as a destination by building an integrated multi-channel marketing platform.

KP Is

- *Visitor numbers*
- *Tourism revenue and spend per visitor*
- *Website traffic (Users, new users, sessions, session duration)*
- *Social media followers*
- *Requests for travel guide*
- *Social media engagement (likes, comments, shares - social media posts and digitalads)*
- *Video views*
- *Conversions - Click-thru rates (digital ads) and information requests*
- *Partnership numbers*
- *Meeting numbers (total overall attendees)*

2) Increase brand impact

Increase the visibility and appeal of Sitka as a visitor destination, as well as promote a clear understanding of its offer with specific target audiences, by developing and promoting an effective, high-impact brand presence.

KP Is

- *Reach (social media posts and digital ads)*
- *Engagement (likes, comments, shares - social media posts and digitalads)*
- *Video views*
- *Conversions - Click-thru rates (digital ads) and information requests*
- *Website traffic (Users, new users, sessions, session duration)*
- *Visitor numbers*
- *Tourism revenue and spending per visitor*

Measuring Success *(continued)*

3) Expand engagement

Convert visitors into ambassadors and leverage the enormous potential of user-generated content and word-of-mouth recommendations by engaging with visitors and potential visitors at all stages of the customer journey.

KPIs

- *Social media followers*
- *Reach (social media posts and digital ads)*
- *Engagement (likes, comments, shares - social media posts and digitalads)*
- *User-generated content indicators (e.g. Trip Advisor ranking)*
- *Hashtag uses*
- *Conversions - Click-thru rates (digital ads) and information requests*
- *Website traffic (Users, new users, sessions, session duration)*
- *Visitor Center foot traffic*

4) Target effectively

Maximize the ROI of Visit Sitka's marketing activities and reach potential visitors by focusing efforts on specific high-growth potential visitor audiences. Marketing efforts prioritize effective targeting over broad reach, utilizing content designed to connect with specific high-potential niches rather than for general appeal.

KPIs

- *Social media engagement rates (likes, comments, shares - social media posts and digitalads)*
- *User-generated content indicators (e.g. Trip Advisor ranking)*
- *Hashtag uses*
- *Conversions - Click-thru rates (digital ads) and information requests*
- *Website traffic (Users, new users, sessions, session duration)*

AVSP 7 – Summer 2016

Section 12:
Summary Profiles -
Southeast Region
and Communities

Summary Profiles: Southeast Region and Communities

This chapter profiles the Southeast visitor market and visitors to the eleven most-frequented communities in the region. Definitions for each community and sample sizes are provided in the table below.

**TABLE 12.1 Market Definition and Sample Size
Southeast Region and Communities**

Market	Definition	% of Alaska Market	Estimated Market Size	Sample Size	Maximum Margin of Error
Southeast	Visited at least one destination in the Southeast region, day and/or overnight	67%	1,212,000	3,458	±1.6%
Juneau	Visited Juneau or Douglas, day and/or overnight	61%	1,093,000	2,525	±2.0%
Ketchikan	Visited Ketchikan or Saxman, day and/or overnight	58%	998,000	2,277	±2.1%
Skagway	Visited Skagway, day and/or overnight	48%	851,000	1,908	±2.2%
Sitka	Visited Sitka, day and/or overnight	9%	158,000	496	±4.1%
Prince of Wales Island	Visited Prince of Wales Island, day and/or overnight	1%	16,000	141	±8.1%
Glacier Bay	Visited Glacier Bay, day and/or overnight	29%	506,000	895	±3.4%
Haines	Visited Haines, day and/or overnight	4%	96,000	332	±5.2%
Hoonah/Icy Strait Point	Visited Hoonah or Icy Strait Point, day and/or overnight	13%	163,000	463	±4.5%
Petersburg	Visited Petersburg, day and/or overnight	1%	14,000	105	±9.6%
Wrangell	Visited Wrangell, day and/or overnight	1%	18,000	116	±9.2%
Gustavus	Visited Gustavus, day and/or overnight	1%	16,000	111	±7.5%

There are notable differences in characteristics among the most-frequented communities in Southeast.

- Nearly all Southeast visitors were traveling for vacation/pleasure (94 percent), compared to 79 percent of all Alaska visitors. This corresponds to a much higher rate of cruise travelers in Southeast Alaska (86 percent of Southeast visitors travelled by cruise ship compared to 55 percent of Alaska visitors).
- Of Southeast non-cruise visitors who purchased a multi-day package, nearly eight in ten were fishing lodge packages.
- The average length of stay among Southeast visitors was 8.6 nights.
- While Southeast visitors are very likely to recommend Alaska (80 percent), they are less likely to intend to return to the state in the next five years and less likely to have traveled to Alaska previously (31 percent for both measures).

- Nearly half booked their travel arrangements through a travel agent, reflecting the high proportion of cruise visitors.
- Over 90 percent of visitors to Juneau, Ketchikan, Skagway, Glacier Bay, and Hoonah were cruise visitors. Sitka (82 percent) and Haines (69 percent) had slightly lower rates of cruise visitors, while Prince of Wales, Petersburg, Wrangell, and Gustavus had a much lower cruise visitor rates. Most of the differences in trip behavior and visitor characteristics among these markets relate to their proportion of cruise visitors.
- Visitors to Gustavus and Prince of Wales were much more likely to travel to and from Alaska by air (76 to 77 percent). Overall, only 11 percent of Southeast visitors traveled to and from Alaska by air.
- Visitors to Gustavus, Petersburg, and Wrangell were more likely to travel by ferry between communities on their Alaska trip (23 to 26 percent, compared to 11 percent of POW visitors, 16 percent of Haines visitors, and 1 to 3 percent of visitors to other Southeast communities).
- Wrangell visitors averaged the longest length of stay in Alaska, at 17.2 nights, followed by Petersburg, Gustavus, and Haines visitors at 13.0, 12.2, and 11.2 nights, respectively.
- Seven out of ten Prince of Wales Island visitors participated in fishing while in the community – the highest among Southeast communities. Other communities with relatively high proportion of visitors reporting fishing in the community include Gustavus (30 percent) and Petersburg (24 percent).
- Day cruises were popular activities in Juneau (31 percent of visitors to the community reported this activity), Gustavus (20 percent), and Hoonah (18 percent). Culture/history activities were especially popular in Sitka (39 percent) and Wrangell (28 percent).
- Visitors to Prince of Wales were less likely to report using travelalaska.com than visitors to other Southeast communities (7 percent, compared to 13-27 percent).
- POW visitors were far more likely to intend to return to Alaska in the next five years (79 percent), compared to 31 percent of all Southeast visitors. POW visitors were also more likely to rate their Alaska trip as a much better value for the money compared to other destinations (43 percent rated Alaska much better, compared to 17 percent of Southeast visitors).
- Roughly half or more visitors to POW, Petersburg, Sitka, Haines, and Gustavus were from the Western United States, compared to 28 to 36 percent of visitors to other Southeast communities.
- Prince of Wales, Gustavus, and Petersburg visitors reported higher average annual incomes (\$135,000, \$128,000, and \$125,000, respectively), compared to visitors to other communities and to the overall average for Southeast visitors (\$116,000).
- Southeast visitors spent an average of \$760 per person in Alaska, much lower than the statewide average of \$1,057. Among Southeast communities, Gustavus visitors reported the highest statewide spending at \$2,858, while Glacier Bay visitors spent the lowest at \$598.
- Southeast visitors spent an average of \$487 while in Southeast. In terms of spending in communities, spending was highest in Gustavus (\$946 per person) and lowest in Glacier Bay (\$13 per person).

**TABLE 12.2 - Trip Purpose and Packages
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Trip Purpose							
Vacation/pleasure	79	94	96	97	99	94	69
Visiting friends/rel.	13	4	2	2	1	3	19
Business only	5	1	1	1	<1	2	5
Business/pleasure	3	1	1	<1	<1	2	7
Purchased multi-day package (including cruise)							
Yes	64	89	94	96	96	90	46
Package type (Base: non-cruise, purchased package)							
Fishing lodge	49	79	64	87	4	91	96
Rail package	11	1	1	-	-	-	-
Wilderness lodge	10	6	12	4	24	2	-
Adventure tour	9	6	10	<1	6	2	1
Motorcoach tour	8	1	2	-	22	-	-
Rental car/RV package	6	2	<1	-	21	-	-
Hunting	2	<1	-	1	-	-	3
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Trip Purpose							
Vacation/pleasure		99	94	99	69	79	84
Visiting friends/rel.		1	4	1	13	15	14
Business only		<1	1	<1	11	-	-
Business/pleasure		<1	1	<1	8	6	2
Purchased multi-day package (including cruise)							
Yes		98	71	99	31	36	44
Package type (Base: non-cruise, purchased package)							
Fishing lodge		30	14	67	51	3	48
Rail package		1	-	-	-	-	3
Wilderness lodge		23	19	17	13	24	21
Adventure tour		19	13	-	-	58	13
Motorcoach tour		1	8	-	-	3	-
Rental car/RV package		11	13	-	-	3	-
Hunting		-	-	-	-	-	-

**TABLE 12.3 - Transportation Modes
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Transportation Market							
Cruise	55	86	93	96	96	82	13
Air	40	11	6	4	1	17	76
Highway/ferry	5	3	1	1	3	1	11
Used to Travel Between Communities							
Tour bus/van	15	18	20	20	24	8	1
Rental vehicle	14	3	3	3	3	4	4
Alaska Railroad	14	16	17	17	20	9	2
Personal vehicle	9	1	1	1	1	1	6
Air	9	6	4	3	2	6	61
Rental RV	2	<1	<1	<1	<1	<1	<1
State ferry	2	2	2	1	2	3	11
Personal RV	1	<1	<1	<1	<1	<1	1
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Transportation Market							
Cruise		97	69	98	23	22	11
Air		2	9	1	55	61	77
Highway/ferry		<1	22	<1	22	16	11
Used to Travel Between Communities							
Tour bus/van		16	16	23	14	17	10
Rental vehicle		3	5	2	9	22	18
Alaska Railroad		14	10	18	8	9	11
Personal vehicle		<1	7	<1	14	18	6
Air		2	6	2	40	33	58
Rental RV		<1	3	<1	4	12	2
State ferry		1	16	1	23	26	26
Personal RV		<1	4	-	2	1	1

**TABLE 12.4 - Length of Stay, Destinations, and Lodging Type
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Average length of stay in Alaska	9.2	8.6	8.6	8.5	8.5	8.5	9.6
Regions Visited							
Southeast	67	100	100	100	100	100	100
Southcentral	52	32	33	33	37	27	10
Interior	29	20	20	20	24	7	4
Southwest	4	1	1	1	<1	8	-
Far North	2	1	<1	<1	1	<1	-
Destinations Visited, Top 10							
Juneau	61	91	100	96	97	86	17
Ketchikan	58	87	92	100	94	82	93
Skagway	48	72	77	78	100	14	6
Anchorage	47	28	28	28	32	26	10
Glacier Bay Nat'l Park	29	43	46	48	48	38	8
Denali Nat'l Park	23	19	19	19	23	7	2
Seward	23	17	18	18	20	16	2
Fairbanks	17	12	11	11	14	3	4
Hoonah/Icy Strait Point	13	20	21	22	18	14	3
Talkeetna	11	8	8	8	9	4	2
Lodging Types Used							
Cruise ship	57	85	93	95	95	81	13
Hotel/motel	37	27	27	25	28	20	37
Lodge	15	14	13	13	14	11	37
VFR	15	4	2	2	1	5	32
Campground/RV	6	2	1	1	2	1	3
B&B	4	2	2	1	1	3	5
Vacation rental	3	1	1	1	<1	1	6
Wilderness camping	2	1	<1	<1	<1	1	3
State ferry	1	1	1	1	<1	1	10

TABLE 12.4 - Length of Stay, Destinations and Lodging Type (cont'd)
Southeast Region and Communities (%)

	Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Average length of stay in Alaska	8.4	11.2	9.4	13.0	17.2	12.2
Regions Visited						
Southeast	100	100	100	100	100	100
Southcentral	24	37	58	39	62	38
Interior	18	30	24	28	55	30
Southwest	<1	1	5	3	5	3
Far North	<1	3	<1	5	8	3
Destinations Visited, Top 10						
Juneau	98	80	99	83	49	88
Ketchikan	97	73	98	36	42	16
Skagway	81	73	66	25	21	14
Anchorage	20	32	51	36	58	37
Glacier Bay Nat'l Park	100	60	28	21	15	57
Denali Nat'l Park	18	25	24	26	48	26
Seward	9	25	48	6	38	16
Fairbanks	11	18	12	17	29	21
Hoonah/Icy Strait Point	13	41	100	11	6	15
Talkeetna	6	10	14	21	34	10
Lodging Types Used						
Cruise ship	97	68	98	23	22	11
Hotel/motel	18	30	40	62	63	66
Lodge	12	12	15	22	17	48
VFR	1	5	1	21	25	23
Campground/RV	1	14	1	13	29	10
B&B	1	4	1	12	19	23
Vacation rental	<1	2	1	3	1	6
Wilderness camping	<1	3	<1	7	18	10
State ferry	<1	5	<1	13	13	6

**TABLE 12.5 - Statewide Activities – Top 10
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Shopping	75	82	84	84	85	77	50
Wildlife viewing	45	38	37	36	38	45	33
Cultural activities	39	42	43	43	43	50	11
Day cruises	39	44	47	46	49	30	3
Hiking/nature walk	34	28	28	26	27	31	18
Train	32	43	46	47	57	14	1
City/sightseeing tours	31	40	42	43	45	37	2
Fishing	16	10	6	6	5	13	72
Flightseeing	13	14	15	14	15	12	<1
Tramway/gondola	13	16	17	16	16	16	-
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Shopping		86	86	85	59	59	69
Wildlife viewing		33	41	45	57	75	69
Cultural activities		38	43	52	51	58	54
Day cruises		44	43	48	33	54	50
Hiking/nature walk		24	33	34	52	64	68
Train		49	27	40	22	23	15
City/sightseeing tours		43	43	51	25	18	22
Fishing		4	17	6	39	23	43
Flightseeing		13	10	17	12	18	16
Tramway/gondola		18	20	20	9	9	16

**TABLE 12.6 Activities in Community/Region
Southeast Region and Communities (%)**

	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Day cruises	38	31	9	4	10	-
Culture/History	33	13	18	12	39	3
Museums	15	8	6	5	12	-
Historical/cultural attractions	12	3	7	2	29	2
Native cultural tours/act.	12	2	9	1	9	2
Gold panning/mine tour	6	2	<1	5	-	-
City/sightseeing tours	34	19	22	16	17	1
Wildlife viewing	27	14	12	11	22	31
Birdwatching	5	3	2	2	4	4
Hiking/nature walk	23	15	7	8	17	13
Tramway/gondola	15	15	<1	<1	-	-
Flightseeing	12	6	6	2	<1	-
Shows/Alaska entertainment	11	1	11	1	1	<1
Dog sledding	8	4	<1	6	-	-
Salmon bake/crab feed	11	7	3	3	1	3
Fishing	9	2	3	<1	12	69
Unguided	3	1	1	<1	3	44
Guided	6	2	2	<1	10	29
Zipline	5	1	2	1	-	-
Kayaking/canoeing	4	2	1	1	1	3
ATV/4-wheeling	3	<1	1	2	1	<1
Rafting	2	1	<1	1	-	-
Biking	2	1	<1	1	2	-
Camping	1	<1	<1	1	<1	4
Northern lights viewing	<1	<1	<1	<1	-	-
Hot springs	<1	<1	-	-	<1	-
Hunting	<1	<1	<1	-	-	2
Other	2	<1	1	1	1	-

Note: Participation in shopping, Alaska Railroad and business were not recorded at the community/regional level.

TABLE 12.6 Activities in Community/Region (Cont'd)
Southeast Region and Communities (%)

	Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Day cruises	1	5	18	9	7	20
Culture/History	<1	12	12	17	28	6
Museums	<1	10	4	11	21	4
Historical/cultural attractions	<1	2	4	6	9	2
Native cultural tours/act.	<1	2	6	3	5	1
Gold panning/mine tour	-	<1	<1	1	-	1
City/sightseeing tours	<1	7	4	9	1	5
Wildlife viewing	6	17	13	28	27	45
Birdwatching	1	6	2	6	8	17
Hiking/nature walk	1	10	7	20	25	38
Tramway/gondola	-	-	1	-	-	-
Flightseeing	<1	2	-	3	4	3
Shows/Alaska entertainment	-	<1	<1	4	-	-
Dog sledding	-	-	-	-	<1	-
Salmon bake/crab feed	<1	<1	1	2	-	-
Fishing	<1	3	2	24	11	30
Unguided	<1	3	1	23	10	12
Guided	<1	1	2	2	5	19
Zipline	-	-	7	-	-	-
Kayaking/canoeing	<1	2	1	8	12	12
ATV/4-wheeling	-	1	3	-	-	-
Rafting	<1	5	<1	-	2	-
Biking	-	3	-	2	3	9
Camping	-	8	<1	6	5	5
Northern lights viewing	<1	-	-	1	3	1
Hot springs	-	-	-	-	-	-
Hunting	-	<1	-	-	-	-
Other	-	<1	<1	3	2	-

Note: Participation in shopping, Alaska Railroad and business were not recorded at the community/regional level.

**TABLE 12.7 - Satisfaction Ratings
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Satisfaction with overall Alaska experience							
Very satisfied	75	76	76	77	77	78	84
Satisfied	23	22	22	21	21	20	14
Compared to expectations							
Much higher	29	31	30	30	32	28	36
Higher	36	36	36	36	36	36	31
About as expected	32	31	31	31	30	31	31
Value for the money, compared to other destinations							
Much better	15	17	17	18	17	21	43
Better	23	25	25	26	25	29	29
About the same	45	44	45	44	45	40	26
Likelihood to recommend and return to Alaska							
Very likely to recommend Alaska	79	80	80	80	80	82	87
Very likely to return to Alaska in next five years	40	31	27	27	25	37	79
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Satisfaction with overall Alaska experience							
Very satisfied		74	69	76	76	86	87
Satisfied		23	28	22	21	13	11
Compared to expectations							
Much higher		25	16	27	33	38	36
Higher		37	36	38	38	35	41
About as expected		35	43	33	27	24	21
Value for the money, compared to other destinations							
Much better		18	11	16	24	13	17
Better		26	27	25	27	28	22
About the same		45	47	43	38	40	38
Likelihood to recommend and return to Alaska							
Very likely to recommend Alaska		77	78	80	83	86	89
Very likely to return to Alaska in next five years		26	33	27	56	41	46

**TABLE 12.8 - Previous Alaska Travel
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Been to Alaska before	40	31	29	29	27	36	77
Average # of vacation trips (base: repeaters)	4.1	3.3	2.7	2.7	2.6	3.2	8.3
Previously traveled in Alaska by cruise ship	16	19	19	20	19	25	25
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Been to Alaska before		28	34	22	53	42	44
Average # of vacation trips (base: repeaters)		2.6	5.0	3.2	4.5	4.1	6.0
Previously traveled in Alaska by cruise ship		21	20	18	14	12	11

**TABLE 12.9 - Trip Planning
Southeast Region and Communities (%)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Trip Decision, by Quarter							
Before July 2015	14	17	18	18	20	15	10
July-Sept 2015	17	19	19	19	19	15	32
Oct-Dec 2015	17	20	20	20	20	23	12
Jan-Mar 2016	23	23	23	23	23	23	18
Apr-Jun 2016	20	16	15	14	14	16	21
July-Sept 2016	8	6	5	5	5	9	9
Trip Booking, by Quarter							
Before July 2015	6	8	8	9	9	7	4
July-Sept 2015	11	14	15	15	15	13	15
Oct-Dec 2015	15	18	19	19	19	20	17
Jan-Mar 2016	27	28	29	29	28	28	24
Apr-Jun 2016	29	22	21	21	20	20	25
July-Sept 2016	13	10	8	8	8	11	15
Internet and Travel Agent Usage							
Used internet	68	62	62	62	60	62	86
Booked over internet	58	50	49	49	48	51	76
Used TravelAlaska.com	18	17	18	17	18	13	7
Received Official State Vacation Planner	12	11	11	11	12	7	8
Booked through travel agent	35	48	51	52	53	40	11
Other Sources – Top 10							
Friends/family	51	49	49	50	49	43	76
Prior experience	23	18	16	17	16	20	47
Cruise line	22	33	36	36	36	33	3
Brochures	15	14	14	13	14	11	8
AAA	8	9	10	10	9	12	1
Other travel/guide book	6	6	6	5	6	5	2
Tour company	5	6	6	6	7	5	2
Magazine	5	4	4	4	4	3	1
Television	4	5	5	5	5	5	2
Milepost	4	2	1	1	2	1	3

**TABLE 12.9 - Trip Planning
Southeast Region and Communities (%)**

	Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Trip Decision, by Quarter						
Before July 2015	18	11	20	23	25	17
July-Sept 2015	16	14	21	20	11	26
Oct-Dec 2015	21	16	17	15	19	12
Jan-Mar 2016	24	20	17	20	24	23
Apr-Jun 2016	15	28	20	15	18	15
July-Sept 2016	6	10	5	8	3	8
Trip Booking, by Quarter						
Before July 2015	9	5	10	5	4	6
July-Sept 2015	13	6	19	11	10	10
Oct-Dec 2015	18	16	17	23	21	13
Jan-Mar 2016	31	18	22	20	28	30
Apr-Jun 2016	22	39	26	27	26	28
July-Sept 2016	8	17	5	14	10	13
Internet and Travel Agent Usage						
Used internet	61	67	65	85	87	79
Booked over internet	47	56	51	76	69	68
Used TravelAlaska.com	18	19	21	18	24	27
Received Official State Vacation Planner	12	11	14	15	18	21
Booked through travel agent	52	34	53	15	27	18
Other Sources – Top 10						
Friends/family	51	43	50	47	45	59
Prior experience	16	24	16	22	21	25
Cruise line	40	31	36	7	10	8
Brochures	14	24	15	18	24	23
AAA	11	15	8	10	14	7
Other travel/guide book	7	10	4	10	19	20
Tour company	5	3	5	8	6	5
Magazine	5	8	4	12	20	3
Television	5	3	6	2	4	2
Milepost	1	10	2	14	23	17

**TABLE 12.10 - Top 10 Websites/Apps Used to Plan/Book
Southeast Region and Communities (%)**

	All Visitors		Southeast		Juneau		Ketchikan		Skagway		Sitka		POW	
	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book
Airline websites	50	50	44	44	42	41	42	41	40	38	49	46	75	78
Cruise line websites	35	27	56	44	62	49	63	51	66	54	52	37	9	6
Google	28	4	27	2	28	2	27	2	29	2	26	3	9	1
Trip Advisor	23	3	26	3	28	3	27	3	27	3	30	1	3	<1
Expedia	14	10	13	8	14	8	14	8	15	8	12	6	1	1
Hotel/lodge/RV Park	11	10	9	7	9	7	9	7	8	6	15	9	12	10
Tour company websites	11	8	10	6	10	6	10	6	11	6	13	8	3	2
Car/RV rental websites	10	9	4	3	4	3	3	2	4	3	4	3	1	<1
Travelocity	7	2	8	2	9	2	9	2	8	2	12	2	3	3
Facebook	7	<1	8	<1	8	<1	8	<1	8	<1	12	<1	4	-
			Glacier Bay		Haines		Hoonah		Petersburg		Wrangell		Gustavus	
	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book	Plan	Book
Airline websites			39	35	24	26	38	40	56	57	56	51	66	62
Cruise line websites			69	53	46	38	63	51	15	9	17	8	10	7
Google			26	1	26	3	32	1	23	6	34	5	36	5
Trip Advisor			27	4	16	2	30	3	29	5	38	10	28	9
Expedia			13	5	19	13	14	10	13	7	8	5	19	10
Hotel/lodge/RV Park			8	5	8	5	11	10	23	16	20	14	24	16
Tour company websites			11	6	10	9	12	6	15	10	15	14	20	17
Car/RV rental websites			4	3	5	4	3	2	6	6	24	23	14	12
Travelocity			9	2	3	-	7	1	5	1	11	<1	3	1
Facebook			11	1	10	<1	9	-	6	-	10	-	7	-

TABLE 12.11 - Demographics
Southeast Region and Communities (%)

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Origin							
Western US	38	33	32	32	28	50	68
Southern US	21	23	24	23	24	21	9
Midwestern US	15	15	15	15	17	9	14
Eastern US	10	10	11	11	11	9	6
Canada	7	10	9	9	9	5	<1
Other International	9	10	10	10	11	6	3
Other Demographics							
Average party size	2.4	2.5	2.5	2.5	2.6	2.3	2.0
Average group size	4.2	4.8	4.9	5.0	5.3	4.0	5.9
Male/female	49/51	46/54	45/55	45/55	45/55	44/56	62/38
Average age	53.7	55.9	56.2	56.5	56.0	59.8	57.0
Children in household	23	22	22	22	21	16	19
Retired/semi-retired	44	50	50	51	50	60	50
College graduate	63	64	64	64	63	68	66
Average income	\$114,000	\$116,000	\$117,000	\$116,000	\$116,000	\$119,000	\$135,000
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Origin							
Western US		36	47	29	62	33	50
Southern US		20	14	23	8	11	18
Midwestern US		12	12	12	13	17	14
Eastern US		8	5	12	4	13	4
Canada		10	14	13	-	<1	2
Other International		14	8	10	13	26	12
Other Demographics							
Average party size		2.4	2.3	2.5	2.4	2.6	2.3
Average group size		5.2	4.1	4.4	3.6	3.1	3.1
Male/female		43/57	45/55	45/55	54/46	51/49	59/41
Average age		58.4	54.3	57.1	56.4	53.0	55.8
Children in household		16	23	25	15	11	14
Retired/semi-retired		55	49	51	59	47	43
College graduate		60	61	67	55	67	76
Average income		\$111,000	\$120,000	\$118,000	\$125,000	\$119,000	\$128,000

**TABLE 12.12 – Visitor Expenditures, Per Person
Southeast Region and Communities (\$)**

	All Visitors	Southeast	Juneau	Ketchikan	Skagway	Sitka	POW
Average per-person total spent in Alaska	\$1,057	\$760	\$695	\$654	\$665	\$917	\$1,724
Average per-person total spent in region/ community		487	188	159	149	353	972
Lodging		23	11	6	2	14	102
Tours/activity/ entertainment		203	95	58	98	41	26
Gifts/souvenirs/ clothing		142	53	69	38	43	18
Food/beverage		48	19	15	10	34	115
Rental cars/fuel/ transportation		11	5	3	1	5	47
Other		61	6	8	0	216	664
		Glacier Bay	Haines	Hoonah	Petersburg	Wrangell	Gustavus
Average per-person total spent in Alaska		\$598	\$966	\$806	\$2,104	\$2,177	\$2,858
Average per-person total spent in region/ community		13	111	92	280	236	946
Lodging		2	19	1	75	30	104
Tours/activity/ entertainment		5	35	57	38	44	155
Gifts/souvenirs/ clothing		1	15	26	34	26	13
Food/beverage		1	30	7	69	71	101
Rental cars/fuel/ transportation		-	7	1	14	10	110
Other		4	4	-	50	56	463

Acquisition Overview

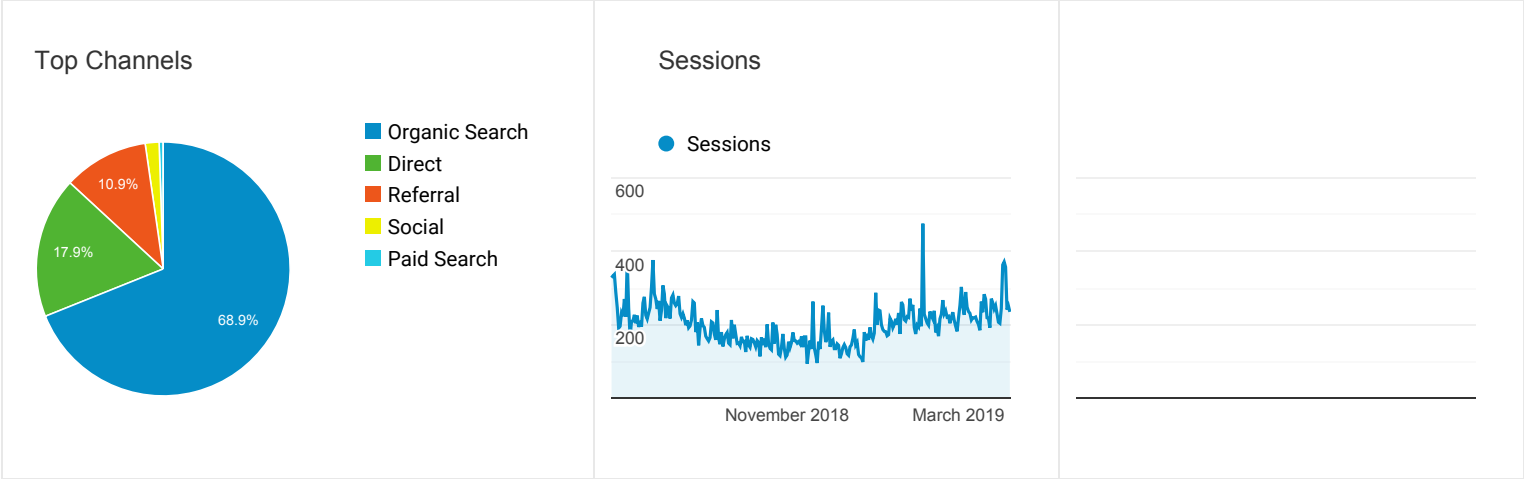
 All Users
100.00% Sessions

Jul 1, 2018 - Apr 6, 2019

Primary Dimension:

Top Channels


Edit Channel Grouping



Acquisition				Behavior					
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓			
	56,196	78.41%	44,062	49.10%	2.75	00:02:39			
1 Organic Search	38,733			48.00%					
2 Direct	10,082			60.35%					
3 Referral	6,099			36.10%					
4 Social	991			56.21%					
5 Paid Search	291			53.95%					

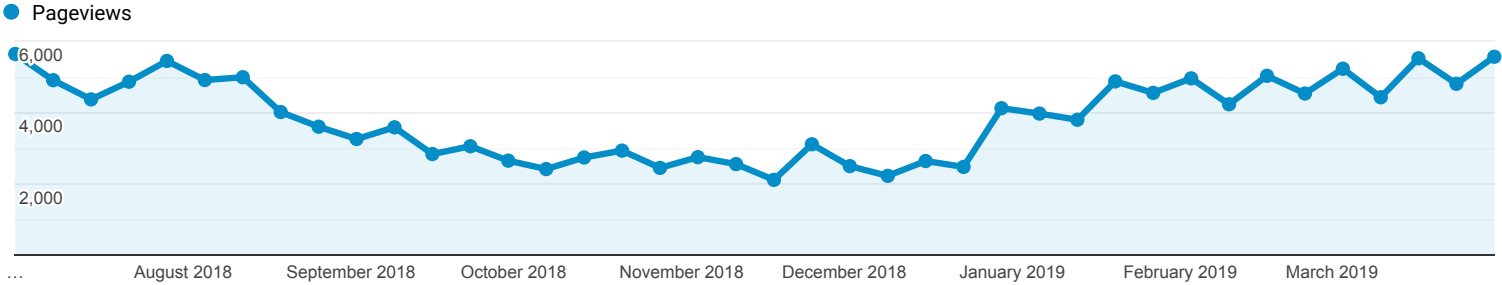
To see all 5 Channels click [here](#).

Overview

 All Users
100.00% Pageviews

Jul 1, 2018 - Apr 6, 2019

Overview



Pageviews

154,613

Unique Pageviews

122,946

Avg. Time on Page

00:01:30

Page	Pageviews	% Pageviews
1. /	32,834	21.24%
2. /things-to-do/activities	8,870	5.74%
3. /things-to-do/placestovisit	8,754	5.66%
4. /visitor-info/getting-here	7,421	4.80%
5. /visitor-info/maps-guides	6,094	3.94%
6. /things-to-do	5,960	3.85%
7. /where-to-stay	5,017	3.24%
8. /this-is-sitka	4,626	2.99%
9. /things-to-do/shopping	4,536	2.93%
10. /things-to-do/taste	3,754	2.43%

Location

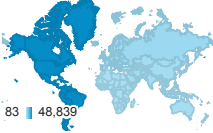
All Users

100.00% Sessions

Jul 1, 2018 - Apr 6, 2019

Map Overlay

Summary



Continent	Acquisition			Behavior			Conversions	Goal 1: Visited Planner Request Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Planner Request Page (Goal 1 Conversion Rate)	Visited Planner Request Page (Goal 1 Completions)	Visited Planner Request Page (Goal 1 Value)	
	56,196 % of Total: 100.00% (56,196)	78.45% Avg for View: 78.41% (0.06%)	44,087 % of Total: 100.06% (44,062)	49.10% Avg for View: 49.10% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)	1.80% Avg for View: 1.80% (0.00%)	1,013 % of Total: 100.00% (1,013)	\$0.00 % of Total: 0.00% (0.00%)	
1. Americas	48,839 (86.91%)	77.14%	37,676 (85.46%)	47.51%	2.81	00:02:45	1.92%	936 (92.40%)	\$0.00 (0.00%)	
2. Europe	4,085 (7.27%)	87.93%	3,592 (8.15%)	59.14%	2.46	00:02:01	1.05%	43 (4.24%)	\$0.00 (0.00%)	
3. Asia	1,864 (3.32%)	87.77%	1,636 (3.71%)	69.21%	1.86	00:01:29	1.07%	20 (1.97%)	\$0.00 (0.00%)	
4. Oceania	1,070 (1.90%)	82.52%	883 (2.00%)	41.21%	3.21	00:03:04	1.12%	12 (1.18%)	\$0.00 (0.00%)	
5. Africa	255 (0.45%)	87.06%	222 (0.50%)	68.63%	2.00	00:01:32	0.78%	2 (0.20%)	\$0.00 (0.00%)	
6. (not set)	83 (0.15%)	93.98%	78 (0.18%)	79.52%	1.51	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 6 of 6

Location

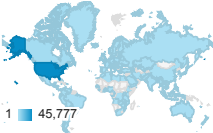
All Users

100.00% Sessions

Jul 1, 2018 - Apr 6, 2019

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions	Goal 1: Visited Planner Request Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Planner Request Page (Goal 1 Conversion Rate)	Visited Planner Request Page (Goal 1 Completions)	Visited Planner Request Page (Goal 1 Value)	
	56,196 % of Total: 100.00% (56,196)	78.45% Avg for View: 78.41% (0.06%)	44,087 % of Total: 100.06% (44,062)	49.10% Avg for View: 49.10% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)	1.80% Avg for View: 1.80% (0.00%)	1,013 % of Total: 100.00% (1,013)	\$0.00 % of Total: 0.00% (\$0.00)	
1. United States	45,777 (81.46%)	76.58%	35,055 (79.51%)	46.60%	2.83	00:02:48	1.95%	894 (88.25%)	\$0.00 (0.00%)	
2. Canada	1,598 (2.84%)	83.79%	1,339 (3.04%)	54.19%	2.67	00:02:29	2.13%	34 (3.36%)	\$0.00 (0.00%)	
3. United Kingdom	1,084 (1.93%)	84.87%	920 (2.09%)	43.73%	2.99	00:02:37	1.38%	15 (1.48%)	\$0.00 (0.00%)	
4. Australia	850 (1.51%)	81.29%	691 (1.57%)	41.18%	3.29	00:03:18	1.18%	10 (0.99%)	\$0.00 (0.00%)	
5. France	521 (0.93%)	94.24%	491 (1.11%)	67.37%	2.02	00:01:35	1.15%	6 (0.59%)	\$0.00 (0.00%)	
6. Poland	499 (0.89%)	90.38%	451 (1.02%)	86.57%	1.37	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. Brazil	407 (0.72%)	93.12%	379 (0.86%)	76.90%	1.74	00:01:08	0.98%	4 (0.39%)	\$0.00 (0.00%)	
8. Mexico	392 (0.70%)	82.40%	323 (0.73%)	59.69%	2.55	00:02:02	0.26%	1 (0.10%)	\$0.00 (0.00%)	
9. India	352 (0.63%)	90.62%	319 (0.72%)	66.48%	1.70	00:01:57	1.42%	5 (0.49%)	\$0.00 (0.00%)	
10. Germany	330 (0.59%)	88.18%	291 (0.66%)	53.03%	2.98	00:03:08	0.61%	2 (0.20%)	\$0.00 (0.00%)	

Rows 1 - 10 of 158

Location

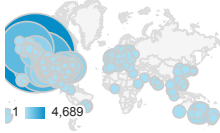
All Users

100.00% Sessions

Jul 1, 2018 - Apr 6, 2019

Map Overlay

Summary



City	Acquisition			Behavior			Conversions	Goal 1: Visited Planner Request Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Visited Planner Request Page (Goal 1 Conversion Rate)	Visited Planner Request Page (Goal 1 Completions)	Visited Planner Request Page (Goal 1 Value)	
	56,196 % of Total: 100.00% (56,196)	78.45% Avg for View: 78.41% (0.06%)	44,087 % of Total: 100.06% (44,062)	49.10% Avg for View: 49.10% (0.00%)	2.75 Avg for View: 2.75 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)	1.80% Avg for View: 1.80% (0.00%)	1,013 % of Total: 100.00% (1,013)	\$0.00 % of Total: 0.00% (\$0.00)	
1. Sitka	4,689 (8.34%)	53.68%	2,517 (5.71%)	46.81%	2.42	00:02:24	0.53%	25 (2.47%)	\$0.00 (0.00%)	
2. Seattle	2,616 (4.66%)	75.31%	1,970 (4.47%)	49.62%	2.27	00:02:00	0.84%	22 (2.17%)	\$0.00 (0.00%)	
3. (not set)	2,290 (4.08%)	86.42%	1,979 (4.49%)	68.65%	2.26	00:01:49	1.18%	27 (2.67%)	\$0.00 (0.00%)	
4. Anchorage	2,135 (3.80%)	75.22%	1,606 (3.64%)	44.40%	2.56	00:02:35	0.56%	12 (1.18%)	\$0.00 (0.00%)	
5. San Francisco	899 (1.60%)	74.97%	674 (1.53%)	52.06%	2.15	00:01:50	0.22%	2 (0.20%)	\$0.00 (0.00%)	
6. Juneau	744 (1.32%)	75.94%	565 (1.28%)	44.76%	2.32	00:02:09	0.40%	3 (0.30%)	\$0.00 (0.00%)	
7. New York	723 (1.29%)	80.22%	580 (1.32%)	50.07%	2.51	00:02:12	0.83%	6 (0.59%)	\$0.00 (0.00%)	
8. Chicago	637 (1.13%)	79.59%	507 (1.15%)	51.33%	2.56	00:02:19	1.26%	8 (0.79%)	\$0.00 (0.00%)	
9. Los Angeles	627 (1.12%)	77.19%	484 (1.10%)	51.67%	2.58	00:02:02	1.75%	11 (1.09%)	\$0.00 (0.00%)	
10. Ashburn	586 (1.04%)	98.81%	579 (1.31%)	98.12%	1.03	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 10 of 7183



SUPPLEMENTAL BUDGET

FY19 | FY20

March 19, 2019

PRESENTED BY THE GREATER SITKA CHAMBER OF COMMERCE
104 Lake Street, Sitka, Ak 99835

Introduction

The Greater Sitka Chamber of Commerce is currently in contract with the City of Sitka to provide Convention & Visitor Services (initial contract began Oct. 15; current contract began Jan. 1, 2019). The Sitka Chamber as Visit Sitka provided the 3-year Strategic Marketing Plan 2019-2021 and Annual Marketing Workplan FY19/20 to the Assembly in a work-session on Jan. 8, 2019.

Exhibit B CVS Contract: "The annual contract amount shall be a minimum of \$300,000. Annual budget to be determined by the Sitka Assembly following an annual work session, with first payment in next fiscal year. If the contribution is increased by Assembly action, the annual contract amount will be adjusted accordingly. The Contractor is encouraged to request additional funding for specific projects above and beyond those included in this contract, pursuant to approval by the Assembly."

The Sitka Chamber has prepared a base budget and supplemental budget based on the needs of the marketing program in order to match previous years' service levels and continue to grow the visitor industry in Sitka. For FY19, supplemental budget is for the 3rd & 4th quarters and FY20 is the full fiscal year. Examples of investments have been detailed in the following narratives and will be presented at a special meeting of the Assembly on March 19, 2019.

Highlights

Alaska is now the most frequently booked cruise destination in the world

Sitka will see a **33% increase** in cruise traffic from 2018 to 2019

82% of visitors to Sitka are cruisers, 17% arrive via air, & 1% arrive via ferry

Sitka was selected to host SE Conference 2019 Annual Convention

Cruise Critic Selected Sitka as top 3-port in SE Alaska (2nd year)

Transient Lodging Tax and Sales Tax show positive growth

FY19-Q3-Q4

Base \$300,000 Supplemental \$83,072

FY20-Q1-Q4

Base \$300,000 Supplemental \$200,200

Sitka convention sales ROI: \$99.16 for every \$1 invested in sales and marketing. In CY18, Sitka saw appx. 2,575 attendees at 23 events* to destination meetings and conventions for appx. 107 total days generating an est. economic impact of \$3.03M. *(excluding SSMF & SFAC)

ROI on ad equivalency is \$243.96 for every \$1 spent on travel media and familiarization tours. In CY18, Visit Sitka had 216 media contacts and helped host 15 media visits to Sitka. With at least 3.9M in media ad equivalency over May-Aug. (Trendkite).

Promotion

Cruise/Yacht

FY19: \$4,300

FY20: \$8,500

Examples of programs: Seatrade Booth-Share Miami, FL- Relationship development and engagement of Cruiseline Executives and decision makers. Visit Sitka will be one of the 8 Premium Sponsor ports represented with a separate podium and strong presence among ports in the “North to Alaska” Booth. A premium placement gets us in front of the cruise industry market and allows us to connect with the more than 70 cruise lines and 11,000 professionals who are anticipated to attend the cruise industry's premier promotion and networking event. Additional cruise promotion includes attendance to the travel agent trade show, such as the American Society of Travel Advisors Annual Conference. 80% of cruise travel is booked through travel professionals. Visit Sitka will continue engagement with the yacht market and have membership with the US Superyacht Association.

Meetings & Conventions

FY19: \$7,000

FY20: \$16,000*

Relationship building and face-to-face interactions with decisionmakers is essential to building our Meeting & Convention business in Sitka. Visit Sitka has identified incentive travel and C-suite retreats as the best fit for Sitka's strengths and location along with in-state trade, government and school travel. Projects to complement this strategy: travel to business-to-business (B2B) meeting planner events, developing a Meeting & Convention Guide and a Meeting Planner's Toolkit, brand aligned Meeting & Convention booth design and promotional items for both hosted events and travel. Promotional items are especially important for our emphasis on enhancing visitor experience and taking advantage of word-of-mouth marketing which research still shows is the number one driver of travel.

*Special Project for 2019: Sitka is the host community for Southeast Conference in September. The requirements for this include a hosted opening night reception for 250 people, transportation, soliciting auction items and running the silent auction. These costs, estimated at \$7,000, are built into the FY20 supplemental budget for Meetings & Conventions promotion.

Tourism

FY19: \$3,000

FY20: \$12,000

Overall marketing Sitka as a destination for fully independent travelers, cruise travelers, sports fishers, international & domestic tour operators, airlines, other travel, friends and family. Examples of projects: Represent Sitka at Alaska Media Roadshow- a day of face-to-face meetings with the most influential travel media in the United States to increase editorial coverage of Sitka. Attendance at a travel-trade shows to reach ready-to-buy travelers for leisure and destination fishing increasing overnight stays in Sitka. Participating in the Alaska Travel Industry Association annual conference which brings together hundreds of travel industry professionals and advocates for Alaska's Tourism Industry.

Media, Partnerships & Cooperative Marketing

FY19: \$8,500

FY20: \$14,000

Media outreach & PR amplifies our message beyond own fiscal constraints. Partnerships maintain our authority in the travel industry especially on Sitka specific issues including ferry services, air travel, etc. Co-op marketing opportunities allow Sitka to buy-up into larger advertising markets and return more value for our spend. ROI on ad equivalency is \$243.96 for every \$1 spent on travel media and familiarization tours. In CY18, Visit Sitka had 216 media contacts and helped host 15 media visits to Sitka. With at least 3.9 Million in media ad equivalency over May-August 2018. (Trendkite). Example of program: Arrange 2-3 influencer trips to Sitka in order to develop compelling content and distribute this content to large numbers of individuals from strategically identified audiences.

Advertising

Digital

FY19: \$8,000

FY20: \$16,000

Digital marketing spans content creation, social media marketing (video & image creation, paid promotion and ads) including online advertising with search & display ads plus email marketing. Precise targeting and instant KPI give VS the ability to quickly respond to changes in market conditions and other data. This will also give us access to the mobile phone market where a multitude of leisure travelers continue to use their mobile phones to plan their adventures. 96% of leisure travelers own or still regularly use a mobile phone and the use of mobile phones in trip planning before leaving home has nearly tripled in the past 3 years.

Print

FY19: \$2,500

FY20: \$3,700

In general print vs. digital is a more expensive buy and we plan to focus on proven partners. Print presents ROI challenges. Visit Sitka will shift platform mix to closer meet industry and consumer trends. Examples of ad buys: Sunset and ATIA Vacation planner and online ad.

Social Media

FY19: \$22,000

FY20: \$41,500

With 95 million photos and videos shared every day on just Instagram we continue to see the tremendous growth in this segment. Social media allows us to learn and connect with both potential travelers and locals, reach ever new audiences, improve customer service with real-time feedback, gain market share and increase brand awareness for relatively low spend compared to traditional outlets and establish Visit Sitka as the expert for both visitors and partners.

Example of programs: Social media marketing includes video & image creation, paid promotion and ads and platform management. For increased engagement Visit Sitka will create a relationship with potential travelers and build trust. These include producing Instagram stories, short-form video, instructional videos- to enhance visitor experience, and Facebook live.

Branded Content

FY19: \$5,000

FY20: \$20,000

Branded content is content that does not involve traditional advertising. It can include articles, videos, podcasts and even live elements that bring relevant value to the consumer. It is not advertising in the way most people think of advertising (commercials, banner ads, social media ads, etc...). The key is grabbing the attention of today's consumer and driving real engagement through content." (mission.org 1.25.18) Branded content can work better than traditional advertising because it feels organic and authentic rather than ads that are in our face. When a consumer watches branded content, their brand recall is up to 59% higher than it is with display ads.

Visit Sitka has a tremendous need for branded content development to support our recent investment in a brand-new website and planned expansion into social media including a build out of our YouTube presence. Our videos are at least 6 years old and much of our image library is not focused on current areas we need. **Branded content is the foundation for all of our marketing promotion including traditional advertising, social media marketing, public relations and media.** We need to affectively leverage the brand development and website work to make those investments pay even more.

Examples of projects: Produce 5 (one for each high-potential niche) x 1-1:30 minute story video shorts displaying experience-focused visuals. Recut content to multiple versions of 1-minute clips for Facebook and 30 seconds for Instagram. Produce a gallery containing 30-50 high quality professional, on location, images for each high-potential niche to visualize the stories and experiences being promoted to these audiences. Actively seek out content partnerships with Alaska Airlines and high-end sport fishing and outdoor gear producers.

Branded Collateral/Infrastructure

FY19: \$7,000

FY20: \$19,350

Examples of projects: The Meeting & Convention Guide- a downloadable information booklet targeted at meeting planners. This highly visual brochure showcases Sitka's meeting facilities, outstanding location, and the quality of the services and suppliers available. Planners should be able to present this document to decision makers to support a meeting proposal. Content can duplicate information shared on the website. Also, a Meeting Planner Toolkit should be available digitally through the website providing detailed listings for local services and suppliers, itinerary suggestions, and inspiration to support planners organizing events.

Visitors' Guide

FY19: \$6,522

FY20: \$12,250

Examples of projects: 2019's Magazine-style Visitors' Guide will feature branded editorial content to ad ratio, featuring full-page visuals and content segmented to reflect the interests of the high potential target audiences. The Visitor Guide magazine provides the most consistent opportunity to increase demand and greater spend from these visitors.

Tourism Business Training & Events

FY19: \$500

FY20: \$1,000

As detailed in Visit Sitka 3 Year Marketing Strategy, we want to add value at every step of the customer journey by enhancing the Visitor Experience while still focusing on the inspirational phase of destination promotion. Actions include Summer Expo and tourism business training like Alaska Host plus other process trainings.

VisitSitka.org Website

Website Development

FY19: \$5,000

FY20: \$10,000

Visit Sitka engages visitors to inspire their travel choices and one of our most important platforms to accomplish this is our new website. “Statistics show that leisure travelers search a number of online sources during their trip-planning activities. DMO websites that maintain current content and other practical travel information are extremely valuable to prospective travelers.” (TripSavvy). Visitsitka.org had 80,000 visitors during CY18. In order to keep our website “live” and relevant for visitors, locals and search engines, fresh content and updating is critical. Frequently added content such as a blog, images, updated vendor descriptions or article postings mean more engagement, better rankings, lower bounce rate, increased authority potential and higher search traffic. Examples of projects: building out the meetings and conventions section by posting a digital meeting & conventions guide, creating links to suppliers, providing downloadable references materials, captivating with new branded videos, setting up retargeting ads based on visits to key pages on the website (add Facebook pixel), providing more content on the destination weddings page, creating digital niche guides for specialty travel groups and adding a blog. Updating our tourism business images with professional or targeted photography.

Website Maintenance

FY19: \$3,750

FY20: \$5,900

In order for the website to maintain functionality it is necessary to invest in maintenance which includes software updates and bug fixes, security scans, minor modifications, and maintaining overall site health.

Special Project

Alaska Fellows Program

FY19: \$0

FY20: \$20,000

The Alaska Fellows Program, a nine-month postgraduate fellowship program, will place a dynamic recent graduate with Visit Sitka, through Sitka Chamber’s non-profit status. The Sitka Winter Fellow would join the team and work on projects such as creating blog content for the Visit Sitka website engaging with tourism related businesses throughout the community. The Fellow would also work within the tourism community to coordinate workforce development trainings.

FY19 Visit Sitka Comprehensive Budget

Category	Total Budget Required for Program	Base Contract Revenue	% of Budget	Supplemental Budget Revenue	% of Budget
Contract Revenue Income					
City Contract FY19	\$466,144	\$300,000	64.4%	\$166,144	35.6%
Income Total		\$300,000		\$166,144	
ESTIMATED CVS CONTRACT GRAND TOTAL		\$300,000		\$166,144	

Category	Total Budget Required for Program	Base Budget Expense	Percentage in Base Budget	Supplemental Budget Expense	% Total Budget
Travel- Trade and Promotion					
Promotion- Cruise/Yacht	\$10,000	\$3,500	35.0%	\$6,500	65.0%
Promotion- Meetings & Conventions	\$19,000	\$5,000	26.3%	\$14,000	73.7%
Promotion- Tourism	\$10,000	\$4,000	40.0%	\$6,000	60.0%
Travel Trade Costs Total		\$12,500	4.2%	\$26,500	
Media, Partnerships & Co-op Marketing					
Editorial/Sponsored Content/PR	\$18,000	\$2,000	11.1%	\$16,000	88.9%
Dues & Partnerships	\$2,500	\$1,500	60.0%	\$1,000	40.0%
SATC Membership	\$5,000	\$5,000	100.0%	\$0	0.0%
Media and Co-op Costs Total		\$8,500	2.8%	\$17,000	
Advertising					
Advertising-Digital					
Digital Ads	\$20,000	\$1,000	5.0%	\$19,000	95.0%
Visitor Lead Programs	\$3,000	\$0	0.0%	\$3,000	100.0%
Google AdWords	\$5,000	\$600	12.0%	\$4,400	88.0%
Advertising-Digital Subtotal	\$28,000	\$1,600		\$26,400	
Advertising-Print					
Ads placed in Magazines	\$2,500	\$0	0.0%	\$2,500	100.0%
Co-op Listing and Narrative	\$1,200	\$0	0.0%	\$1,200	100.0%
Advertising-Print Subtotal	\$3,700	\$0		\$3,700	
Advertising-Social Media					
Paid Boosted Posts	\$10,000	\$500	5.0%	\$9,500	95.0%
Ads	\$10,000	\$0	0.0%	\$10,000	100.0%
Special Events	\$10,000	\$0	0.0%	\$10,000	100.0%
Content Development	\$15,000	\$500	3.3%	\$14,500	96.7%
Advertising-Social Media Subtotal	\$45,000	\$1,000		\$44,000	
Branded Collateral					
Branded Collateral Pieces	\$5,000	\$2,500	50.0%	\$2,500	50.0%
Branded Content Development	\$10,000	\$0	0.0%	\$10,000	100.0%
Branded Infrastructure	\$4,500	\$0	0.0%	\$4,500	100.0%
Printed Collateral Subtotal	\$5,000	\$2,500		\$17,000	
Sitka Visitor Guide					
Printing	\$10,000	\$5,000	50.0%	\$5,000	50.0%
Online Hosting of Digital Magazine	\$2,044	\$1,000	48.9%	\$1,044	51.1%
Graphic Design/Content Development	\$8,000	\$2,000	25.0%	\$6,000	75.0%
Photo Usage	\$1,000	\$1,000	100.0%	\$0	0.0%
Sales Commission	\$5,000	\$4,000	80.0%	\$1,000	20.0%
Shipping	\$5,000	\$5,000	100.0%	\$0	0.0%
Sitka Visitor Guide Subtotal	\$31,044	\$18,000		\$13,044	
Advertising Costs Total	\$112,744	\$23,100	7.7%	\$104,144	

Category	Total Budget Required for Program	Base Budget Expense	Percentage in Base Budget	Supplemental Budget Expense	% Total Budget
Website					
Website Development	\$10,000	\$0	0.0%	\$10,000	100.0%
Website Maintenance	\$9,000	\$1,500	16.7%	\$7,500	83.3%
Website Costs Total	\$19,000	\$1,500	0.5%	\$17,500	
Tourism Business Training and Events					
Tourism Business Training	\$1,000	\$500	50.0%	\$500	50.0%
Tourism Business Events	\$1,000	\$500	50.0%	\$500	50.0%
Training & Event Costs Total	\$2,000	\$1,000	0.3%	\$1,000	
Special Projects					
Special Projects Costs Total	\$0	\$0	0.0%	\$0	
Operating Expenses					
Accounting Services	\$5,000	\$5,000	100.0%	\$0	0.0%
Professional Services	\$1,000	\$1,000	100.0%	\$0	0.0%
Rent	\$25,200	\$25,200	100.0%	\$0	0.0%
Telephone/Internet	\$6,900	\$6,900	100.0%	\$0	0.0%
Insurance	\$3,300	\$3,300	100.0%	\$0	0.0%
Utilities	\$6,000	\$6,000	100.0%	\$0	0.0%
Office Technology	\$3,500	\$3,500	100.0%	\$0	0.0%
Office Supplies	\$3,500	\$3,500	100.0%	\$0	0.0%
Operating Costs Total	\$54,400	\$54,400	18.1%	\$0	
Administration					
Salaries	\$180,000	\$180,000	100.0%	\$0	0.0%
Payroll Tax	\$14,000	\$14,000	100.0%	\$0	0.0%
Professional Development/Training	\$5,000	\$5,000	100.0%	\$0	0.0%
Administration Costs Total	\$199,000	\$199,000	66.3%	\$0	
ESTIMATED EXPENSE GRAND TOTAL		\$300,000		\$166,144	
ESTIMATED CVS CONTRACT REVENUE TOTAL		\$300,000		\$166,144	
ESTIMATED VISIT SITKA EXPENSE TOTAL		\$300,000		\$166,144	
ESTIMATED VISIT SITKA Profit (Loss)		\$0		\$0	

FY20 Visit Sitka Comprehensive Budget

Category	Total Budget Required for Program	Base Contract Revenue	% of Budget	Supplemental Budget Revenue	% of Budget
Contract Revenue Income					
City Contract FY20	\$500,200	\$300,000	60.0%	\$200,200	40.0%
Income Total		\$300,000		\$200,200	
ESTIMATED CVS CONTRACT GRAND TOTAL		\$300,000		\$200,200	

Category	Total Budget Required for Program	Base Budget Expense	Percentage in Base Budget	Supplemental Budget Expense	% Total Budget
Travel- Trade and Promotion					
Promotion- Cruise/Yacht	\$12,000	\$3,500	29.2%	\$8,500	70.8%
Promotion- Meetings & Conventions	\$20,000	\$4,000	20.0%	\$16,000	80.0%
Promotion- Tourism	\$15,000	\$3,000	20.0%	\$12,000	80.0%
Travel Trade Costs Total		\$10,500	3.5%	\$36,500	
Media, Partnerships & Co-op Marketing					
Editorial/Sponsored Content/PR	\$15,000	\$2,000	13.3%	\$13,000	86.7%
Dues & Partnerships	\$2,500	\$1,500	60.0%	\$1,000	40.0%
SATC Membership	\$5,000	\$5,000	100.0%	\$0	0.0%
Media and Co-op Costs Total		\$8,500	2.8%	\$14,000	
Advertising					
Advertising-Digital					
Digital Ads	\$10,000	\$1,000	10.0%	\$9,000	90.0%
Visitor Lead Programs	\$3,000	\$0	0.0%	\$3,000	100.0%
Google AdWords	\$5,000	\$1,000	20.0%	\$4,000	80.0%
Advertising-Digital Subtotal	\$18,000	\$2,000		\$16,000	
Advertising-Print					
Ads placed in Magazines	\$2,500	\$0	0.0%	\$2,500	100.0%
Co-op Listing and Narrative	\$1,200	\$0	0.0%	\$1,200	100.0%
Advertising-Print Subtotal	\$3,700	\$0		\$3,700	
Advertising-Social Media					
Paid Boosted Posts	\$7,500	\$500	6.7%	\$7,000	93.3%
Ads	\$7,500	\$0	0.0%	\$7,500	100.0%
Special Events	\$7,500	\$0	0.0%	\$7,500	100.0%
Content Development	\$20,000	\$500	2.5%	\$19,500	97.5%
Advertising-Social Media Subtotal	\$42,500	\$1,000		\$41,500	
Branded Collateral					
Branded Collateral Pieces	\$15,000	\$1,000	6.7%	\$14,000	93.3%
Branded Content Development	\$20,000	\$0	0.0%	\$20,000	100.0%
Branded Infrastructure	\$5,350	\$0	0.0%	\$5,350	100.0%
Printed Collateral Subtotal	\$15,000	\$1,000		\$39,350	
Sitka Visitor Guide					
Printing	\$10,000	\$7,500	75.0%	\$2,500	25.0%
Online Hosting of Digital Magazine	\$1,750	\$1,000	57.1%	\$750	42.9%
Graphic Design/Content Development	\$8,000	\$1,000	12.5%	\$7,000	87.5%
Photo Usage	\$2,000	\$1,000	50.0%	\$1,000	50.0%
Sales Commission	\$5,000	\$4,000	80.0%	\$1,000	20.0%
Shipping	\$5,000	\$5,000	100.0%	\$0	0.0%
Sitka Visitor Guide Subtotal	\$31,750	\$19,500		\$12,250	
Advertising Costs Total	\$110,950	\$23,500	7.8%	\$112,800	

Category	Total Budget Required for Program	Base Budget Expense	Percentage in Base Budget	Supplemental Budget Expense	% Total Budget
Website					
Website Development	\$10,000	\$0	0.0%	\$10,000	100.0%
Website Maintenance	\$9,000	\$3,100	34.4%	\$5,900	65.6%
Website Costs Total	\$19,000	\$3,100	1.0%	\$15,900	
Tourism Business Training and Events					
Tourism Business Training	\$1,000	\$500	50.0%	\$500	50.0%
Tourism Business Events	\$1,000	\$500	50.0%	\$500	50.0%
Partner Training & Event Costs Total	\$2,000	\$1,000	0.3%	\$1,000	
Special Projects					
Fellows Contract	\$20,000	\$0	0.0%	\$20,000	100.0%
Special Projects Costs Total	\$20,000	\$0	0.0%	\$20,000	
Operating Expenses					
Accounting Services	\$5,000	\$5,000	100.0%	\$0	0.0%
Professional Services	\$1,000	\$1,000	100.0%	\$0	0.0%
Rent	\$25,200	\$25,200	100.0%	\$0	0.0%
Telephone/Internet	\$6,900	\$6,900	100.0%	\$0	0.0%
Insurance	\$3,300	\$3,300	100.0%	\$0	0.0%
Utilities	\$6,000	\$6,000	100.0%	\$0	0.0%
Office Technology	\$3,500	\$3,500	100.0%	\$0	0.0%
Office Supplies	\$3,500	\$3,500	100.0%	\$0	0.0%
Operating Costs Total	\$54,400	\$54,400	18.1%	\$0	
Administration					
Salaries	\$180,000	\$180,000	100.0%	\$0	0.0%
Payroll Tax	\$14,000	\$14,000	100.0%	\$0	0.0%
Professional Development/Training	\$5,000	\$5,000	100.0%	\$0	0.0%
Administration Costs Total	\$199,000	\$199,000	66.3%	\$0	
ESTIMATED EXPENSE GRAND TOTAL		\$300,000		\$200,200	
ESTIMATED CVS CONTRACT REVENUE TOTAL		\$300,000		\$200,200	
ESTIMATED VISIT SITKA EXPENSE TOTAL		\$300,000		\$200,200	
ESTIMATED VISIT SITKA Profit (Loss)		\$0		\$0	



Convention & Visitors Services Contract

Greater Sitka Chamber of Commerce

March 19th, 2019



Background

Transient Lodging Tax

Est. 1985

(Formally Hotel, Motel and Bed & Breakfast Transient Room Tax)

- 6% tax per night (originally 4%)
- Industry Specific Tax collected by the Visitor Industry
- Funds used for Visitor Industry Promotion
- Formally funded the Sitka Convention and Visitors Bureau 1985-2015

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Visitor Activities Enhancement Fund

The proceeds contained in the visitor activities enhancement fund may be appropriated by the assembly for any purpose related to the **enhancement of tourism and visitor-related activities** in the municipality, to include but not be limited to, contractual funding of a **convention and visitor's bureau, funding of travel of municipal officials to travel-related conventions and trade shows, and procurement of tourism-related advertising.**

Est. February 2015

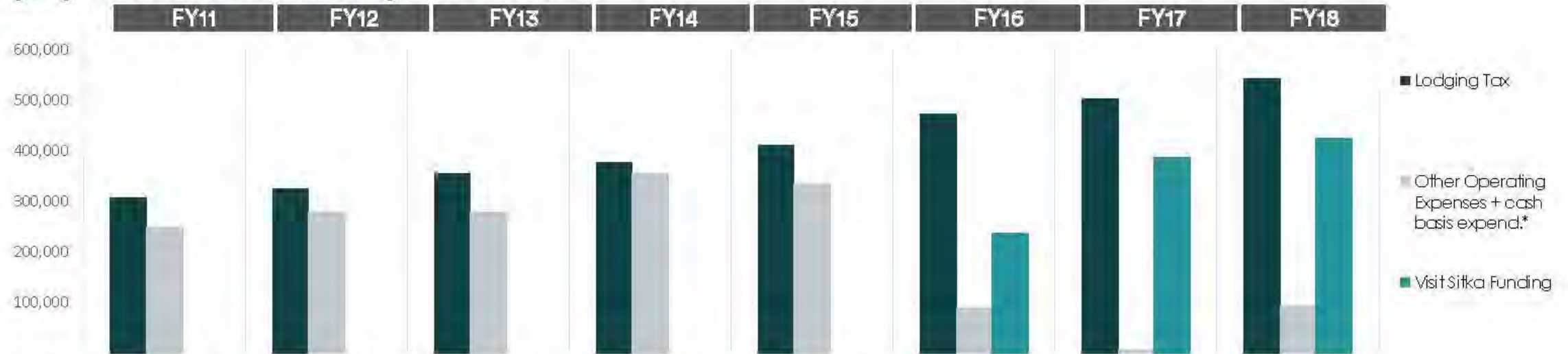
Sitka^{VISIT}

Convention and Visitors Services Contract

- 2015 Original RFP for Convention & Visitor Services
- Greater Sitka Chamber of Commerce Selected
 - 3 year contract October 2015-June 2018
 - Sitka Chamber creates Visit Sitka, Sitka's Destination Marketing Agency (DMO)
 - 3 year renewable contract awarded December 2018
 - *Exhibit B CVS Contract: "The annual contract amount shall be a minimum of \$300,000. Annual budget to be determined by the Sitka Assembly following an annual work session, with first payment in next fiscal year. If the contribution is increased by Assembly action, the annual contract amount will be adjusted accordingly. The Contractor is encouraged to request additional funding for specific projects above and beyond those included in this contract, pursuant to approval by the Assembly."*

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Lodging Tax vs. CVS Funding FY11-FY18



Actuals	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18
Lodging Tax	307,890.00	325,351.00	354,158.00	377,547.00	411,916.00	472,900.00	503,439.00	543,697.00
Other Operating Expenses + cash basis expend.*	250,240.00	280,048.00	280,000.00	355,818.00	335,000.00	90,092.00	5,013.00	93,180.00
Visit Sitka Funding	0.00	0.00	0.00	0.00	0.00	237,500.00	387,126.00	425,732.00
% Lodging Tax to Retained Cash Asset by CBS	0.81	0.86	0.79	0.94	0.81	.19/.50	0.77	0.78



Convention & Visitors Services Special Budget

FY19 Special Allocation \$83,072

FY20 Special Allocation \$200,200



Cruise Promotion

FY19 Special Allocation \$4,300

FY20 Special Allocation \$8,500

Promotion- Cruise

- 82% of Sitka's Visitor market
 - 17% Air
 - 1% Ferry
- Cruise Critic selected Sitka in the top three ports in SE AK



visit
Sitka

Seatrade Cruise Global

-
- A photograph of three women standing behind a white circular table at a trade show booth for Alaska. The woman on the left has reddish-brown hair and glasses, wearing a purple top. The woman in the center has long dark hair and is wearing a black top. The woman on the right has grey hair and glasses, wearing a dark grey button-down shirt. They are all smiling and wearing lanyards with badges. The table is covered with brochures and small informational cards. Behind them is a large white backdrop with the 'ALASKA' logo and the tagline 'Beyond Your Dreams. Within Your Reach.' A television screen on the backdrop displays a scenic view of a glacier. To the right, another sign partially visible says 'Visit Sitka ALASKA'. The background shows a busy trade show floor with other booths and people.



Promotion- Cruise

Travel Agent Trade Show

- 80% of Cruise booked through Travel Agents
 - Drive demand to Sitka destination
- Get our port exposure to XXX agents with existing clients



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Meetings & Conventions Promotion

FY19 Special Allocation \$7,000

FY20 Special Allocation \$16,000

Promotion- Mtgs & Conventions

- Sitka convention sales ROI: **\$99.16 for every \$1** invested in sales and marketing.
- In CY18, Sitka saw appx. **2,575 attendees at 23 events*** to destination meetings and conventions for appx.
- **107 total days generating an est. economic impact of \$3.03M.**

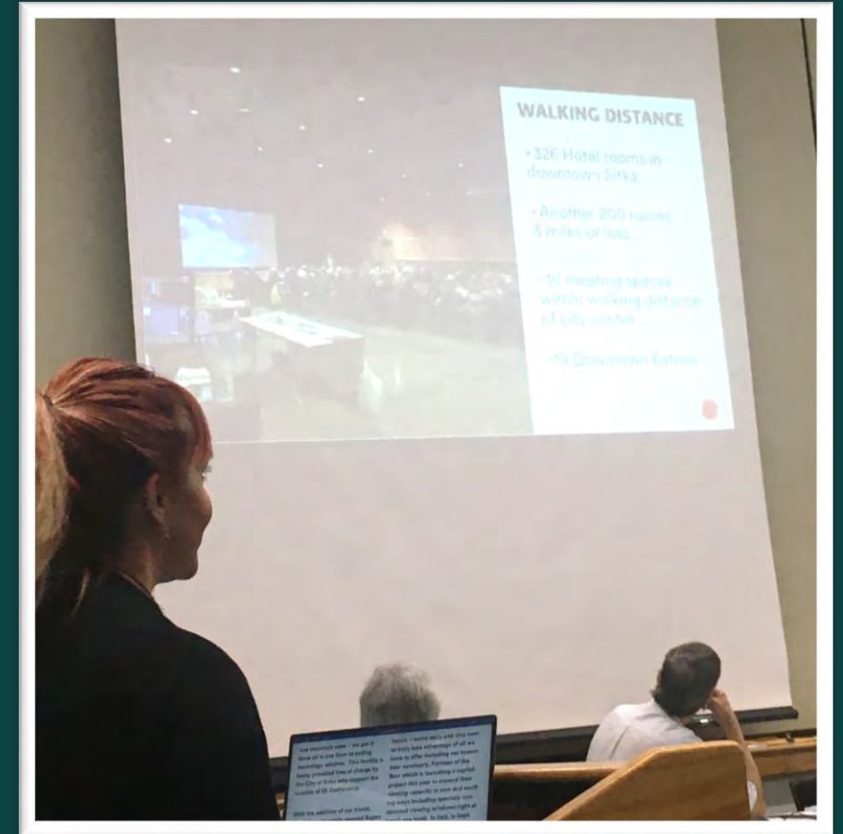
*(excluding SSMF & SFAC)



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Promotion- Meetings & Conventions

- Relationship building & face-to-face interactions with decision makers
 - Incentive Travel
 - C-Suite retreats
 - In-state
 - Trade
 - Government
 - School travel



Sitka VISIT

Promotion- Conventions

Special Project

- Host Community Southeast Conference September 2019
 - Hosted opening night reception
 - Transportation support
 - Live/silent auction support
 - 250-300 people



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Tourism Promotion

FY19 Special Allocation \$3,000

FY20 Special Allocation \$12,000

Promotion- Tourism

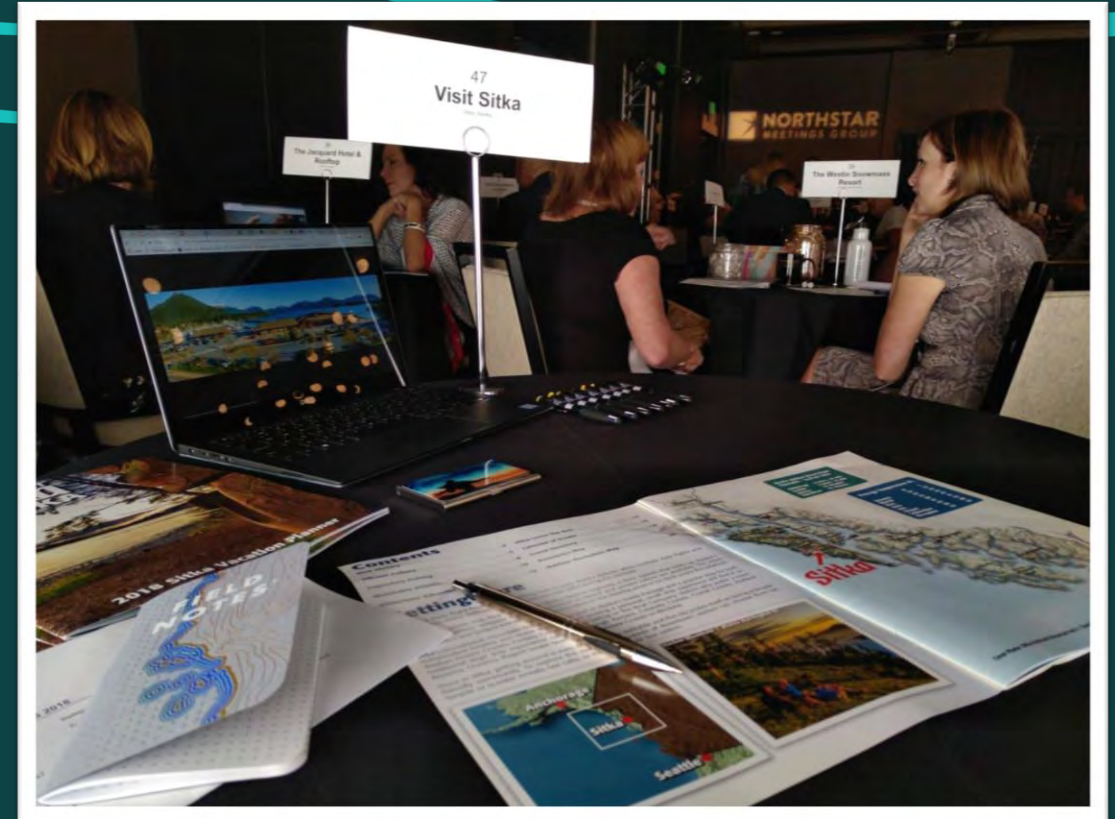
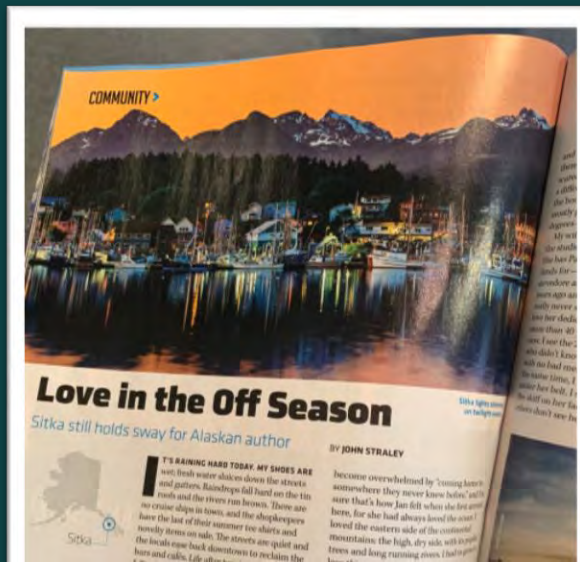
- Travel-trade show
 - Independent and fishing visitors
- Alaska Travel Industry Association
 - Connect with hundreds of travel industry professionals and advocates



Sitka VISIT
ALASKA

Promotion- Tourism

- Alaska Media Roadshow
 - Face-to-face with vetted media



VISIT
Sitka



Media, Partnerships & Cooperative Marketing

FY19 Special Allocation \$8,500

FY20 Special Allocation \$14,000

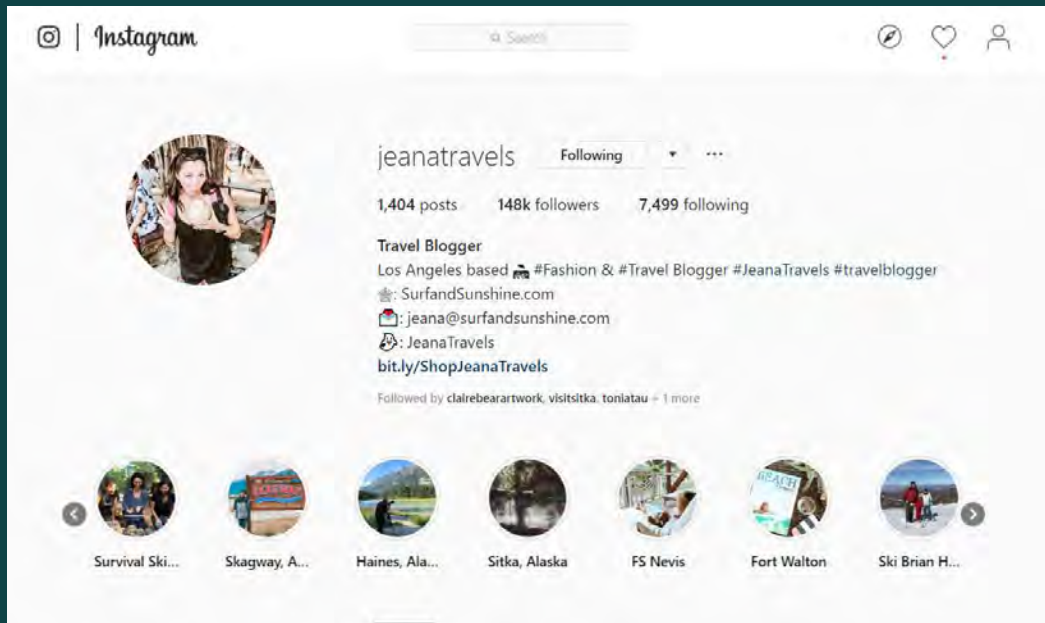


Media & Public Relations

- ROI on ad equivalency is **\$243.96 for every \$1 spent** on travel media and familiarization tours.
- In CY18, Visit Sitka had **216 media contacts** and helped **host 15 media visits** to Sitka.
- 3.9 Million in media ad equivalency over May-August 2018. (Trendkite).

Media & Public Relations

- Influencer trips to Sitka



Sitka VISIT



Advertising

FY19 Special Allocation \$8,000

FY20 Special Allocation \$16,000



Digital Advertising

- Content Creation
- On brand and telling the Sitka Story
- 96% of leisure travelers use mobile phones for trip planning

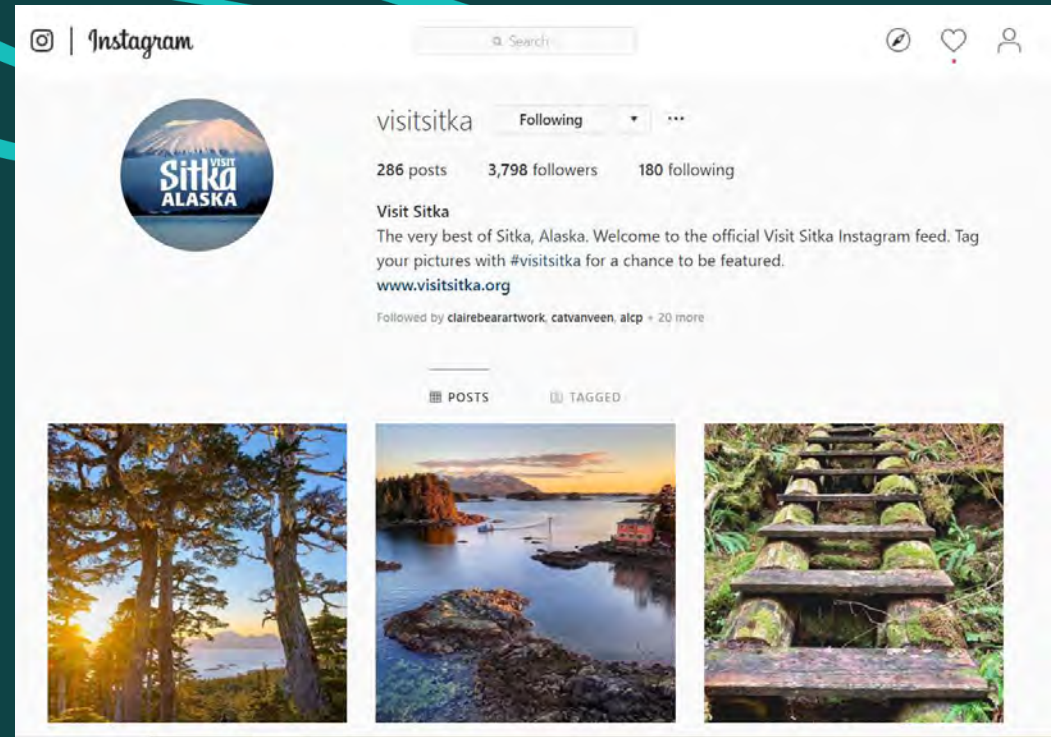
Print Advertising

- Limited print buys with focus on media and public relations
- Alaska State Vacation Planner
- Sunset Magazine



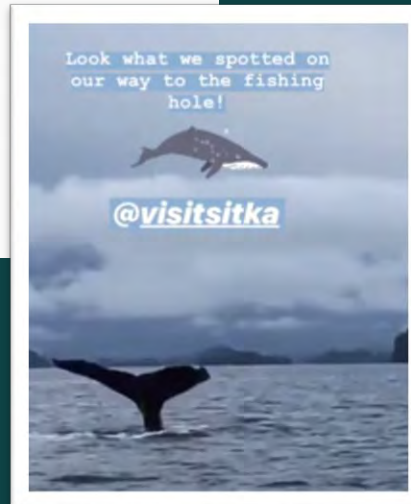
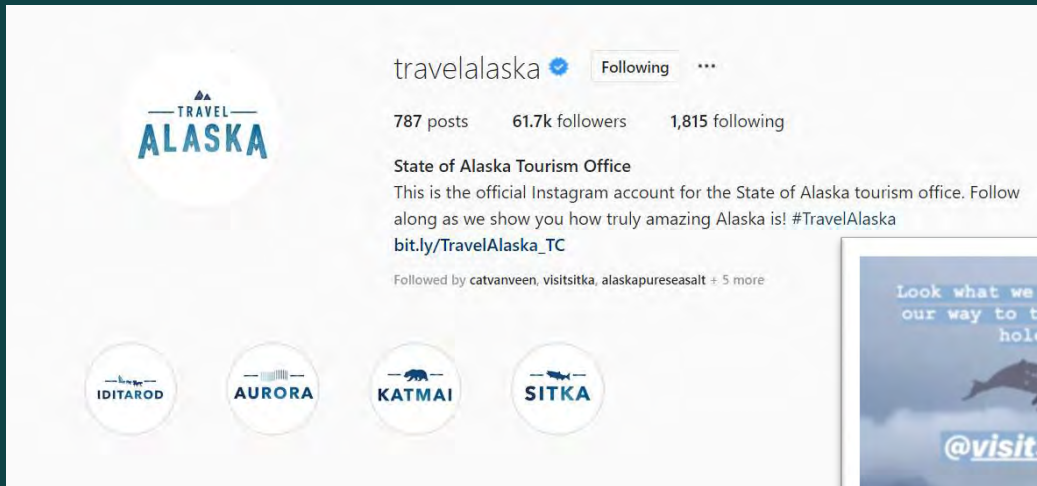
Social Media

- Video & image creation
- Paid promotion and ads
- Instagram stories
- Short-form video
- Instructional videos- enhance the visitor experience
- Facebook live



Visit
Sitka

Social Media



Sitka VISIT



Branded Content

FY19 Special Allocation \$5,000

FY20 Special Allocation \$20,000



Branded Content

- Includes the content for:
 - Articles
 - Videos
 - Podcasts
- Supports the New Website
 - Planned expansion into social media

Branded Content

- Produce 5 x 1-1:30 minute story videos
 - Experience based visuals
- Use footage for shorter clips for Facebook and Instagram
- Produce a 30-50 high res image gallery
- Content to support partnerships with AK Airlines and high end sport fishing/outdoor gear producers



Sitka VISIT



Branded Collateral

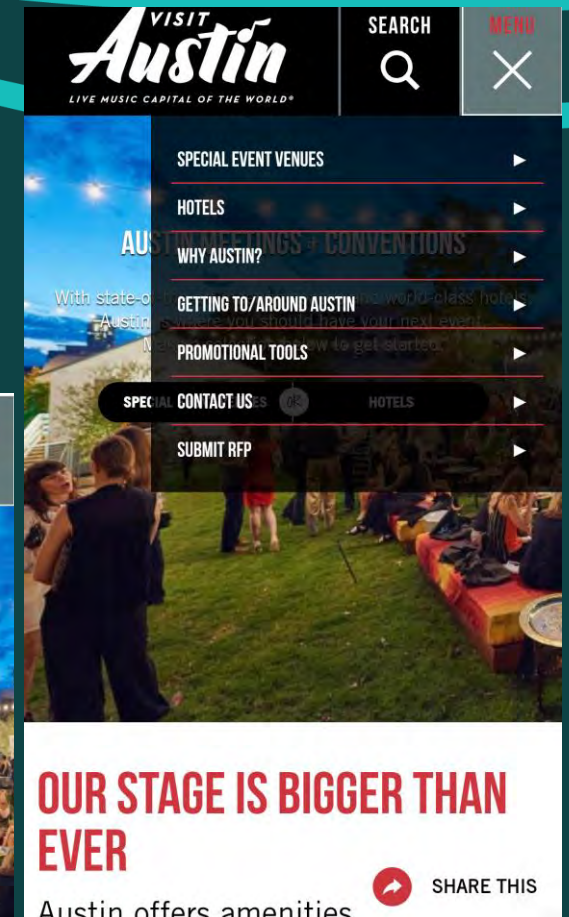
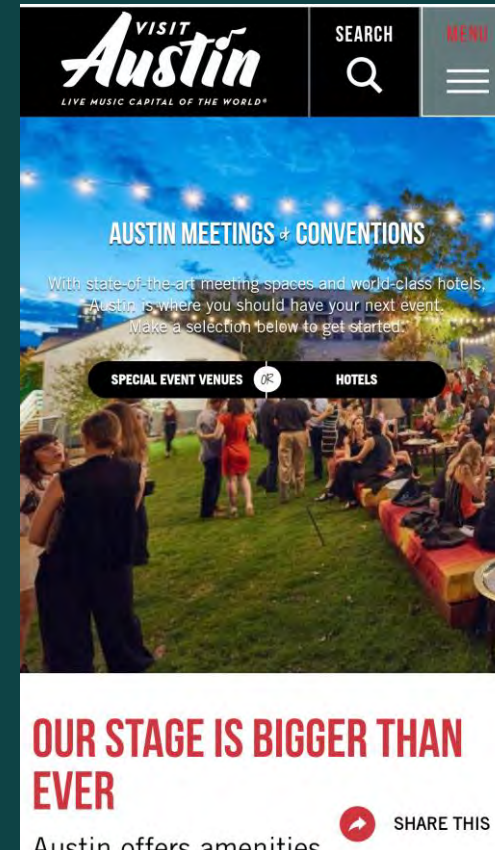
FY19 Special Allocation \$7,000

FY20 Special Allocation \$19,350

Branded Collateral

Special Project

- Meeting & Convention Guide
- Tool-kit



Visit
Sitka

Branded Collateral

- 2019- **New Magazine Style**
 - Editorial Content
 - Full page visuals
 - Digitally Interactive Version
- VisitSitka.org



Visit
Sitka

Branded Collateral

Calendar of Events

JANUARY

Renaissance Christmas and New Year's Eve
Celebrate the holidays with a variety of events, including a fireworks display, a parade, and a New Year's Eve party. Tickets are available at www.visit-sitka.com.

FEBRUARY

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

MARCH

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

APRIL

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

MAY

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

JUNE

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

JULY

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

AUGUST

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

SEPTEMBER

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

OCTOBER

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

NOVEMBER

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

DECEMBER

Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

Julia Hughes Tradition
Celebrate the life of Julia Hughes, a local woman who lived in Sitka from 1880 to 1960. The tradition is a series of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.

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Sitka Sea Festival
Celebrate the sea with a variety of events, including a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.



Fourth of July Celebration
The annual celebration of the Fourth of July in Sitka is a day of fun and fireworks. The celebration includes a parade, a fireworks display, and a Sea Festival. Tickets are available at www.visit-sitka.com.



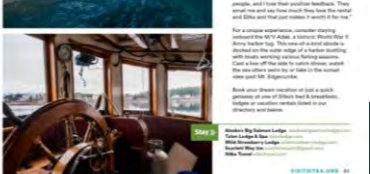
Shopping
A group of people are gathered around a table, looking at a large map or a display. They appear to be in a museum or a gallery, and they are all looking at the display with interest.



Shopping
A group of people are gathered around a table, looking at a large map or a display. They appear to be in a museum or a gallery, and they are all looking at the display with interest.



A Stay With a View
A group of people are gathered around a table, looking at a large map or a display. They appear to be in a museum or a gallery, and they are all looking at the display with interest.



Shopping
A group of people are gathered around a table, looking at a large map or a display. They appear to be in a museum or a gallery, and they are all looking at the display with interest.

DINING



Eating Alaska

Painted octopus tentacles stretch across a windowed wall in Beak restaurant, a sea-to-table eatery situated in downtown Sitka. With a view of O'Connell Bridge and the surrounding ocean, patrons can enjoy a cup of salmon chowder or honey miso black cod tips from Beak's eclectic wooden top tables.

Beak's unique name has multiple meanings for owner Renée Triffin. It reflects the restaurant's octopus logo she had in tow before its opening in 2017, and it has a deeper meaning that pays homage to the core of the restaurant's philosophy.

"I didn't realize it at first, but Beak is also Be AK, Be Alaska. Like, eat it!" Renée said.

Part of Renée's mission, she says, is to "give people a sense of place, a sense of the Southeast Alaskan lifestyle." One way she achieves her goal is by serving as many locally sourced ingredients as possible throughout the hearty and unique flavors of the region.

"I try to buy local because we have really great seafood here. It keeps shipping costs lower, and I like to work within the limits you have," said Renée. "We're on a remote island, but if you look deeply, you can find a lot of really interesting products that aren't on traditional menus."

really underutilized piece[s]." Other local delicacies include black cod tips, the tender meat under the fish's jaw, and salmon skin. Renée prepares the crispy thin skin like a potato chip and serves it with habanero honey and arugula.

Beak was inspired by the abundance of local seafood arriving on Sitka docks, but fish is not the only choice on the menu. Reindeer sausage from an Anchorage-based company, falafel, hummus and a vegan barley soup round out the menu. Seasonal treats like berry scones with locally picked wild blueberries and huckleberries are also available.

Having worked in multiple luxury establishments, Renée became aware of what the award winners apart, namely, quality and attention to detail.

"Because my background is in fine dining, I take a lot of care and thought in my food. I start with raw ingredients like potatoes

ACTIVITIES



Fishing with Friends
After a long and satisfying day reeling in fish from the bountiful Pacific waters surrounding Sitka, there is nothing quite like relaxing on your own peaceful oceanfront balcony and watching the sun set behind the dormant volcano Mt. Edgecumbe. With salty spray in the air and a playful sea after family gliding by the water's edge below, guests soak in that truly Alaskan experience of being immersed in wild beauty.

At Cascade Creek Inn & Charters, husband and wife team Rick and Caryn offer an eager to share their unique fishing that drew them to Sitka over 30 years ago and ultimately inspired them to purchase the lodge they now so lovingly nurture and offer as a gift to their guests.

Cascade Creek Inn & Charters provides anglers of all experience levels with all-inclusive Alaskan fishing adventures in the summer months. Following their early start at the lodge, after a hearty breakfast and a ride to the dock where the first aluminum boats await to safely, quickly and comfortably transport the group to fishing spots. Experienced guides and crew await to get clients into some good fishing with a variety of methods: trolling, casting, or bowfishing. Fishing for halibut and, when the winds cooperate off shore, using electric reels for the very deep fish, like black cod.

Following some afternoon fishing, guests return to enjoy some downtime and light refreshments in the lodge. That time of day is Rick's favorite. He enjoys watching guests, hearing their fish stories in the lodge and trading a few of his own. After dinner sessions in the lounge, there is

always a familiar rhythm at the lodge that envelopes the experience for the day and to family. That's pretty neat. "We actually get people when they walk in the door," Rick says. "You call them to fish rooms. They're moved from being a guest to more of a friend. It makes the work and the experience."

That warm, inviting feeling is a natural extension of the throughout the life's love created at their lodge. Rick and Caryn have created a position with the Public Health Service after his medical school residency. After eight years in Sitka, they decided to move their three sons and daughter back to their home in the Sitka area. They are here and "love these kids here to see."

They returned to the island they loved and eventually met the family. Their college-aged sons spent summers at Cascade Creek Inn & Charters and the family (three sons) moved in the area. The two sons have become anglers and are beginning to fish for both of their own. Rick and Caryn have decided to sell a large lot of land on the Cascade Inn site a few years ago. One thing led to another, and all of a sudden the family moved into it. It's a bit of a miracle, but it's a good one.



and father, capture the boats while their daughter Kayne runs the lodge. Rick continues to manage and maintain the family business, and Caryn manages the boats, vehicles and outdoor service.

Originally from South Dakota, Rick and Caryn first moved to Sitka when Rick accepted a position with the Public Health Service after his medical school residency. After eight years in Sitka, they decided to move their three sons and daughter back to their home in the Sitka area. They are here and "love these kids here to see."

They returned to the island they loved and eventually met the family. Their college-aged sons spent summers at Cascade Creek Inn & Charters and the family (three sons) moved in the area. The two sons have become anglers and are beginning to fish for both of their own. Rick and Caryn have decided to sell a large lot of land on the Cascade Inn site a few years ago. One thing led to another, and all of a sudden the family moved into it. It's a bit of a miracle, but it's a good one.

For Rick, it's a magical time of day where guests really feel why Sitka is special. It's hard to pinpoint what makes Sitka special to him and why Rick and his family love sharing Sitka with their guests. In Sitka, "It's just not one thing, but it's the people. We have the best people in Sitka."

To learn more about Cascade Creek Inn & Charters or book one of the many Sitka charter fishing options visit the homepage below or in our directory.

World-class Fishing
Cascade Creek Inn & Charters is a family-owned and operated business. Rick and Caryn have been fishing in Sitka for over 30 years. They are here and "love these kids here to see."

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VISIT Sitka

Branded Collateral

SHIP NAME	PASSENGER COUNT	DOCKING CODE
Amsterdam	1460	ISD: Inner Sitka Dock
Carnival Legend	2124	OSD: Old Sitka Dock
Carnival Splendor	3000	CR: Crescent Harbor
Crystal Symphony	900	CPW: City Port Wall
Eurodam	2100	PET: Petro Dock
Grand Princess	2600	
Infinity	2038	
Le Soleal	260	
Millenium	2038	
Norwegian Jewel	2376	
Quest	100	
Regatta	700	
Seabourn Sojourn	450	
Sea Bird	70	

PASSENGER ESTIMATES

2016:	120,988 passengers
2017:	125,878 passengers
2018:	135,788 passengers
May:	21,576p
June:	23,576p



STAY UP TO DATE: Find the 2018 Cruise Ship Live Google Calendar here: visitsitka.org/partner-services

July 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Total: 70 Sea Lion 70 PET, 07:00 – 18:00	Total: 592 Silver Shadow 382 2CR, 08:00 – 16:30 Star Legend 210 OSD, 08:00 – 20:00	Total: 700 Regatta 700 OSD, 07:00 – 16:00	Total: 3000 Crystal Symphony 900 2CR, 07:30 – 17:00 Eurodam 2100 OSD, 08:00 – 17:00	Total: 1910 Amsterdam 1460 OSD, 08:00 – 16:00 Seabourn Sojourn 450 ISD, 10:00 – 18:00		Total: 700 Seven Seas Mariner 700 OSD, 08:00 – 16:00
Total: 380 Quest 100 ISD, 06:00 – 18:00 Sea Bird 70 PET, 06:00 – 18:00 Star Legend 210 OSD, 07:00 – 17:00	Total: 382 Silver Shadow 382 2CR, 08:30 – 13:00	Total: 2738 Regatta 700 ISD, 07:00 – 16:00 Infinity 2038 OSD, 10:30 – 20:00	Total: 2100 Eurodam 2100 OSD, 08:00 – 17:00	Total: 1460 Amsterdam 1460 OSD, 08:00 – 16:00	Total: 1460 Zaandam 1460 OSD, 08:00 – 16:00	

2019 CRUISE SHIP CALENDAR



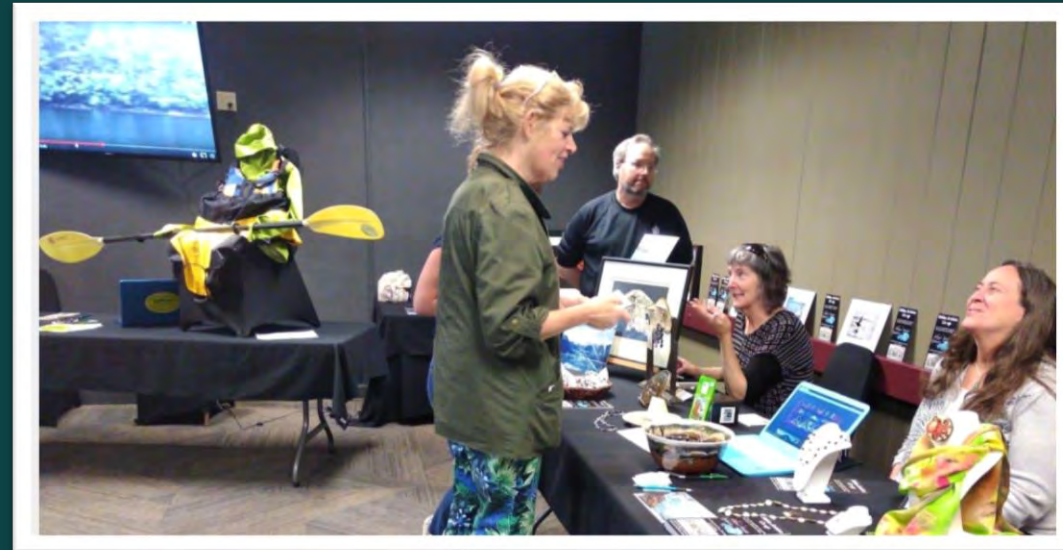
Tourism Business Training & Events

FY19 Special Allocation \$500

FY20 Special Allocation \$1,000

Tourism Business Training & Events

- Additional Support Tourism Business Sector
- Enhances Visitor Experience
- Summer Expo & Alaska Host



Sitka^{VISIT}



Website: VisitSitka.org

FY19 Special Allocation \$5,000

FY20 Special Allocation \$10,000



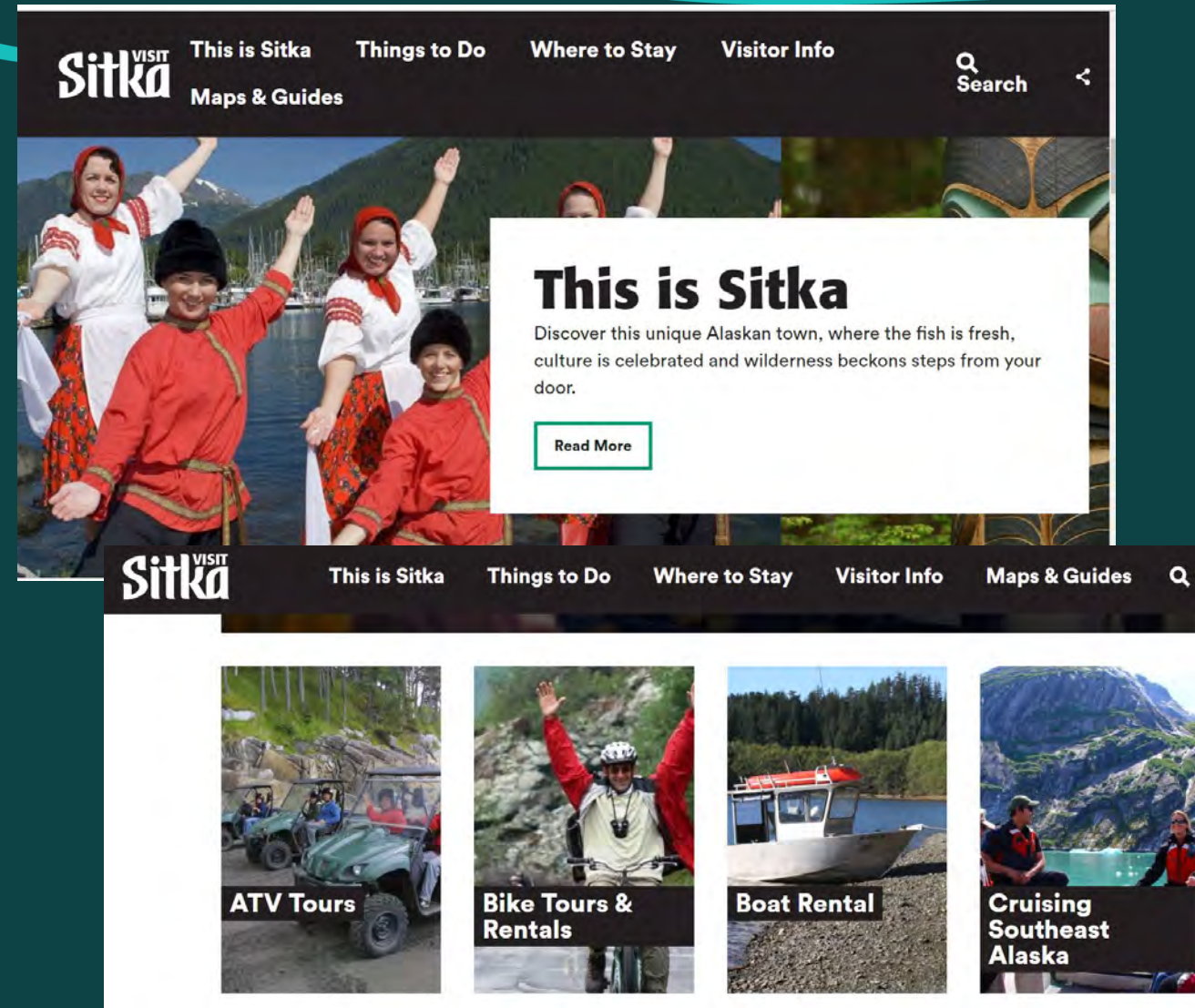
Visit Sitka Website

- Adding updated content regularly moves VS up in **search engine results** (SEO) - gets us in front of more eyes
- Builds a relationship and engagement with travelers
- **Positions Visit Sitka as expert** source again supporting relationship as trusted friend
- One of the **fastest and easiest** ways to regularly add content to website
- Makes the website more **dynamic and interactive**

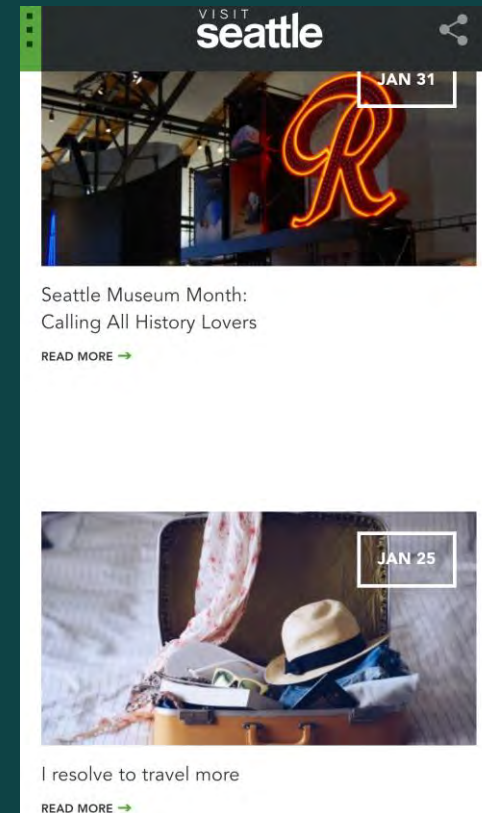
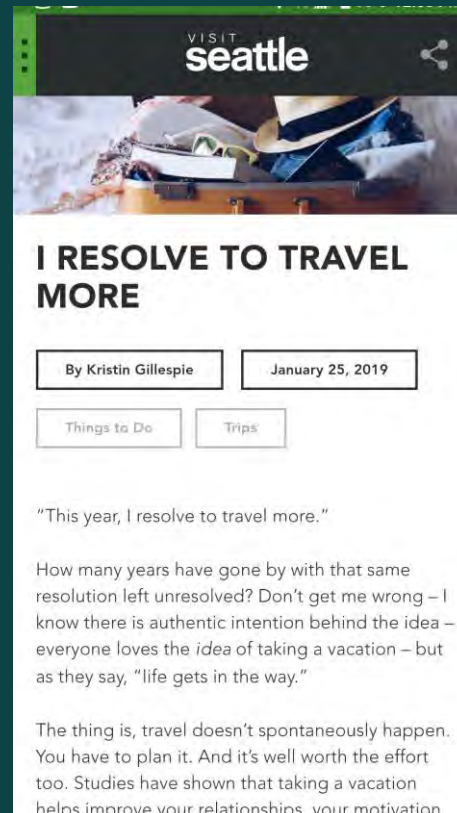
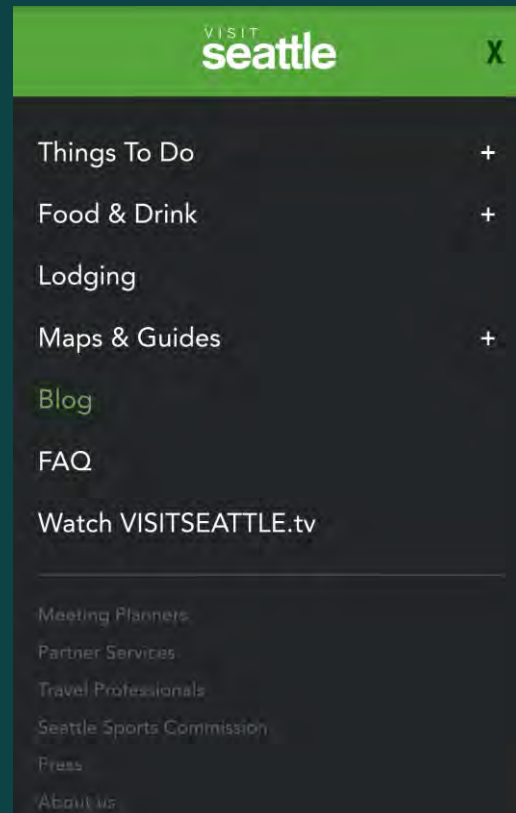
Sitka^{VISIT}

Website Development

- 80,000 visitors in CY2018
- Fresh content
- Updated images
- Increased vendor descriptions
- Platform for Videos
- Blog



Visit Sitka Website Blog



Sitka VISIT



Special Project- Sitka Blog

FY20 Special Allocation \$20,000



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-066 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 4/9/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Report from interim Police Chief Baty and Discussion / Direction / Decision on the selection of a Police Department third party investigator (executive session anticipated)

Sponsors:

Indexes:

Code sections:

Attachments: [Report Exec Session.](#)
[PD third party investigator.pdf](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTIONS

Step 1:

I MOVE to go into executive session* to receive a verbal report from interim Police Chief Robert Baty concerning legal matters involving operations of the Sitka Police Department affecting the municipality.

Step 2:

I MOVE to reconvene as the Assembly in regular session.

*Sitka General Code 2.04.020 Meetings

D. All meetings shall be open to the public except that the following may be discussed in closed executive session:

1. Matters, the immediate knowledge of which would adversely affect the finances of the municipality;
2. Subjects that tend to prejudice the reputation and character of any person, provided the person may request a public discussion;
3. Matters which by law, municipal Charter or ordinances are required to be confidential;
4. Communications with the municipal attorney or other legal advisors concerning legal matters affecting the municipality or legal consequences of past, present or future municipal actions.

Discussion / Direction / Decision

on the selection of a Police Department third party investigator.

Rich Schardan
Former Chief of Police, Marysville, IL
Marion City Police Dept., IL (25 years)
Chief Mentor
Ph# 618-530-6148
rodan22@yahoo.com

Stan Crowder, PhD
Ret. Colonel, US Army, Office of Inspector General
CJ Professor, Kennesaw State Un.
Published Author, CJ Ethics
Board Member, GA POST (Peace Officer Standards and Training)
Ph# 404-309-3686
wscrowder33@gmail.com

Paul Ciolino
Retired US Army, MP
Former Investigator, Child Abuse Unit, State of Illinois
Private Investigator
Former Lead Investigator, CBS 48 Hours
Ph# 847-736-8397
pciolino@pjcinvestigations.com

Last Frontier Consulting & Investigations LLC
Michael Holman
PO Box 3109, Palmer, AK 99645
Ph# 907-359-1206
<http://lastfrontierconsulting.com/>

Russell Consulting, LLC
Gregory Russell
PO Box 1655
Soldotna, AK 99669
Ph# 907-260-9555
<http://russell-consulting.org/>



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-082 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 4/16/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Approve renegotiated hire offer for Planning Director Bruce Wall

Sponsors:

Indexes:

Code sections:

Attachments: [Motion Planning Director Administrator memo](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO approve the renegotiated hire offer for Planning Director Bruce Wall as recommended by the Municipal Administrator.



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

MEMORANDUM

To: Mayor Paxton and Assembly Members

From: Keith Brady, Municipal Administrator

Date: 4-17-19

Subject: Approval of Bruce Wall for Planning and Community Development Director

Summary

We have been searching for a Planning and Community Development (PCD) Director since August 2018. We have gone through four rounds of advertising and interviews. For this department to do the job they need for the good of the community of knowing and changing code, land sales, and land development, I was looking for someone with experience and preferably with an AICP certificate. This someone would also need to fit into the organization and community culture.

Sitka's Home Rule Charter 4.04(1) requires the Assembly to approve the appointment of department heads.

The applications were reviewed by Scott Brylinsky, Pat Swedeen, Matthew Lone and me. Based on his qualifications and the results of his pre-screening interview, Scott, Pat, Matthew and I chose to interview Bruce Wall. We all agreed that his resume and interview showed that he has the experience to do the job well and would be a great asset to the City and Borough of Sitka.

Fiscal Note

The proposed offer:

Starting Salary:	\$93,724.80 per year, paid in bi-weekly payments, Grade 36, Exempt full-time, benefitted
Annual Leave Accrual	12.67 hours per month (152 hours per year)
Moving Expenses	Up to \$10,000 payable as reimbursement of expenses upon provision of receipts
Other Benefits	As described in the City and Borough of Sitka Personnel Policies Handbook
Starting Date	To be determined, proposed for July 1, 2019

Recommendation

Approve the appointment of Bruce Wall as Planning and Community Development Director.



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-083 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 4/16/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Approve a liquor license renewal application for Baranof Island Brewing Company at 1209 A Sawmill Creek Road (possible executive session)

Sponsors:

Indexes:

Code sections:

Attachments: [Motion and Documents BIBCO](#)

Date	Ver.	Action By	Action	Result
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Possible Motions

I MOVE TO approve* a liquor license renewal application for Baranof Island Brewing Company at 1209 A Sawmill Creek Road and forward this approval to the Alcoholic Beverage Control Board without objection.

*subject to possible conditions per the Assembly

EXECUTIVE SESSION – if needed

I MOVE to go into executive session* with Chief Finance and Administrative Officer Jay Sweeney to discuss subjects that tend to prejudice the reputation and character of any person and to discuss matters, the immediate knowledge of which, would adversely affect the finances of the City and Borough of Sitka and invite in if desired, and when ready, Rick Armstrong of Baranof Island Brewing Company.

I MOVE to reconvene as the Assembly in regular session.

*Sitka General Code 2.04.020 Meetings

- D. All meetings shall be open to the public except that the following may be discussed in closed executive session:
1. Matters, the immediate knowledge of which would adversely affect the finances of the municipality;
 2. Subjects that tend to prejudice the reputation and character of any person, provided the person may request a public discussion;
 3. Matters which by law, municipal Charter or ordinances are required to be confidential;
 4. Communications with the municipal attorney or other legal advisors concerning legal matters affecting the municipality or legal consequences of past, present or future municipal actions.



THE STATE
of **ALASKA**
GOVERNOR MICHAEL J. DUNLEAVY

**Department of Commerce, Community,
and Economic Development**

ALCOHOL & MARIJUANA CONTROL OFFICE

550 West 7th Avenue, Suite 1600

Anchorage, AK 99501

Main: 907.269.0350

March 5, 2019

City and Borough of Sitka

Attn: Sara Peterson, Municipal Clerk

Via Email: sara.peterson@cityofsitka.org
melissa.henshaw@cityofsitka.org

Re: Notice of 2019/2020 Liquor License Renewal Application

License Type:	Brewery	License Number:	4912
Licensee:	Baranof Island Brewing Company, LLC		
Doing Business As:	Baranof Island Brewing Company		

We have received a completed renewal application for the above listed license (see attached application documents) within your jurisdiction. This is the notice required under AS 04.11.480.

A local governing body may protest the approval of an application(s) pursuant to AS 04.11.480 by furnishing the director **and** the applicant with a clear and concise written statement of reasons for the protest within 60 days of receipt of this notice, and by allowing the applicant a reasonable opportunity to defend the application before a meeting of the local governing body, as required by 3 AAC 304.145(d). If a protest is filed, the board will deny the application unless the board finds that the protest is arbitrary, capricious, and unreasonable.

To protest the application referenced above, please submit your written protest within 60 days, and show proof of service upon the applicant and proof that the applicant has had a reasonable opportunity to defend the application before a meeting of the local governing body.

Sincerely,

A handwritten signature in cursive script that reads "Erika McConnell".

Erika McConnell, Director

amco.localgovernmentonly@alaska.gov



Alcohol and Marijuana Control Office

550 W 7th Avenue, Suite 1600

Anchorage, AK 99501

alcohol.licensing@alaska.gov

<https://www.commerce.alaska.gov/web/amco>

Phone: 907.269.0350

Alaska Alcoholic Beverage Control Board

Master Checklist: Renewal Liquor License Application

Doing Business As:	Baranof Island Brewing Company	License Number:	4912
License Type:	Brewery		
Examiner:	JOH	Transaction #:	1012066 ✓

Document	Received	Completed	Notes
AB-17: Renewal Application	1/4/19	2/26/19	
App and License Fees	1/4/19	1/4/19	

Supplemental Document	Received	Completed	Notes
Tourism/Rec Site Statement			
AB-25: Supplier Cert (WS)			
AB-29: Waiver of Operation			
AB-30: Minimum Operation			
AB-33: Restaurant Affidavit			
COI / COC / 5 Star			
FP Cards & Fees / AB-08a			
Late Fee			

Names on FP Cards:	
--------------------	--

	Yes	No
Selling alcohol in response to written order (package stores)?	<input type="checkbox"/>	<input type="checkbox"/>
Mailing address and contact information different than in database (if yes, update database)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
In "Good Standing" with CBPL (skip this and next question for sole proprietor)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Officers and stockholders match CBPL and database (if "No", determine if transfer necessary)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

LGB 1 Response:

☐ Waive ☐ Protest ☐ Lapsed

LGB 2 Response:

☐ Waive ☐ Protest ☐ Lapsed



Alcohol and Marijuana Control Office
550 W 7th Avenue, Suite 1600
Anchorage, AK 99501
alcohol.licensing@alaska.gov
<https://www.commerce.alaska.gov/web/amco>
Phone: 907.269.0350

Alaska Alcoholic Beverage Control Board

Form AB-17: 2019/2020 Renewal License Application

What is this form?

This renewal license application form is required for all individuals or entities seeking to apply for renewal of an existing liquor license that will expire on December 31, 2018. All fields of this form must be complete and correct, or the application will be returned to you in the manner in which it was received, per AS 04.11.270 and 3 AAC 304.105. The Community Council field only should be verified/completed by licensees whose establishments are located within the Municipality of Anchorage or outside of city limits within the Matanuska-Susitna Borough.

This form must be completed correctly and submitted to the Alcohol & Marijuana Control Office (AMCO)'s main office, along with all other required documents and fees, before any renewal license application will be considered complete. Receipt and/or processing of renewal payments by AMCO staff neither indicates nor guarantees that an application will be considered complete, or that a license will be renewed.

Section 1 – Establishment and Contact Information

Enter information for the business seeking to have its license renewed. If any populated information is incorrect, please contact AMCO.

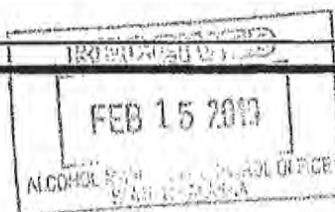
Licensee:	Baranof Island Brewing Company, LLC	License #:	4912
License Type:	Brewery	Legal Ref.:	AS 04.11.130
Doing Business As:	Baranof Island Brewing Company		
Premises Address:	1209 A Sawmill Creek Road		
Local Governing Body:	City & Borough of Sitka		
Community Council:	None		
Mailing Address:	1209 A Sawmill Creek Road		
City:	Sitka	State:	AK
		ZIP:	99835

Enter information for the individual who will be designated as the primary point of contact regarding this application. This individual must be a licensee who is required to be listed in and authorized to sign this application.

Contact Licensee:	Rich Armstrong	Contact Phone:	747 2739
Contact Email:	rich@baranofislandbrewing.com		

Optional: If you wish for AMCO staff to communicate with individual who is not a licensee named on this form (eg: legal counsel) about this application and other matters pertaining to the license, please provide that person's contact information in the fields below.

Name of Contact:		Contact Phone:	
Contact Email:			



AMCO
AN 01 2019



Alaska Alcoholic Beverage Control Board

Form AB-17: 2019/2020 Renewal License Application

Section 2 – Entity or Community Ownership Information

This top subsection must be completed by any licensee that is a corporation or LLC. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations, Business & Professional Licensing (CBPL). This number is neither your EIN/tax ID number, nor your business license number. You may view your entity's status or find your CBPL entity number by visiting the following site: <https://www.commerce.alaska.gov/cbp/main/search/entities>

General partnerships and local governments should skip to the second half of this page. Licensees who directly hold a license as an individual or individuals should skip to Section 3.

Alaska CBPL Entity #:	120647
-----------------------	--------

You must ensure that you are able to certify the following statement before signing your initials in the box to the right: Initials

I certify that this entity is in good standing with CBPL and that all current entity officials and stakeholders (listed below) are also currently and accurately listed with CBPL.

RA

This subsection must be completed by any community or entity, including a corporation, limited liability company, partnership, or limited partnership, that is applying for renewal. If more space is needed, please attach additional completed copies of this page.

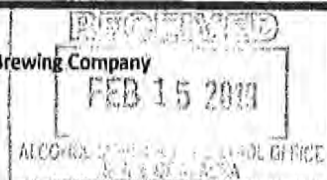
- If the applicant is a corporation, the following information must be completed for each stockholder who owns 10% or more of the stock in the corporation, and for each president, vice-president, secretary, and managing officer.
- If the applicant is a limited liability organization, the following information must be completed for each member with an ownership interest of 10% or more, and for each manager.
- If the applicant is a partnership, including a limited partnership, the following information must be completed for each partner with an interest of 10% or more, and for each general partner.

Important Note: The information provided in the below fields (including spelling of names, specific titles, and percentages held) must match that which is listed with CBPL. If one individual holds multiple titles mentioned in the bullets above, all titles must be listed for that individual on this application and with CBPL. Failure to list all required titles constitutes an incomplete application.

Name of Official:	Rick Armstrong				
Title(s):	RA - member manager	Phone:	907 2739	% Owned:	51
Mailing Address:	107 Apt D Sitka Island AK				
City:	Sitka	State:	AK	ZIP:	99835

Name of Official:	Suzan E Hess				
Title(s):	member	Phone:	738-1659	% Owned:	41
Mailing Address:	104 Lance Drive				
City:	Sitka	State:	AK	ZIP:	99835

Name of Official:					
Title(s):		Phone:		% Owned:	
Mailing Address:					
City:		State:		ZIP:	



JAN 04 2019



Alaska Alcoholic Beverage Control Board

Form AB-17: 2019/2020 Renewal License Application

Section 3 – Sole Proprietor Ownership Information

This section must be completed by any licensee who directly holds the license as an **individual or multiple individuals** and is applying for license renewal. If more space is needed, please attach a separate sheet that includes all of the required information. Entities should skip to Section 4. The following information must be completed for each licensee and each affiliate (spouse).

This individual is an: ☐ applicant ☐ affiliate (spouse)

Name:				Contact Phone:	
Mailing Address:					
City:		State:		ZIP:	
Email:					

This individual is an: ☐ applicant ☐ affiliate (spouse)

Name:				Contact Phone:	
Mailing Address:					
City:		State:		ZIP:	
Email:					

Section 4 – Alcohol Server Education

This section must be completed only by the holder of a beverage dispensary, club, or pub license or conditional contractor's permit. The holders of all other license types should skip to Section 5.

Read the line below, and then sign your initials in the box to the right of the statement:

Initials

I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check identification of a patron have completed an alcohol server education course approved by the ABC Board and keep current, valid copies of their course completion cards on the licensed premises during all working hours, as set forth in AS 04.21.025 and 3 AAC 304.465.

RA

Section 5 – License Operation

Check a single box for each calendar year that best describes how this liquor license was operated:

2017 2018

The license was regularly operated continuously throughout each year.

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
-------------------------------------	-------------------------------------

The license was regularly operated during a specific season each year.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

The license was only operated to meet the minimum requirement of 240 total hours each calendar year.

If this box is checked, a complete copy of Form AB-30: Proof of Minimum Operation Checklist, and all necessary documentation must be provided with this application.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

The license was not operated at all or was not operated for at least the minimum requirement of 240 total hours each year, during one or both of the calendar years.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

If this box is checked, a complete copy of Form AB-29: Waiver of Operation Application and corresponding fees must be submitted with this application for each calendar year during which the license was not operated for at least the minimum requirement, unless a complete copy of the form (including fees) has already been submitted for that year.



Alaska Alcoholic Beverage Control Board

Form AB-17: 2019/2020 Renewal License Application

Section 6 – Violations and Convictions

Applicant violations and convictions in calendar years 2017 and 2018:

Yes No

Have any notices of violation (NOVs) been issued to this licensee in the calendar years 2017 or 2018?

☐ ☒

Has any person or entity named in this application been convicted of a violation of Title 04, of 3 AAC 304, or a local ordinance adopted under AS 04.21.010 in the calendar years 2017 or 2018?

☐ ☒

If "Yes" to either of the previous two questions, attach a separate page to this application listing all NOVs and/or convictions.

Section 7 – Certifications

Read each line below, and then sign your initials in the box to the right of each statement:

Initials

I certify that all current licensees (as defined in AS 04.11.260) and affiliates have been listed on this application, and that in accordance with AS 04.11.450, no one other than the licensee(s) has a direct or indirect financial interest in the licensed business.

RA

I certify that I have not altered the functional floor plan or reduced or expanded the area of the licensed premises, and I have not changed the business name or the ownership (including officers, managers, general partners, or stakeholders) from what is currently approved and on file with the Alcoholic Beverage Control Board.

RA

I certify on behalf of myself or of the organized entity that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.

RA

As an applicant for a liquor license renewal, I declare under penalty of perjury that I have read and am familiar with AS 04 and 3 AAC 304, and that this application, including all accompanying schedules and statements, is true, correct, and complete. I agree to provide all information required by the Alcoholic Beverage Control Board or AMCO staff in support of this application and understand that failure to do so by any deadline given to me by AMCO staff will result in this application being returned to me as incomplete.

Signature of licensee

Signature of Notary Public

Printed name of licensee

Notary Public in and for the State of Alaska

My commission expires: Oct. 17, 2019

Subscribed and sworn to before me this 31 day of December, 2018.

Seasonal License? Yes ☐ No ☒

If "Yes", write your six-month operating period: _____

License Fee:	\$ 1000.00	Application Fee:	\$ 300.00	TOTAL:	\$ 1300.00
Miscellaneous Fees:					
GRAND TOTAL (if different than TOTAL):					

Details

ENTITY DETAILS

Name(s)

Type

Legal Name

Name

Baranof Island Brewing Company LLC

Entity Type: Limited Liability Company**Entity #:** 120687**Status:** Good Standing**AK Formed Date:** 2/23/2009**Duration/Expiration:** Perpetual**Home State:** ALASKA**Next Biennial Report Due:** 1/2/2021**Entity Mailing Address:** 1209 SAWMILL CREEK RD, SITKA, AK 99835**Entity Physical Address:** 1209 SAWMILL CREEK RD, SITKA, AK 99835

Registered Agent

Agent Name: Rick Armstrong**Registered Mailing Address:** 1209 SAWMILL CREEK RD, SITKA, AK 99835**Registered Physical Address:** 1209 SAWMILL CREEK RD, SITKA, AK 99835

Officials

AK Entity #	Name	Titles	Show Former
			Owned
	RICK ARMSTRONG	Member, Manager	51
	SUZAN HESS	Member	41

Filed Documents

Date Filed	Type	Filing	Certificate
2/23/2009	Creation Filing	Click to View	
10/03/2011	Biennial Report	Click to View	
12/31/2012	Biennial Report	Click to View	
10/07/2014	Biennial Report	Click to View	



CITY AND BOROUGH OF SITKA

Legislation Details

File #: ORD 19-13 Version: 1 Name:
Type: Ordinance Status: AGENDA READY
File created: 4/9/2019 In control: City and Borough Assembly
On agenda: 4/23/2019 Final action:
Title: Making supplemental appropriations for Fiscal Year 2019 (Shepard vs CBS)
Sponsors:
Indexes:
Code sections:
Attachments: [Motion Ord 2019-13](#)
[Ord 2019-13.pdf](#)

Date	Ver.	Action By	Action	Result
4/11/2019	1	City and Borough Assembly		

POSSIBLE MOTION

I MOVE TO approve Ordinance 2019-13 on
second and final reading.

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2019-13
AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA
MAKING SUPPLEMENTAL APPROPRIATIONS FOR FISCAL YEAR 2019
(Shepard vs CBS)

BE IT ENACTED by the Assembly of the City and Borough of Sitka, Alaska as follows:

1. **CLASSIFICATION.** This ordinance is not of a permanent nature and is not intended to be a part of the Sitka General Code of the City and Borough of Sitka, Alaska.

2. **SEVERABILITY.** If any provision of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and application thereof to any person and circumstances shall not be affected thereby.

3. **PURPOSE.** The purpose of this ordinance is to make a supplemental operating appropriation for Fiscal Year 2019.

4. **ENACTMENT.** In accordance with Section 11.10(a) of the Charter of the City and Borough of Sitka, Alaska, the Assembly hereby makes the following supplemental appropriations for the budget period beginning July 1, 2018 and ending June 30, 2019.

<u>FISCAL YEAR 2019 EXPENDITURE BUDGETS</u>
GENERAL FUND
Legal – Operations: Increase appropriation in the amount of \$50,000 for legal defense fees. These funds will come from the General Fund working capital.

EXPLANATION

The Administrator has determined that a supplemental operating appropriation is required to pay legal defense costs associated with ongoing litigation in the case Shepard vs. City and Borough of Sitka.

Total supplemental appropriations to date for the General Fund in FY2019 total \$1,861,395, not including this supplemental appropriation. Increases of operating budgets in the amount of \$133,998.10, to comply with Charter provisions pertaining to non-lapsing of encumbered funds at the end of a fiscal year (“Year-end soft close”), are not included in this amount.

5. **EFFECTIVE DATE.** This ordinance shall become effective on the day after the date of its passage.

PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka, Alaska this 23rd Day of April, 2019.

ATTEST:

Gary L. Paxton, Mayor

Sara Peterson, MMC
Municipal Clerk

1st reading 4/9/19

2nd and final reading 4/23/19



CITY AND BOROUGH OF SITKA

Legislation Details

File #: ORD 19-14 Version: 1 Name:
Type: Ordinance Status: AGENDA READY
File created: 4/9/2019 In control: City and Borough Assembly
On agenda: 4/23/2019 Final action:
Title: Making supplemental appropriations for Fiscal Year 2019 (City's Datacenter Storage upgrade)
Sponsors:
Indexes:
Code sections:
Attachments: [Motion Ord 2019-14](#)
[Ord 2019-14.pdf](#)

Date	Ver.	Action By	Action	Result
4/11/2019	1	City and Borough Assembly		

POSSIBLE MOTION

I MOVE TO approve Ordinance 2019-14 on
second and final reading.

CITY AND BOROUGH OF SITKA

**ORDINANCE NO. 2019-14
AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA
MAKING SUPPLEMENTAL APPROPRIATIONS FOR FISCAL YEAR 2019
(City's Datacenter Storage Upgrade)**

BE IT ENACTED by the Assembly of the City and Borough of Sitka, Alaska as follows:

1. **CLASSIFICATION.** This ordinance is not of a permanent nature and is not intended to be a part of the Sitka General Code of the City and Borough of Sitka, Alaska.
2. **SEVERABILITY.** If any provision of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and application thereof to any person and circumstances shall not be affected thereby.
3. **PURPOSE.** The purpose of this ordinance is to authorize the transfer of unexpended Fiscal Year 2019 appropriations in the Management Information System Internal Service Fund from operations to capital expenditures.
4. **ENACTMENT.** In accordance with Section 11.11(b) of the Charter of the City and Borough of Sitka, Alaska, the Assembly hereby directs the transfer for the budget period beginning July 1, 2018 and ending June 30, 2019.

<u>FISCAL YEAR 2019 EXPENDITURE BUDGETS</u>
ENTERPRISE AND INTERNAL SERVICE FUND
Management Information Systems Fund – Fixed Assets: Transfer unexpended appropriation in the amount of \$56,163.37 from Operations to Fixed Assets for the upgrade to the City's datacenter storage solution.

EXPLANATION

Staff has determined that an expansion of the data storage capacity in the Municipal data center is essential to maintain uninterrupted information technology operations. Staff anticipates that existing operating appropriations in the Management Information System Internal Service Fund will not be fully expended in FY2019 and, has requested that a portion of operating appropriations be transferred to capital expenditures to pay for the cost of additional data storage capacity.

Assembly approval by ordinance is required to transfer unexpended operating appropriations to capital expenditures, per Section 11.11 (b) (2) of the Home Rule Charter of the City and Borough of Sitka.

As of March 29, 2019, total unexpended operating appropriations in the Management Information Systems Internal Service Fund are \$282,439.

5. EFFECTIVE DATE. This ordinance shall become effective on the day after the date of its passage.

PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka, Alaska this 23rd Day of April, 2019.

ATTEST:

Gary L. Paxton, Mayor

Sara Peterson, Municipal Clerk

1st reading 4/9/19

2nd and final reading 4/23/19



CITY AND BOROUGH OF SITKA

Legislation Details

File #: ORD 19-15 Version: 1 Name:

Type: Ordinance Status: AGENDA READY

File created: 4/9/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Amending Title 22 "Zoning" of the Sitka General Code by modifying Chapters 22.08 "Definitions", Chapter 22.12 "Zoning Maps and Boundaries", Chapter 22.16 "District Regulations", Chapter 22.20 "Supplemental District Regulations and Development Standards" and adding new Section 22.16.180 "C Cemetery District" to create a Cemetery District

Sponsors:

Indexes:

Code sections:

Attachments: [Motion Ord 2019-15](#)
[Memo Ord 2019-15.pdf](#)
[Ord 2019-15.pdf](#)
[Ord 2019-15 planning documents.pdf](#)

Date	Ver.	Action By	Action	Result
4/11/2019	1	City and Borough Assembly		

POSSIBLE MOTION

I MOVE TO approve Ordinance 2019-15 on
second and final reading.




City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

Coast Guard City, USA

MEMORANDUM

To: Mayor Paxton and Members of the Assembly
Keith Brady, Municipal Administrator

From:  Scott Brylinsky, Planning and Community Development Interim Director (part-time)

Subject: Ordinance creating a cemeteries district

Date: April 3, 2019

Background

The city zoning code currently lacks a designation for cemeteries. Historically, cemeteries have resided in varied zoning districts, including the residential zoning districts R-1 and R-2, and the public zoning district P. The intent of the cemetery district is to contain land used for cemeteries and limited accessory uses. All uses in the cemetery district are intended to be cemetery-related and conducted with reverence and respect for those interred. It is a highly restrictive district.

The proposed amendments to the use tables in the zoning code would provide that only cemeteries and mausoleums are allowed uses. Museums, churches, and parks would be conditional uses. No other uses would be allowed.

After creation of the cemetery district, cemetery owners and land owners will be invited to submit applications for zoning map amendments to include their cemeteries and associated lands in the cemetery district. This ordinance adds no lands to the cemeteries district.

The draft ordinance went before the Historic Preservation Commission March 13, 2019, where it was recommended for approval as proposed 6-0.

The draft ordinance went before the Planning Commission March 20, 2019, where it was recommended for approval as proposed 4-0. Prior to that meeting notice of the proposed ordinance was sent to cemetery owners of record.

No amendments have been made to the draft ordinance since its proposal before the Historic Preservation Commission. No written comments have been received.

Recommendation

Motion to approve the ordinance.

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2019-15

**AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA AMENDING TITLE 22
“ZONING” OF THE SITKA GENERAL CODE BY MODIFYING CHAPTERS 22.08
“DEFINITIONS”, CHAPTER 22.12 “ZONING MAPS AND BOUNDARIES”, CHAPTER
22.16 “DISTRICT REGULATIONS”, CHAPTER 22.20 “SUPPLEMENTAL DISTRICT
REGULATIONS AND DEVELOPMENT STANDARDS” AND ADDING NEW SECTION
22.16.180 “C CEMETERY DISTRICT” TO CREATE A CEMETERY DISTRICT**

1. CLASSIFICATION. This ordinance is of a permanent nature and is intended to become a part of the Sitka General Code.

2. SEVERABILITY. If any provision of this ordinance or any application to any person or circumstance is held invalid, the remainder of this ordinance and application to any person or circumstance shall not be affected.

3. PURPOSE. The purpose of this ordinance is to create a cemeteries zoning district. The city zoning code currently lacks a designation for cemeteries. Historically, cemeteries have resided in varied zoning districts, including the residential zoning districts R-1 and R-2, and the public zoning district P. The intent of the cemetery district is to contain land used for cemeteries and limited accessory uses. All uses in the cemetery district are intended to be cemetery-related and conducted with reverence and respect for those interred. It is a highly restrictive district. This ordinance adds no lands to the newly created cemeteries zoning district.

4. ENACTMENT. NOW, THEREFORE, BE IT ENACTED by the Assembly of the City and Borough of Sitka that the Sitka General Code Title 22, be amended by modifying chapters 22.08, entitled “Definitions”, chapter 22.12, entitled “Zoning Maps and Boundaries”, chapter 22.16, entitled “District Regulations”, chapter 22.20, entitled “Supplemental District Regulations and Development Standards” and adding new section 22.16.180, entitled “C cemetery district”, to read as follows (deleted language stricken, new language underlined):

**Title 22
ZONING**

Chapters:

- 22.04 Introduction and General Provisions**
- 22.08 Definitions**
- 22.12 Zoning Maps and Boundaries**
- 22.16 District Regulations**
- 22.20 Supplemental District Regulations and Development Standards**
- 22.24 Special Use Permits**
- 22.30 Zoning Code Administration**

* * *

**Chapter 22.08
DEFINITIONS**

Sections:

* * *

22.08.164 Cemetery.

* * *

22.08.164 Cemetery.

"Cemetery" means an area set apart for or containing graves, mausoleums, urns, or similar arrangements for the deceased.

* * *

**Chapter 22.12
ZONING MAPS AND BOUNDARIES**

Sections:

22.12.010 District established.

22.12.020 Maps.

22.12.030 Maps-Changes.

22.12.040 Maps- Replacement.

22.12.050 District boundary- Interpretation when uncertainty exists.

22.12.060 District boundary- Interpretation when street/alley vacated.

22.12.010 District established.

The city and borough is divided into districts as shown on the zoning maps of the city and borough which, together with all explanatory matter, are adopted by reference to be a part of this title. The districts shall be as follows:

P	Public lands district
SF/SFLD	Single-family and single-family low density residential districts
R-1 LDMH	Single-family or duplex low density or single-family low density manufactured home district
R-1	Single-family and duplex residential district
R-1 MH	Single-family and duplex manufactured home district
R-2	Multifamily district

R-2 MHP	Multifamily and mobile home district
CBD	Central business district
C-1/C-2	General commercial and general commercial mobile home districts
WD	Waterfront district
I	Industrial district
GI	General island district
LI	Large island district
R	Recreation district
OS	Open space district
GP	Gary Paxton special district
<u>C</u>	<u>Cemetery district</u>

* * *

Chapter 22.16 DISTRICT REGULATIONS

Sections:

- 22.16.010 Generally.
- 22.16.015 Permitted, conditional and prohibited uses.
- 22.16.016 Accessory uses.
- 22.16.020 P public lands district.
- 22.16.030 SF/SFLD single-family residential and single-family low density residential districts.
- 22.16.035 R-1 LDMH single-family or duplex low density or single-family low density manufactured home district.
- 22.16.040 R-1 single-family and duplex residential district.
- 22.16.045 R-1 MH single-family, duplex and manufactured home zoning district.
- 22.16.050 R-2 multifamily residential district.
- 22.16.060 R-2 MHP multifamily and mobile home district.
- 22.16.070 CBD central business district.
- 22.16.080 C-1 general commercial district or C-2 general commercial mobile home district.

Zones	P(1)	SF	SFLD	R-1	R-1 MH	R-1 LDMH	R-2	R-2 MHP	CBD (11, 12)	C-1 (11)	C-2 (11)	WD (2, 11)	I	GI (3, 10)	LI (3)	R	OS	GP (13)	<u>C</u> <u>(16)</u>
• Hostel							C	C		P	P	P							
• Hotel/motel									P	P	P	P		PU/ CS	C	C			
• Bed and breakfast				C(7)	C(7)	C(7)	C(8)	C(8)	P	P	P	P		P	C				
• Short-term rental	C(15)			C	C	C	C	C	P	P(9)	P(9)	P(9)		P	C	P(9)			
• Rooming house							C	C	C	P	P	P		C	C				
• Lodge										P	P	P		PU/ CS	C				
• Limited storage				C(6)	C(6)	C(6)	C(6)	C(6)						P	C				

118

P: Public Lands District

SF: Single-Family District

SFLD: Single-Family Low Density District

R-1: Single-Family/Duplex District

R-1 MH: Single-Family/Duplex/Manufactured Home District

R-1 LDMH: Single-Family/Duplex and Single-Family/Manufactured Home Low Density Districts

R-2: Multifamily District

R-2 MHP: Multifamily/Mobile Home District

CBD: Central Business District

C-1/C-2: General Commercial and General Commercial/ Mobile Home Districts

WD: Waterfront District

I: Industrial District

GI: General Island District

LI: Large Island District

R: Recreational District

OS: Open Space District

GP: Gary Paxton Special District

C: Cemetery District

119

120 P—Permitted

121

122 C—Conditional Use Permit Required

123

124 PU/CS—Permitted on Unsubdivided Islands and Conditional Use on Subdivided Islands

125 C. Residential Uses Table 22.16.015-1 Footnotes.

126

127

128

* * *

129 16. All uses in the cemetery district are intended to be cemetery-related and conducted
130 with reverence and respect for those interred.

131

Table 22.16.015-2
Cultural/Recreational Uses

ZONES	P (1)	SF (7)	SFLD (7)	R-1 (7)	R-1 MH (7)	R-1 LDMH (7)	R-2 (7)	R-2 MHP (7)	CBD	C-1	C-2	WD (2)	I	GI(3)	LI (3)	R	OS	GP (9)	<u>C</u> (10)
CULTURAL																			
• Library	P								P	P	P			P	P				
• Museum	P								P	P	P			P	P				<u>C</u>
• Conference center							C	C	P	P	P			C	C				
• Church		C	C	C	C	C	C	C	P	P	P			PU/CS	C				<u>C</u>
• Art gallery	P			C(4)	C(4)	C(4)	C(4)	C(4)	P	P	P	C		C	C				
• Radio station												P							
RECREATIONAL																			
• Park and recreation														P	P				
• Park	P	P	P	P	P	P	P	P	P	P	P			P	P	P	P		<u>C</u>
• Trails	P	P	P	P	P	P	P	P	P	P	P			P	P	P	P		
• Campground	P													C	C		P		
• Resort										P	P			C	C	P			
• Marina	P									P	P	P		C	C	C	P		
• Travel trailer/recreational vehicle park	C									P	P	C		C	C				
• Ballpark/athletic field	P	C	C	C	C	C	C	C		P	P	P	P	P	C	P			
• Amusement and entertainment														PU/CS	C				
• Theater										P	P	P		C	C				
• Theater, drive-in										P	P			C	C				
• Outdoor amphitheater	P								P	P	P			PU/CS	C		P		

Table 22.16.015-2
Cultural/Recreational Uses

ZONES	P (1)	SF (7)	SFLD (7)	R-1 (7)	R-1 MH (7)	R-1 LDMH (7)	R-2 (7)	R-2 MHP (7)	CBD	C-1	C-2	WD (2)	I	GI(3)	LI (3)	R	OS	GP (9)	C (10)
• Bowling center									P	P	P			C	C				
• Sports club and yacht club	C									P	P	P		C	C		C (5)		
• Golf facility	P									P	P			C	C				
• Shooting range—indoor	C									C	C			PU/CS					
• Shooting range—outdoor										C	C			PU/CS					
• Arcades									P	P	P			C	C				
• Community center	C						C	C	P					C	C				
• Personal use docks—accommodating waterborne aircraft		C(6)	C(6)	C(6)	C(6)	C(6)	C(6)	C(6)				P		P(8)	P (8)	P (8)	P (8)		
• Personal use docks—perimeter of dock and float exceed 300 linear feet		C	C	C	C	C	C	C				P		P(8)	P (8)	P (8)	P (8)		
• Personal use docks—one lease slip, float houses permitted in accordance with the Sitka Coastal Management Program, no linear perimeter restriction, allowing liveaboards, and allowing float planes												P		P(8)	P (8)	P (8)	P (8)		
• Personal use docks—no perimeter restrictions, no restrictions on liveaboards and float planes. Float houses										P	P	P	P	P(8)	P (8)	P (8)	P (8)		

Table 22.16.015-2
Cultural/Recreational Uses

ZONES	P (1)	SF (7)	SFLD (7)	R-1 (7)	R-1 MH (7)	R-1 LDMH (7)	R-2 (7)	R-2 MHP (7)	CBD	C-1	C-2	WD (2)	I	GI(3)	LI (3)	R	OS	GP (9)	C (10)
allowed if permitted in accordance with Sitka Coastal Management Program																			
• Personal use docks—one nonfee liveaboard		P	P	P	P	P						P		P(8)	P(8)	P(8)	P(8)		
• Personal use docks—liveaboards, no more than 300-foot perimeter							P	P				P		P(8)	P(8)	P(8)	P(8)		
• Community personal use docks		C	C	C	C	C	C	C				P		P(8)	P(8)	P(8)	P(8)		
• Commercial use docks										P	P	P	P	C	C	C	C		

P: Public Lands District

SF: Single-Family District

SFLD: Single-Family Low Density District

R-1: Single-Family/Duplex District

R-1 MH: Single-Family/Duplex/Manufactured Home District

R-1 LDMH: Single-Family/Duplex and Single-Family/Manufactured Home Low Density Districts

R-2: Multifamily District

R-2 MHP: Multifamily/Mobile Home District

CBD: Central Business District

132

133 P—Permitted

134

135 C—Conditional Use Permit Required

136

137 PU/CS—Permitted on Unsubdivided Islands and Conditional Use on Subdivided Islands

C-1/C-2: General Commercial and General Commercial/ Mobile Home Districts

WD: Waterfront District

I: Industrial District

GI: General Island District

LI: Large Island District

R: Recreational District

OS: Open Space District

GP: Gary Paxton Special District

C: Cemetery District

D. Cultural/Recreational Uses Table 22.16.015-2 Footnotes.

* * *

10. All uses in the cemetery district are intended to be cemetery-related and conducted with reverence and respect for those interred.

Table 22.16.015-3
General Services Uses

ZONES	P(1)	SF	SFLD	R-1 (6)	R-1 MH (6)	R-1 LDMH (6)	R-2 (7)	R-2 MHP	CBD	C-1	C-2	WD (2)	I	GI(3)	LI (3)	R	OS	GP (8)	C (9)
PERSONAL SERVICES																			
• General services									P	P	P			C					
• Dry cleaning									P	P	P								
• Industrial laundry										C	C		P						
• Funeral home/crematorium									C	P	P			C					
• Cemeteries/mausoleum	P													C	C				P
• Day care/kindergartens	P			P(6)	P(6)	P(6)	P(5)	P(5)	C	P(5)	P(5)			P	P				
• Veterinary clinic							(7)		C	C	C		P	C					
• Automotive repair									C	P	P	P	P	C					
• Automotive service									C	P	P	P	P	C					
• Miscellaneous repair									P	P	P	P	P	C	C				
• Social service agencies									P	P	P	C		CU/*S	C				
• Stable	C									C	C			PU/CS		C			
• Kennel										C	C		C	P					
• Bank							C	C	P	P	P			C	C				
• Credit union							C	C	P	P	P			C	C				
• Massage treatments																C			

Table 22.16.015-3
General Services Uses

ZONES	P(1)	SF	SFLD	R-1 (6)	R-1 MH (6)	R-1 LDMH (6)	R-2 R-2 (6)	R-2 MHP	CBD	C-1	C-2	WD (2)	I	GI(3)	LI (3)	R	OS	GP (8)	C (9)
HEALTH SERVICES																			
• Offices/outpatient clinic							C	C	P	P	P			C	C				
• Hospital	C(4)								C	P	P			C	C				
• Medical/dental laboratory							C	C	P	P	P		P	C	C				
• Marijuana testing facility									C	C	C	C	C	C	C			C	
• Miscellaneous health facility							C	C	C	C	C			C	C				
EDUCATIONAL SERVICES																			
• Elementary school	P						C	C	C	C	C			C	C				
• Middle/junior high school	P						C	C	C	C	C			C	C				
• Secondary/high school	P						C	C	C	C	C			C	C				
• Vocational school	P						C	C	C	C	C			C	C				
• Specialized instruction school	P						C	C	C	C	C			C	C				
• College/university	P								C	C	C			C	C				
• School district support facility (excluding bus barns)	P						C	C	C	P	P		P	C	C				
• Auditorium	P																		

144

P: Public Lands District

SF: Single-Family District

SFLD: Single-Family Low Density District

R-1: Single-Family/Duplex District

R-1 MH: Single-Family/Duplex/Manufactured Home District

C-1/C-2: General Commercial and General Commercial/ Mobile Home Districts

WD: Waterfront District

I: Industrial District

GI: General Island District

R-1 LDMH: Single-Family/Duplex and Single-Family/Manufactured Home Low Density Districts

R-2: Multifamily District

R-2 MHP: Multifamily/Mobile Home District

CBD: Central Business District

LI: Large Island District

R: Recreational District

OS: Open Space District

GP: Gary Paxton Special District

C: Cemetery District

145

146 P—Permitted

147

148 C—Conditional Use Permit Required

149

150 PU/CS—Permitted on Unsubdivided Islands and Conditional Use on Subdivided Islands

151

152 CU/*S—Conditional Use on Unsubdivided Islands and Prohibited on Subdivided Islands

153

154 E. General Services Uses Table 22.16.015-3 Footnotes.

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* * *

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157 9. All uses in the cemetery district are intended to be cemetery-related and conducted
 158 with reverence and respect for those interred.
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Table 22.16.015-4

Public Facilities Uses

ZONES	P (1)	SF	SFLD	R-1	R-1 MH	R-1 LDMH	R-2	R-2 MHP	CBD	C-1	C-2	WD (2)	I	GI(3)	LI (3)	R	OS	GP (6)	<u>C</u> (8)
GOVERNMENT SERVICES										C									
• Public agency or utility office	P								P	C				PU/C S	C				
• Public agency or utility service yard	P									C		P	P	C	C				
• Public agency warehouse	P									C		P	P	C	C				
PUBLIC SERVICES																			
Courts	P								P					C	C				
Police station	P								P	P	P			C	C				

Table 22.16.015-4
Public Facilities Uses

ZONES	P (1)	SF	SFLD	R-1	R-1 MH	R-1 LDMH	R-2 R-2	R-2 MHP	CBD	C-1	C-2	WD (2)	I	GI(3)	LI (3)	R	OS	GP (6)	C (8)
Fire station	P			C	C	C	C	C	P	P	P	C	C	PU/C S	C	C			
Utility facilities (transformers, pump stations, etc.)	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		
Solid waste transfer facility	C(4)									C	C	C	C	C	C				
Landfill	P												C	C	C	C			
Land clearing landfills	C												C						
Wastewater treatment plant	C									C	C	P	P	C	C				
Public water supply facility	P									P	P	P	P	C	C	P			
Public transportation facility/airport	C								C	C	C	P(5)	P	C					
Animal shelter	P									C	C		C	C					
Recycling facility	C																		
Housing support facility (7)							C	C											

160

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R-1: Single-Family/Duplex District

R-1 MH: Single-Family/Duplex/Manufactured Home District

R-1 LDMH: Single-Family/Duplex and Single-Family/Manufactured Home Low Density Districts

R-2: Multifamily District

C-1/C-2: General Commercial and General Commercial/ Mobile Home Districts

WD: Waterfront District

I: Industrial District

GI: General Island District

LI: Large Island District

R: Recreational District

OS: Open Space District

R-2 MHP: Multifamily/Mobile Home District

CBD: Central Business District

GP: Gary Paxton Special District

C: Cemetery District

161

162 P—Permitted

163

164 C—Conditional Use Permit Required

165

166 PU/CS—Permitted on Unsubdivided Islands and Conditional Use on Subdivided Islands

167 F. Public Facilities Uses Table 22.16.015-4 Footnotes

168

169 * * *

170 8. All uses in the cemetery district are intended to be cemetery –related and conducted
 171 with reverence and respect for those interred.

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Table 22.16.015-5
Manufacturing/Storage Uses

ZONES	P (1)	SF	SFLD	R-1	R-1 MH	R-1 LDMH	R-2	R-2 MHP	CBD	C-1	C-2	WD (2)	I (3)	GI(4)	LI (4)	R	OS	GP (7)	<u>C (8)</u>
MANUFACTURING																			
• Food products include seafood processing										C	C	P	P	C	C	C			
• Mariculture												P		C	C				
• Winery/brewery, small scale									C	C	C	P	P	C	C				
• Textile mill products										C	C	P	P	C	C				
• Apparel and textile products										C	C	P	P	C	C				
• Wood products, except furniture										C	C	P	P	PU/CS	C				
• Furniture and fixtures										P	P	P	P	P	C				
• Paper and allied products										C	C	P	P	C	C				
• Petroleum refining and related products										C	C	P	P						
• Rubber and plastics products										C	C	P	P						
• Leather and										P	P	P	P	C	C				

ZONES	P (1)	SF	SFLD	R-1	R-1 MH	R-1 LDMH	R-2	R-2 MHP	CBD	C-1	C-2	WD (2)	I (3)	GI(4)	LI (4)	R	OS	GP (7)	C (8)
leather goods																			
• Tannery										C	C								
• Stone, clay, glass and concrete products										C	C	P	P	C	C				
• Primary metal products										C	C	P	P	C	C				
• Asphalt plant/concrete batch plant													C						
• Fabricated metal products										C	C	P	P	C					
• Industrial and commercial machinery										C	C	P	P						
• Heavy machinery and equipment										C	C	P	P						
• Computer and office equipment										P	P	P	P	C	C				
• Electronic and electric equipment										P	P	P	P	PU/CS	C				
• Miscellaneous vehicle manufacturing										C	C	P	P	C					
• Boat building										C	C	P(5)	P	C					
• Tire retreading										C	C	P	P						
• Other manufacturing										C	C	P	P(6)	C	C				
• Marijuana cultivation facility									C	C	C	C	C	C	C			C	
• Marijuana cultivation facility, limited									C	C	C	C	C	C	C			C	
• Marijuana product manufacturing facility									C	C	C	C	C	C	C			C	
• Marijuana product manufacturing facility, extract									C	C	C	C	C	C	C			C	

ZONES	P (1)	SF	SFLD	R-1	R-1 MH	R-1 LDMH	R-2	R-2 MHP	CBD	C-1	C-2	WD (2)	I (3)	GI(4)	LI (4)	R	OS	GP (7)	C (8)
only																			
STORAGE AND WAREHOUSING													P						
• Marine equipment/ commercial fishing gear/material storage										P	P	P	P	PU/CS	C				
• Boat storage										P	P	P	P						
• Construction materials storage									P	P	P	P	P	C	C	C			
• Trucking, courier and taxi service facilities									P	P	P	P(5)	P	C	C				
• Warehousing and wholesale trade									P	P	P	P(5)	P	C					
• Self-service storage									P	P	P	P	P	C					
• Log storage	C									C	C	P	P	C		P			
• Freight and cargo services									P	P	P	P(5)	P	C					
• Equipment rental services									P	C	C	P	P	C					
• Vehicle rental services									P	P	P	P	P	C					
• Natural resource extraction and mining support facilities												C	C	C	C			C	
• Storage of explosives													C						
• Bulk fuel storage												C							

176

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R-1 MH: Single-Family/Duplex/Manufactured Home

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Commercial/ Mobile Home Districts

WD: Waterfront District

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District

R-1 LDMH: Single-Family/Duplex and Single-Family/Manufactured Home Low Density Districts

LI: Large Island District

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R-2: Multifamily District

OS: Open Space District

R-2 MHP: Multifamily/Mobile Home District

GP: Gary Paxton Special District

CBD: Central Business District

C: Cemetery District

P—Permitted

C—Conditional Use Permit Required

PU/CS—Permitted on Unsubdivided Islands and Conditional Use on Subdivided Islands

G. Manufacturing/Storage Uses Table 22.16.015-5 Footnotes.

* * *

8. All uses in the cemetery district are intended to be cemetery-related and conducted with reverence and respect for those interred.

Table 22.16.015-6
Retail and Business Uses

ZONES	P (1)	SF	SFLD	R-1	R-1 MH	R-1 LDMH	R-2	R-2 MHP	CBD (8)	C-1	C-2	WD (2)	I (3)	GI (4)	LI (4)	R	OS	GP	<u>C</u> (10)
RETAIL USES																			
• Building, hardware and garden materials										P	P		P	C	C			P	
• Bulk forest products sales									P	P	P	P	P	P				P	
• Retail forest products sales										P	P	P	P					C	
• Art galleries and sales of art									P	P	P	P							
• Department and variety stores									P	P	P	P(5)		C	C				
• Food stores									P	P	P	P(5)		C	C	C(6)		C	
• Agricultural product sales										P	P		P	C	C			P	
• Motor vehicle and boat dealers									P(7)	P	P	P(5)		C				P	
• Auto supply stores									P	P	P			C	C			P	

[illegible]

ZONES	P (1)	SF	SFLD	R-1	R-1 MH	R-1 LDMH	R-2	R-2 MHP	CBD (8)	C-1	C-2	WD (2)	I (3)	GI (4)	LI (4)	R	OS	GP	<u>C</u> (10)
souvenirs and promotional materials that bear the logo or trade name of a GPIP permitted use business																			
• Stand alone souvenir and gift shops									P	P	P	P							
• Bulk retail										P	P			C	C				
• Commercial home horticulture	P	C	C	C(9)	C(9)		C(9)	C(9)	P	P	P	P		PU/ CS(9)	C(9)	P	P		
• Horticulture and related structures	P								P	P	P	P						P	
• Marijuana retail facility									C	C	C	C	C	C	C			C	
BUSINESS SERVICES																		P	
• General business services									P	P	P	P(5)	P	C	C			C	
• Professional offices							C	C	P	P	P	P(5)		C	C			P	
• Communications services									P	P	P	P(5)		C	C			P	
• Research and development services									C	P	P	C(5)	P	C	C			P	

194

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R-2 MHP: Multifamily/Mobile Home District

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CBD: Central Business District

C: Cemetery District

P—Permitted

C—Conditional Use Permit Required

PU/CS—Permitted on Unsubdivided Islands and Conditional Use on Subdivided Islands

H. Retail and Business Uses Table 22.16.015-6 Footnotes.

* * *

10. All uses in the cemetery district are intended to be cemetery-related and conducted with reverence and respect for those interred.

* * *

22.16.180 C cemetery district.

A. Intent. The Cemetery district is intended to contain land used for cemeteries and limited accessory uses. All uses in the cemetery district are intended to be cemetery-related and conducted with reverence and respect for those interred. This a highly restrictive district.

* * *

Chapter 22.20

SUPPLEMENTAL DISTRICT REGULATIONS AND DEVELOPMENT STANDARDS

Sections:

* * *

22.20.030 Classification of new and unlisted uses.

* * *

22.20.030 Classification of new and unlisted uses.

* * *

Table 22.20-1

Development Standards⁽²⁾

	MINIMUM LOT REQUIREMENTS	MINIMUM SETBACKS	MAXIMUM HEIGHTS (19)	MAXIMUM BUILDING COVERAGE	MAXIMUM DENSITY
--	-----------------------------	------------------	-------------------------	---------------------------------	--------------------

ZONES	Width	Area^(1, 18)	Front⁽³⁾	Rear	Side	Principal Structures	Accessory Structures		
P	(4)	(4)	20 ft.	15 ft.	10 ft.	40 ft.	16 ft.	35%	
SF ⁽¹⁶⁾	80 ft.	8,000 s.f.	20 ft. ⁽⁸⁾	10 ft. ⁽⁹⁾	8 ft.	35 ft. ⁽¹⁰⁾	16 ft.	35%	
SFLD	80 ft.	15,000 s.f.	20 ft. ⁽⁸⁾	20 ft. ⁽⁹⁾	15 ft.	35 ft. ⁽¹⁰⁾	16 ft.	35%	
R-1 ^(6, 16)	80 ft.	8,000 s.f.	20 ft. ⁽⁸⁾	10 ft. ⁽⁹⁾	8 ft.	35 ft. ⁽¹⁰⁾	16 ft.	35%	
R-1 MH ^(6, 16)	80 ft.	8,000 s.f.	20 ft. ⁽⁸⁾	10 ft. ⁽⁹⁾	8 ft.	35 ft. ⁽¹⁰⁾	16 ft.	35%	
R-1 LD/ LDMH	80 ft.	15,000 s.f. ⁽⁵⁾	20 ft. ⁽⁸⁾	20 ft. ⁽⁹⁾	15 ft.	35 ft. ⁽¹⁰⁾	16 ft.	35%	
R-2 ^(6, 16)	80 ft.	8,000 s.f. for the first two units and 1,000 s.f. for each additional unit	20 ft. (8)	10 ft. ⁽⁹⁾	8 ft.	40 ft.	16 ft.	50%	Maximum density = 24 DU/A
R-2 MHP ⁽⁶⁾	80 ft.	Same as R-2	20 ft. (8)	10 ft. (9)	8 ft.	40 ft.	16 ft.	50%	Same as R-2
CBD ⁽¹⁷⁾	None	None ⁽⁷⁾	(11)	(11)	(11)	50 ft.	16 ft.	None	
C-1 ⁽⁶⁾	60 ft.	6,000 s.f. ⁽⁷⁾	20 ft. ⁽⁸⁾	10 ft.	5 ft.	40 ft.	16 ft.	None, except for setback areas	
C-2 ⁽⁶⁾	60 ft.	6,000 s.f. ⁽⁷⁾	20 ft. ⁽⁸⁾	10 ft.	5 ft.	40 ft.	16 ft.	Same as C-1	
WD ⁽⁶⁾	60 ft.	6,000 s.f. ⁽⁷⁾	20 ft. ^(8, 12)	5 ft. ⁽¹²⁾	10 ft. ⁽¹²⁾	40 ft.	16 ft.	Same as C-1	
GP	50 ft.	5,000 s.f.	10 ft.	5 ft. ⁽¹²⁾	10 ft. ⁽¹²⁾	50 ft.	50 ft.	Same as C-1	

Table 22.20-1
Development Standards⁽²⁾

	MINIMUM LOT REQUIREMENTS		MINIMUM SETBACKS			MAXIMUM HEIGHTS ⁽¹⁹⁾		MAXIMUM BUILDING COVERAGE	MAXIMUM DENSITY
ZONES	Width	Area ^(1, 18)	Front ⁽³⁾	Rear	Side	Principal Structures	Accessory Structures		
I	100 ft.	15,000 s.f.	20 ft. ⁽⁸⁾	10 ft.	5 ft.	40 ft.	16 ft.	50% ⁽¹³⁾	
LI	None	1 acre ⁽¹⁴⁾	None ⁽¹⁵⁾	None ⁽¹⁵⁾	None ⁽¹⁵⁾	35 ft.	35 ft.	25%	
GI	None	1 acre	None ⁽¹⁵⁾	None ⁽¹⁵⁾	None ⁽¹⁵⁾	35 ft.	35 ft.	None	
R	⁽¹⁶⁾	⁽¹⁶⁾	20 ft.	10 ft.	5 ft.	35 ft.	20 ft.	50%	
OS	None	1 acre	None ⁽¹⁵⁾	None ⁽¹⁵⁾	None ⁽¹⁵⁾	35 ft.	35 ft.	None ⁽¹⁵⁾	
<u>C</u>	<u>None</u>	<u>None</u>	<u>15 ft.</u>	<u>10 ft.</u>	<u>10 ft.</u>	<u>35 ft.</u>	<u>35 ft.</u>	<u>None, except for setback areas</u>	

* * *

5. EFFECTIVE DATE. This ordinance shall become effective the day after the date of its passage.

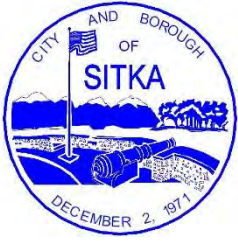
PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka, Alaska, this 23rd day of April, 2019.

Gary L. Paxton, Mayor

ATTEST:

Sara Peterson, MMC
Municipal Clerk

1st reading 4/9/19
2nd and final reading 4/23/19



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

Coast Guard City, USA

MEMORANDUM

To: Chair Spivey and Members of the Planning Commission

From: Scott Brylinsky, Interim Director, Planning and Community Development Department

Subject: ZA 18-06 Creating a Cemetery Zoning District

Date: March 14, 2019

Project description: The request is to amend the zoning code to create in the zoning code a cemetery district.

Background:

The city zoning code currently lacks a designation for cemeteries. Historically, cemeteries have resided in varied zoning districts, including the residential zoning districts R-1 and R-2, and the public zoning district P. The intent of the cemetery district is to contain land used for cemeteries and limited accessory uses. All uses in the cemetery district are intended to be cemetery-related and conducted with reverence and respect for those interred. It is a highly restrictive district.

The proposed amendments to the use tables in the zoning code would provide that only cemeteries and mausoleums are allowed uses. Museums, churches, and parks would be conditional uses. No other uses would be allowed.

After creation of the cemetery district, cemetery owners and land owners would be invited to submit applications for zoning map amendments to include their cemeteries and associated lands in the cemetery district.

This item was put before the Historic Preservation Commission at its March 13, 2019 meeting. The Commission voted 6-0 to approve creation of a cemetery zoning district as proposed.

forward. Windsor asked where the smoke would be ventilated out, Samman responded that the plan was to vent it out the back of the building. Nelson added that if it became a greater issue for neighbors, they would vent the smoke up through the top of the structure which would take care of odor concerns.

M-Hughey/S-Weaver moved to approve the conditional use permit for manufacturing of food products at 4610 Halibut Point Road in the C-2 zoning district, subject to the attached conditions of approval. The property is also known as Lot 4, Wyatt-Cox Resubdivision #2. The applicant was Issam Samman. The owners of record were Connor and Valorie Nelson. Motion passed 4-0 by voice vote.

M-Windsor/S-Hughey moved to adopt the findings as presented in the staff report. Motion passed 4-0 by voice vote.

D [ZA 18-06](#)

Discussion, direction, and decision on a proposed zoning text change to create a new zoning district for Cemeteries. The request is filed by the City and Borough of Sitka Planning and Community Development Department.

Attachments: [ZA 18-06 Cemetery District Staff Report](#)

[ZA 18-06 Cemetery District Code Amendment Draft](#)

[ZA 18-06 Cemetery District Mailing List](#)

Brylinsky presented the staff report. Brylinsky noted that the idea of a cemetery designation had been considered and requested for some time, and work that had been done by previous Planning Director, Mike Scarcelli, was used in the draft ordinance presented. Sitka's zoning code lack a designation for cemeteries, with most burial sites residing in public or residential zones. The creation of the zoning district would create a receptacle for lands used for cemeteries and limited accessory uses, the district was highly restrictive in nature. After passage of the ordinance creating a cemetery district, owners of properties containing cemeteries could then apply for zoning map amendments to designate their cemetery under the new district. The Historic Preservation Commission had reviewed the draft ordinance at their most recent meeting and voted in favor. Weaver asked if this was related to the SJ Overlay zone, Brylinsky answered that the two actions were related. STA did not want to see the SJ Overlay zone go forward until it had protections for its cemeteries nearby, and the applicant of the SJ Overlay zone was holding off further action until the cemetery issue was resolved.

Bob Sam provided public testimony. Sam reiterated that many cemeteries in Sitka were in residential zones which was going to become problematic with changes in the State of Alaska's requirements for burial transfer permits - this action would resolve that issue. Sam also noted that he was on the Historic Preservation Commission which voted unanimously in favor of the draft ordinance.

M-Hughey/S-Weaver moved to recommend approval of the draft ordinance including any minor changes that legal or staff may find necessary to amend Title 22 of the Sitka General Code to create a cemetery district. Motion passed 4-0 by voice vote.

E [ZA 18-08](#)

Discussion, direction, and decision regarding proposed revisions to Table 22.20-1 Development Standards, providing for reduced setbacks, decreased minimum lot sizes, and increased building coverage. The request is filed by the City and Borough of Sitka Planning and Community Development Department.

VII. NEW BUSINESS

D. Cemetery District Proposal

Brylinsky presented the draft ordinance, and noted that the idea of a cemetery designation had been considered and requested by community members and Commissioners for some time. Work that had been done by previous Planning Director, Mike Scarcelli, was used in the draft ordinance presented. Sitka's zoning code lack a designation for cemeteries, with most burial sites residing in public or residential zones. The creation of the zoning district would create a receptacle for lands used for cemeteries and limited accessory uses, the district was highly restrictive in nature. Dittmar asked if there was a map to show where the cemetery district was applied on the zoning map, Brylinsky answered that the ordinance was only to create the cemetery district in the zoning code, it did not designate any particular lands as cemeteries. Owners of land containing burial sites could apply for zoning map amendments after the district was created. The Commission discussed whether or not parks should be a conditional use in the proposed district, ultimately deciding to keep it as presented. Sam voiced his support for the proposal and thanked staff for bringing it forward. Sam also stressed the importance of updating the zoning code to have a cemetery designation given that the State of Alaska was going to update its protocols for burial transfer permits and would no longer issue permits for people to be buried in residential zones; this was a concern because most of Sitka's cemeteries resided in residential zones. **M-Poulson/S-Sam moved to approve the creation of a cemetery zoning district. Motion passed 6-0 by voice vote.**

Orthodox Diocese of Sitka and Alaska
7031 Howard Avenue
Anchorage, AK 99504

Orthodox Church in America
PO Box 210569
Anchorage, AK 99521

Bob Sam
456 Katlian Avenue
Sitka, AK 99835

Ana Dittmar
217 Marine St. Unit B
Sitka, AK 99835

Lutheran Church
c/o Harvey Brandt
PO Box 598
Sitka, AK 99835

Sitka Tribe of Alaska
c/o Jeff Feldpausch
456 Katlian Avenue
Sitka, AK 99835

Sitka ANB, Inc.
c/o George Chappell
PO Box 72
Sitka, AK 99835

State of Alaska
6860 Glacier Highway
Juneau, AK 99801

Sitka Cemetery Association, Inc.
c/o Roger Hames
221 Lincoln St.
Sitka, AK 99835

National Cemetery – Veterans Administration
c/o Virginia Walker
PO Box 149971
Austin, TX 78714



CITY AND BOROUGH OF SITKA

Legislation Details

File #: ORD 19-16 Version: 1 Name:

Type: Ordinance Status: AGENDA READY

File created: 4/16/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Amending Title 22 "Zoning" of the Sitka General Code by modifying Chapter 22.20 "Supplemental District Regulations and Development Standards"

Sponsors:

Indexes:

Code sections:

Attachments: [Motion Ord 2019-16](#)

[Memo to Assembly- development stndrds ordinance 16Apr19](#)

[Ord 2019-16](#)

[ZA 18-08 Development Standards Staff Report](#)

[PandZ minutes 20Mar19 reco approval amend development stndrds](#)

[ZA 18-08 Development Standards Tabulation of Variances](#)

[ZA 18-08 Development Standards Buildable Areas](#)

[Buildable Area w-parking shown](#)

[Buildable Area w-parking shown 2](#)

[ZA 18-08 Development Standards Maps](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO approve Ordinance 2019-16 on
first reading.




City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

Coast Guard City, USA

MEMORANDUM

To: Mayor Paxton and Members of the Assembly
Keith Brady, Municipal Administrator

From:  Scott Brylinsky, Planning and Community Development Interim Director (part-time)

Subject: **Proposed revisions to Table 22.20-1 Development Standards, providing for reduced setbacks, decreased minimum lot sizes, and increased building coverage**

Date: April 16, 2019

Background

The request is to amend the zoning code to relax development standards in zoning districts which allow residential structures. Providing for higher density use of existing lands, and reducing the number of zoning variances, are stated policy goals. These goals have been most recently expressed in the Assembly's action plan on housing, goal 2a, "Zoning code residential lot sizes," and three 2030 Comprehensive Plan goals:

H1.1b Minimize prevalence of variances by amending development standards, such as setbacks.

H1.1c Reduce minimum lot sizes.

H 1.1e Encourage higher density development.

The policy intent is to promote affordable housing by allowing for more efficient use of currently developed and future developable lands.

The specific proposal is to amend Table 22.20-1, the table in the zoning code which sets out for each zoning district the requirements for minimum sizes and dimensions of lots, minimum setbacks from front, side, and back property lines, and building coverage.¹

This item appeared before the Planning Commission at its March 20, 2019 meeting. The Commission voted to recommend approval as proposed 3-1. No public testimony was offered. No written comments been received.

¹ Building coverage is the percentage of the area of a lot that can be covered by the building's footprint.

Staff analysis

Existing development standards regarding lot size and setbacks have been observed to be out of line with the reality of existing lots and structures. Various staff reviews have shown there are several neighborhoods where a high percentage of lots and structures do not comply with existing regulations. Reductions in development standards have also been recommended by Smart Growth America as a means to reduce development costs and promote affordable housing and affordable development, by more efficiently utilizing our limited developable land. A substantial portion of the Planning Department's work is processing variances, so a reduction in variances would allow staff to focus on more impactful planning work.

A few points for the Assembly to consider:

- The table has two new footnotes:

Footnote 16: **Site and building plan must be such that tandem (front to back) parking is not necessary to provide two off-street parking spaces per dwelling unit as required by SGC 22.20.100.**

Footnote 20: **The split side setback is to allow a property developer to select a larger side setback on one side of the property in order to provide for parking on that side. See note 16.**

We believe these footnotes are self-explanatory, but bring them to the Assembly's attention as significant changes.

- An analysis of variances granted by the Planning Commission over the last four years finds:
 1. 39 variances were granted for front setback reductions. Under the proposed revisions 12 of those would not have required a variance.
 2. 36 variances were granted for side setback reductions. Under the proposed revisions 14 of those would not have required a variance.
 3. 14 variances were granted for rear setback reductions. Under the proposed revisions 3 of those would not have required a variance.

At first glance, one might conclude that amending the setbacks wouldn't reduce by much the number of variances granted. But, in practice, staff vets applications which come in and generally coaches applicants to amend or withdraw applications which don't have a sound basis to justify a variance being approved by the Commission. Attached is a spreadsheet showing the compilation, and a list of variances granted for other reasons.

- The combination of reduced lot size with reduced setbacks preserves a buildable footprint, on a 6,000 square foot lot, of approximately the same size as an 8,000 square

foot lot with current setbacks. (3,000 square foot buildable vs. 2800 square foot buildable, respectively). See attached diagrams.

- The zoning codes of Ketchikan and Juneau have development standards roughly similar to Sitka's current standards. Ketchikan's front setbacks are mostly 15' for residential zones. Juneau's range from 20'-25'. But those communities' definitions of terms and zoning districts are different enough to preclude a straightforward apples to apples comparison.
- For general visualization purposes, the Lillian Drive subdivision, approved in its day as a Planned Unit Development, consists of many lots which are 50'X 90' - 4,500 sq ft of total area.

Recommendation

Motion to approve the ordinance.

Attachments

- Staff report to Planning Commission
- Planning and Zoning Commission minutes for March 20, 2019
- Tabulation of variances over last four years
- Diagrams of buildable area
- Diagrams of buildable area with parking shown
- Maps of neighborhoods showing lots out of compliance with current zoning (Note: "out-of-compliance" in this context is not necessarily a violation, but rather may include legal non-conforming, or lots with variances)

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2019-16

**AN ORDINANCE OF THE CITY AND BOROUGH OF SITKA AMENDING TITLE 22
“ZONING” OF THE SITKA GENERAL CODE BY MODIFYING CHAPTER 22.20
“SUPPLEMENTAL DISTRICT REGULATIONS AND DEVELOPMENT STANDARDS”**

1. CLASSIFICATION. This ordinance is of a permanent nature and is intended to become a part of the Sitka General Code.

2. SEVERABILITY. If any provision of this ordinance or any application to any person or circumstance is held invalid, the remainder of this ordinance and application to any person or circumstance shall not be affected.

3. PURPOSE. The purpose of this ordinance is to provide for smaller lot sizes, reduced setbacks, and a higher percentage of building coverage on lots in all residential zoning districts except those designated low density. The intent is to reduce the cost of housing by allowing for more efficient use of developed and developable lands.

4. ENACTMENT. NOW, THEREFORE, BE IT ENACTED by the Assembly of the City and Borough of Sitka that the Sitka General Code Title 22, be amended by modifying chapter 22.20, entitled “Supplemental District Regulations and Development Standards”, to read as follows (deleted language stricken, new language underlined):

**Title 22
ZONING**

Chapters:

- 22.04 Introduction and General Provisions**
- 22.08 Definitions**
- 22.12 Zoning Maps and Boundaries**
- 22.16 District Regulations**
- 22.20 Supplemental District Regulations and Development Standards**
- 22.24 Special Use Permits**
- 22.30 Zoning Code Administration**

* * *

Chapter 22.20

SUPPLEMENTAL DISTRICT REGULATIONS AND DEVELOPMENT STANDARDS

Sections:

* * *

- 22.22.030 Classification of new and unlisted uses.**
- 22.20.035 Notes to Table 22.20-1.**

* * *

22.20.030 Classification of new and unlisted uses.

* * *

53
54**Table 22.20-1**
Development Standards⁽²⁾

	MINIMUM LOT REQUIREMENTS		MINIMUM SETBACKS			MAXIMUM HEIGHTS ⁽¹⁹⁾		MAXIMUM BUILDING COVERAGE	MAXIMUM DENSITY
ZONES	Width	Area ^(1, 18)	Front ^(3, 16)	Rear	Side ⁽¹⁶⁾	Principal Structures	Accessory Structures		
P	⁽⁴⁾	⁽⁴⁾	20 ft.	15 ft.	10 ft.	40 ft.	16 ft.	35%	
SF ⁽¹⁶⁾	80 ft.	8,000 6,000 s.f.	20 14 ft. ⁽⁸⁾	10 8 ft. ⁽⁹⁾	8 5/9 ft. ⁽²⁰⁾	35 ft. ⁽¹⁰⁾	16 ft.	35 50%	
SFLD	80 ft.	15,000 s.f.	20 ft. ⁽⁸⁾	20 ft. ⁽⁹⁾	15 ft.	35 ft. ⁽¹⁰⁾	16 ft.	35%	
R-1 ^(6, 46)	80 ft.	8,000 6,000 s.f.	20 14 ft. ⁽⁸⁾	10 8 ft. ⁽⁹⁾	8 5/9 ft. ⁽²⁰⁾	35 ft. ⁽¹⁰⁾	16 ft.	35 50%	
R-1 MH ^(6, 46)	80 ft.	8,000 6,000 s.f.	20 14 ft. ⁽⁸⁾	10 8 ft. ⁽⁹⁾	8 5/9 ft. ⁽²⁰⁾	35 ft. ⁽¹⁰⁾	16 ft.	30 50%	
R-1 LD/ LDMH	80 ft.	15,000 s.f. ⁽⁵⁾	20 ft. ⁽⁸⁾	20 ft. ⁽⁹⁾	15 ft.	35 ft. ⁽¹⁰⁾	16 ft.	35%	
R-2 ^(6, 46)	80 ft.	8,000 6,000 s.f. for the first two units and 1,000 s.f. for each additional unit	20 14 ft. ⁽⁸⁾	10 8 ft. ⁽⁹⁾	8 5/9 ft. ⁽²⁰⁾	40 ft.	16 ft.	50%	Maximum density = 24 DU/A
R-2 MHP ⁽⁶⁾	80 ft.	Same as R-2	20 14 ft. ⁽⁸⁾	10 8 ft. ⁽⁹⁾	8 5/9 ft. ⁽²⁰⁾	40 ft.	16 ft.	50%	Same as R-2
CBD ⁽¹⁷⁾	None	None ⁽⁷⁾	⁽¹¹⁾	⁽¹¹⁾	⁽¹¹⁾	50 ft.	16 ft.	None	
C-1 ⁽⁶⁾	60 ft.	6,000 s.f. ⁽⁷⁾	20 14 ft. ⁽⁸⁾	10 8 ft. ⁽⁹⁾	5 ft.	40 ft.	16 ft.	None, except for setback areas	
C-2 ⁽⁶⁾	60 ft.	6,000 s.f. ⁽⁷⁾	20 14 ft. ⁽⁸⁾	10 8 ft.	5 ft.	40 ft.	16 ft.	Same as C-1	
WD ⁽⁶⁾	60 ft.	6,000 s.f. ⁽⁷⁾	20 14 ft. ^(8, 12)	5 ft. ⁽¹²⁾	10 5/9 ft. ⁽¹²⁾ (20)	40 ft.	16 ft.	Same as C-1	
GP	50 ft.	5,000 s.f.	10 ft.	5 ft. ⁽¹²⁾	10 ft. ⁽¹²⁾	50 ft.	50 ft.	Same as C-1	
I	100 ft.	15,000 s.f.	20 ft. ⁽⁸⁾	10 ft.	5 ft.	40 ft.	16 ft.	50% ⁽¹³⁾	
LI	None	1 acre ⁽¹⁴⁾	None ⁽¹⁵⁾	None ⁽¹⁵⁾	None ⁽¹⁵⁾	35 ft.	35 ft.	25%	
GI	None	1 acre	None ⁽¹⁵⁾	None ⁽¹⁵⁾	None ⁽¹⁵⁾	35 ft.	35 ft.	None	
R	⁽¹⁶⁾	⁽¹⁶⁾	20 ft.	10 ft.	5 ft.	35 ft.	20 ft.	50%	
OS	None	1 acre	None ⁽¹⁵⁾	None ⁽¹⁵⁾	None ⁽¹⁵⁾	35 ft.	35 ft.	None ⁽¹⁵⁾	

	MINIMUM LOT REQUIREMENTS		MINIMUM SETBACKS			MAXIMUM HEIGHTS ⁽¹⁹⁾		MAXIMUM BUILDING COVERAGE	MAXIMUM DENSITY
ZONES	Width	Area ^(1, 18)	Front ^(3, 16)	Rear	Side ⁽¹⁶⁾	Principal Structures	Accessory Structures		
C	None	None	15 ft.	10 ft.	10 ft.	35 ft.	35 ft.	None, except for setback areas	

22.20.035 Notes to Table 22.20-1.

1. Minimum lot area net of access easements.
2. All developed lots and parcels shall have access to a public street and circulation within the development to ensure adequate vehicular circulation for parking, freight, and emergency vehicles. Where lots or parcels do not front on and have direct access to streets, a minimum twenty-foot improved driveway with a minimum of a twelve-foot wide developed driveable surface on a legal easement shall provide access between the subject development and the street.
3. Front setbacks apply to all lot lines adjacent a public street. Corner lots have two front setbacks.
4. As determined by the specific use and its parking and loading requirements.
5. Duplex shall have a minimum of twelve thousand square feet of lot area per unit.
6. Zero lot line lots shall be a minimum of seven thousand five hundred feet in area.

Additional Note: The minimum square footages for each unit of a zero lot line shall be as follows:

R-1 and R-1 MH	4,000 sq. ft. <u>3,000 sq. ft.</u>
R-1 LD and R-1 LDMH	7,500 sq. ft.
R-2 and R-2 MHP	4,000 sq. ft. <u>3,000 sq. ft.</u>
C-1, C-2 and WD	3,000 sq. ft.

Zero lot lines may be allowed on existing lots of record in the R-1 and R-1 MH zones with square footages less than above if the planning commission finds that there is adequate density and parking.

7. Minimum lot area per dwelling unit shall be six thousand square feet for one and two-family dwellings with an additional one thousand square feet for each additional dwelling unit.
8. Front yard setback shall be ten feet when lots abutting street rights-of-way are equal to or greater than eighty feet.

- 96
97 9. Residential docks are exempt from rear yard setback.
98
99 10. ~~Except as exempted~~ Building height as defined by Section 22.20.050.
100
101 11. Subject to site plan approval.
102
103 12. No setbacks are required from property lines of adjacent filled, intertidal, or submerged
104 tidelands.
105
106 13. Additional building coverage may be permitted subject to site plan approval.
107
108 14. Unless the subject use occupies the entire island.
109
110 15. Where island lots share common property lines, the minimum setback shall be fifteen feet.
111
112 16. ~~The minimum side setback on lots in zones SF, R-1, R-1 MH, and R-2 shall be five feet for~~
113 ~~lots that are sixty feet wide or narrower; in all other cases in those zones, the minimum side~~
114 ~~setback shall be eight feet. Site and building plan must be such that tandem (front to back)~~
115 ~~parking is not necessary to provide two off-street parking spaces per dwelling unit as required~~
116 ~~by SGC 22.20.100.~~
117
118 17. A five-foot setback shall be along any property line abutting a public street, alley, or deed
119 access easement. The purpose of this setback shall be to assure that sidewalks, curb and
120 gutter, power pole locations, or other public necessities can be accommodated.
121
122 18. Lot size variances may be allowed for subdivisions that include sidewalks or pathways.
123
124 19. Accessory dwelling units in residential zones shall be limited to a maximum height of
125 twenty-five feet or the height of the existing principal dwelling unit on the property, whichever is
126 less.
127
128 20. The split side setback is to allow a property developer to select a larger side setback on one
129 side of the property in order to provide for parking on that side. See note 16.
130

131 **5. EFFECTIVE DATE.** This ordinance shall become effective the day after
132 the date of its passage.
133

134 **PASSED, APPROVED, AND ADOPTED** by the Assembly of the City and
135 Borough of Sitka, Alaska, this 14th day of May, 2019.
136
137

138
139 _____
Gary L. Paxton, Mayor

140 ATTEST:

141
142 _____
143 Sara Peterson, MMC
144 Municipal Clerk

145 1st reading 4/23/19
146 2nd and final reading 5/14/19



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

Coast Guard City, USA

MEMORANDUM

To: Chair Spivey and Members of the Planning Commission
From: Planning and Community Development Department Staff
Subject: **Proposed revisions to Table 22.20-1 Development Standards, providing for reduced setbacks, decreased minimum lot sizes, and increased building coverage**
Date: March 12, 2019

General description and background

The request is to amend the zoning code to relax development standards in zoning districts which allow residential structures. Providing for higher density use of existing lands, and reducing the number of zoning variances, have been policy goals of the department and the city for some time. These goals have been most recently expressed in the Assembly's action plan on housing, goal 2a, "Zoning code residential lot sizes," and three Comprehensive Plan goals:

H1.1b Minimize prevalence of variances by amending development standards, such as setbacks.

H1.1c Reduce minimum lot sizes.

H 1.1e Encourage higher density development.

The specific proposal is to amend Table 22.20-1, the table in the zoning code which sets out for each zoning district the requirements for minimum sizes and dimensions of lots, minimum setbacks from front, side, and back property lines, and building coverage.¹

Staff analysis

Existing development standards regarding lot size and setbacks have been observed to be out of line with the reality of existing lots and structures. Various staff reviews have shown there are several neighborhoods where a high percentage of lots and structures do not comply with existing regulations. Reductions in development standards have also been recommended by Smart Growth America as a means to reduce development costs and promote affordable housing

¹ Building coverage is the percentage of the area of a lot that can be "covered" by building(s).

and affordable development, by more efficiently utilizing our limited developable land. A substantial portion of the Planning Department's work is processing variances, so a reduction in variances would allow staff to focus on more impactful planning work.

Staff have recognized that due to the diverse, if not sporadic zoning scheme, a major zoning overhaul may be needed. However, that recognition does not preclude taking immediate steps now to improve the existing situation.

A few points for the Commission to consider:

- The table has two new footnotes:

Footnote 16: **Site and building plan must be such that tandem (front to back) parking is not necessary to provide two off-street parking spaces per dwelling unit as required by SGC 22.20.100.**

Footnote 20: **The split side setback is to allow a property developer to select a larger side setback on one side of the property in order to provide for parking on that side. See note 16.**

We believe these footnotes are self-explanatory, but bring them to the Commission's attention as significant changes.

- An analysis of variances granted by the Planning Commission over the last four years finds:
 1. 39 variances were granted for front setback reductions. Under the proposed revisions 12 of those would not have required a variance.
 2. 36 variances were granted for side setback reductions. Under the proposed revisions 14 of those would not have required a variance.
 3. 14 variances were granted for rear setback reductions. Under the proposed revisions 3 of those would not have required a variance.

At first glance, one might conclude that amending the setbacks wouldn't reduce by much the number of variances granted. But, in practice, staff vets applications which come in and generally coaches applicants to amend or withdraw applications which don't have a sound basis to justify a variance being approved by the Commission. Attached is a spreadsheet showing the compilation, and a list of variances granted for other reasons.

- The combination of reduced lot size with reduced setbacks preserves a buildable footprint, on a 6,000 square foot lot, of approximately the same size as an 8,000 square foot lot with current setbacks. (3,000 square foot buildable vs. 2800 square foot buildable, respectively). See attached diagrams.
- The zoning codes of Ketchikan and Juneau have development standards roughly similar to Sitka's current standards. Ketchikan's front setbacks are mostly 15' for residential zones. Juneau's range from 20'-25'. But those communities' definitions of terms and

zoning districts are different enough to preclude a straightforward apples to apples comparison.

- For general visualization purposes, the Lillian Drive subdivision, approved in its day as a Planned Unit Development, consists of many lots which are 50'X 90' - 4,500 sq ft of total area.

Attachments:

Revised Table 22.20-1 Development Standards

Tabulation of variances over last four years.

Diagrams of buildable area

Maps of neighborhoods showing lots out of compliance with current zoning

forward. Windsor asked where the smoke would be ventilated out, Samman responded that the plan was to vent it out the back of the building. Nelson added that if it became a greater issue for neighbors, they would vent the smoke up through the top of the structure which would take care of odor concerns.

M-Hughey/S-Weaver moved to approve the conditional use permit for manufacturing of food products at 4610 Halibut Point Road in the C-2 zoning district, subject to the attached conditions of approval. The property is also known as Lot 4, Wyatt-Cox Resubdivision #2. The applicant was Issam Samman. The owners of record were Connor and Valorie Nelson. Motion passed 4-0 by voice vote.

M-Windsor/S-Hughey moved to adopt the findings as presented in the staff report. Motion passed 4-0 by voice vote.

D [ZA 18-06](#)

Discussion, direction, and decision on a proposed zoning text change to create a new zoning district for Cemeteries. The request is filed by the City and Borough of Sitka Planning and Community Development Department.

Attachments: [ZA 18-06 Cemetery District Staff Report](#)

[ZA 18-06 Cemetery District Code Amendment Draft](#)

[ZA 18-06 Cemetery District Mailing List](#)

Brylinsky presented the staff report. Brylinsky noted that the idea of a cemetery designation had been considered and requested for some time, and work that had been done by previous Planning Director, Mike Scarcelli, was used in the draft ordinance presented. Sitka's zoning code lack a designation for cemeteries, with most burial sites residing in public or residential zones. The creation of the zoning district would create a receptacle for lands used for cemeteries and limited accessory uses, the district was highly restrictive in nature. After passage of the ordinance creating a cemetery district, owners of properties containing cemeteries could then apply for zoning map amendments to designate their cemetery under the new district. The Historic Preservation Commission had reviewed the draft ordinance at their most recent meeting and voted in favor. Weaver asked if this was related to the SJ Overlay zone, Brylinsky answered that the two actions were related. STA did not want to see the SJ Overlay zone go forward until it had protections for its cemeteries nearby, and the applicant of the SJ Overlay zone was holding off further action until the cemetery issue was resolved.

Bob Sam provided public testimony. Sam reiterated that many cemeteries in Sitka were in residential zones which was going to become problematic with changes in the State of Alaska's requirements for burial transfer permits - this action would resolve that issue. Sam also noted that he was on the Historic Preservation Commission which voted unanimously in favor of the draft ordinance.

M-Hughey/S-Weaver moved to recommend approval of the draft ordinance including any minor changes that legal or staff may find necessary to amend Title 22 of the Sitka General Code to create a cemetery district. Motion passed 4-0 by voice vote.

E [ZA 18-08](#)

Discussion, direction, and decision regarding proposed revisions to Table 22.20-1 Development Standards, providing for reduced setbacks, decreased minimum lot sizes, and increased building coverage. The request is filed by the City and Borough of Sitka Planning and Community Development Department.

Attachments: [ZA 18-08 Development Standards Staff Report](#)
 [ZA 18-08 Development Standards Code Amendment Draft](#)
 [ZA 18-08 Development Standards Tabulation of Variances](#)
 [ZA 18-08 Development Standards Buildable Areas](#)
 [ZA 18-08 Development Standards Maps](#)

Brylinsky presented the staff report. Brylinsky noted that updating the development standards to have smaller lot sizes and reduce setbacks was a priority of the Commission as well as the Assembly. A similar draft ordinance had been presented to the Commission approximately a year ago, and work that had been done by previous Planning Director, Mike Scarcelli, was used in the draft ordinance presented. Brylinsky explained that the focus was on residential zones, excluding low density zones, to change the minimum lot size to 6,000 square feet, increase building coverage from 35% to 50%, decrease the front setback from 20 feet to 14 feet, introduce a split side setback of 5 feet and 9 feet, and decrease the rear setback from 10 feet to 8 feet. There was also an addition made in the footnotes to require that site and building plans provide two off-street parking spots per dwelling unit that do not require tandem parking. Brylinsky also reminded the Commission that one of the goals was to decrease the number of variances requested; based on analysis staff did on the last four years of variances, these changes would have reduced approximately one-third of variance requests.

Weaver stated that he was not for smaller lots, particularly when the City was about to open 800 acres of land in the No Name Mountain area for development. He would perhaps reconsider after the Master Plan for No Name Mountain was completed. Windsor and Hughey stated their support for the change. Windsor suggested that the perhaps the minimum lot size should have been smaller than 6,000 square feet. Hughey stated that this change was needed because smaller lots equated to more affordable housing. Hughey also noted that the low density districts were unchanged and protected areas with larger lots.

Mike Scarcelli provided public testimony. Scarcelli stated that he was also in favor of minimum lot sizes smaller than 6,000 square feet, but that could be solved with new zoning codes or planned unit developments. The changes in the draft ordinance preserved the ability to place accessory dwelling units on lots, which also would contribute to expanding affordable housing. Addressing Weaver's comments, Scarcelli also noted that of the approximately 800 acres in the No Name Mountain Area, approximately 600 acres would likely not be used for development due to wetland preservation or topography challenges. Scarcelli expected that the zoning scheme in the Master Plan would include both large and small lots.

Spivey stated his preference was to not make the minimum any lower than the proposed 6,000 square feet. Land could, in some cases, be a determining issue for affordability of housing. Spivey felt the proposed changes provided more flexibility and options with the limited land available in Sitka.

Weaver stated that some developers used smaller lot sizes to their advantage, buying many small lots and then controlling the price for resale, meaning that the houses did not necessarily become more affordable. Windsor and Hughey both felt that the tactics described by Weaver were not as likely to take place in Sitka due to its lack of land availability and topographical challenges.

M-Hughey/S-Windsor moved to recommend approval of the draft ordinance to


amend Table 22.20-1 Development Standards of Title 22 of the Sitka General Code with minor changes that legal or staff may find necessary. Motion passed 3-1 by voice vote.

VIII. ADJOURNMENT

Seeing no objection, Chair Spivey adjourned the meeting at 8:15 p.m.

Compilation of Variances

Year	Front (From - To)	Side (From - To)	Rear (From - To)	Other
2018	20 to 10	8 to 3		Reduce Lot Size
	20 to 12	8 to 0		
	20 to 10	8 to 6		
	20 to 16	8 to 4		
	20 to 15	15 to 9.5		
	20 to 10	8 to 5		
	20 to 8	8 to 6		
2017	20 to 18	8 to 4	10 to 5	Lot Coverage 35% to 42%
	20 to 10	10 to 8	20 to 10	Reduce Lot Size
	10 to 8	8 to 3		Reduce Lot Size
	20 to 18	10 to 9.5		Height 40' to 62'
		10 to 4		
2016	20 to 12			
	20 to 16	8 to 6		Substandard Lot Size
	20 to 18	5 to 3		Substandard Width
	20 to 18	8 to 3		Reduce Lot Size
	20 to 8	5 to 0		Reduce Lot Size
	20 to 8	5 to 4	10 to 4	Reduce Lot Size
	20 to 18	8 to 2	10 to 3	
	20 to 5	8 to 6		
	20 to 5	8 to 7		
	20 to 2	5 to 2		
	20 to 6	10 to 3	10 to 0	
		10 to 2.8		
	20 to 10	8 to 2		
		10 to 0		
		5 to 2		
2015	20 to 10	8 to 5	10 to 8	Substandard Lot Size
	20 to 15	8 to 1	10 to 9.25	Substandard Lot Size
	20 to 3	8 to 4	10 to 4	Lot Coverage 35% to 40%
	20 to 18	10 to 7	10 to 1	Substandard Lot Size
	20 to 5	5 to 0	10 to 5	Access. Building Height 16' to 20'
	20 to 19	5 to 3	10 to 3	
	20 to 10	8 to 6	10 to 6	
	20 to 8	8 to 0	10 to 5	
	20 to 5	8 to 6		
	20 to 0			
	20 to 12		10 to 8	
	20 to 10			
	20 to 5			
	20 to 8			
	20 to 16	10 to 9		
	20 to 10			
Variances eliminated (#)	12	14	4	4
Variances eliminated (%)	31%	39%	29%	27%

 Variances that would not have been needed with adoption of new development standards

**8000 SF Lot with
Current Development Standards**

Side Setback --- 8' Requirement --- 800 SF

Front Setback --- 20' Requirement --- 1280 SF

**Buildable Area
4480 SF**

*Maximum Building Coverage
2800 SF (35% of 8000 SF)*

Rear Setback --- 10' Requirement --- 640 SF

Side Setback --- 8' Requirement --- 800 SF

80' Minimum Lot Width

**6000 SF Lot with
Proposed Development Standards**

Side Setback --- 5' Requirement --- 375 SF

Front Setback --- 14' Requirement --- 924 SF

**Buildable Area
3498 SF**

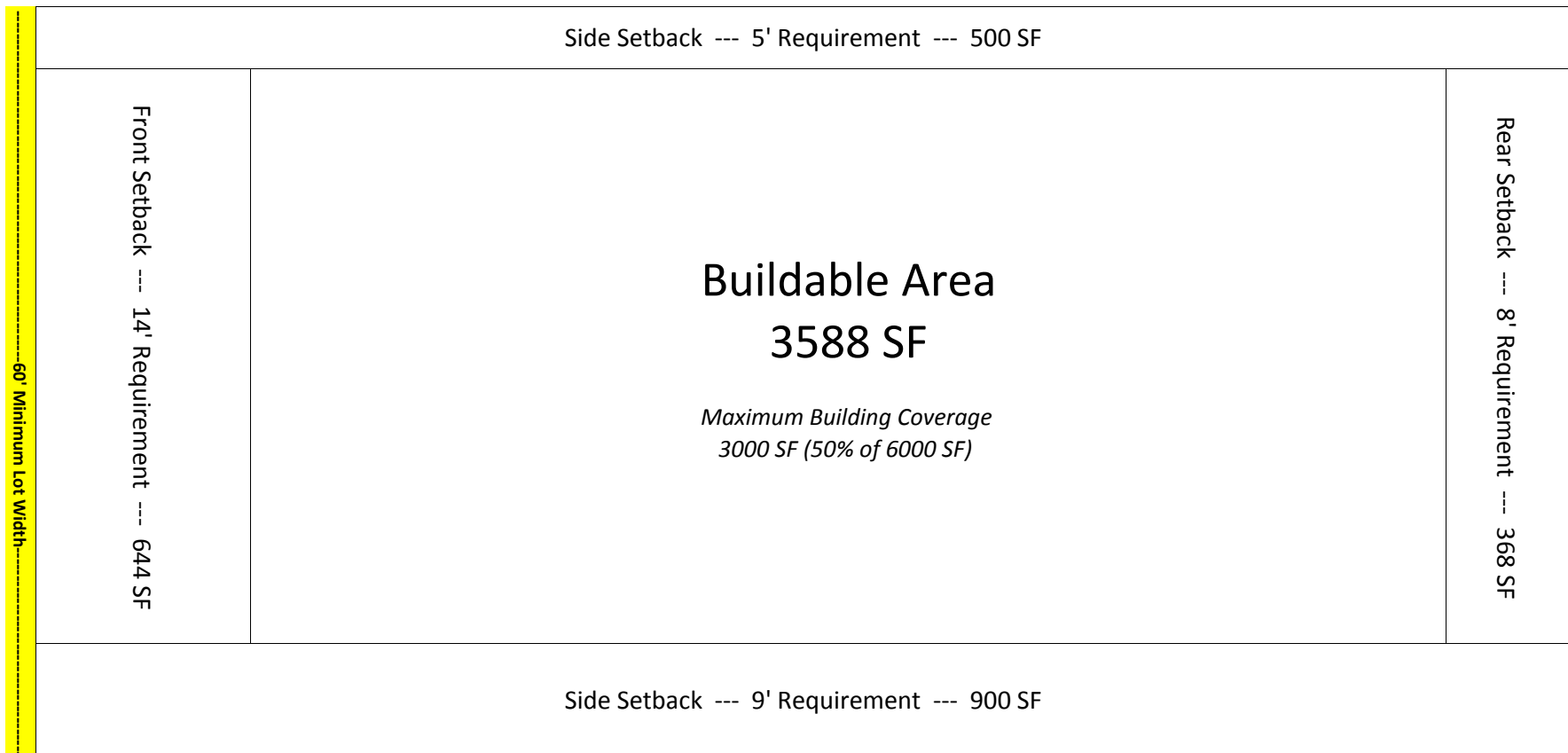
*Maximum Building Coverage
3000 SF (50% of 6000 SF)*

Rear Setback --- 8' Requirement --- 528 SF

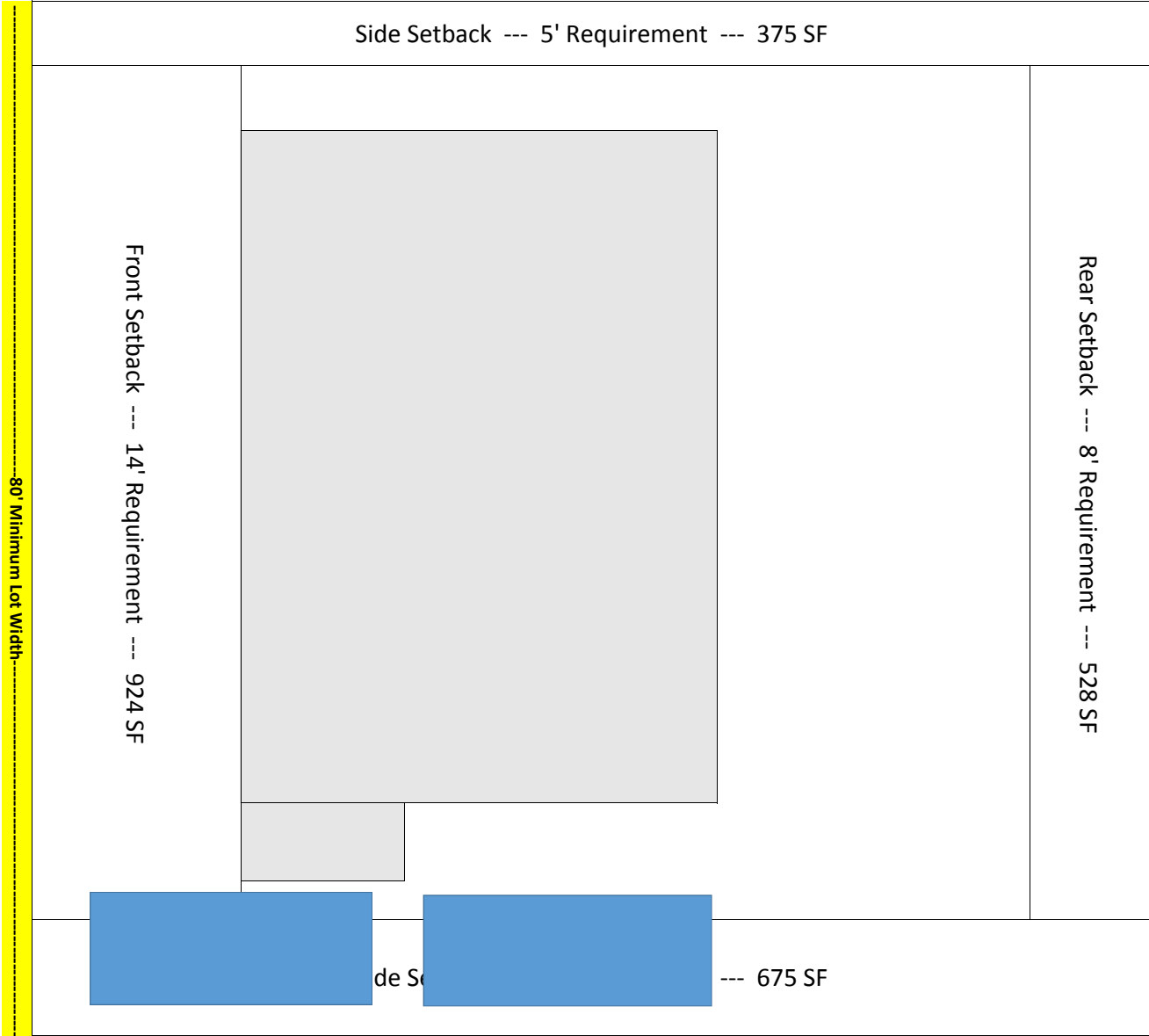
Side Setback --- 9' Requirement --- 675 SF

80' Minimum Lot Width

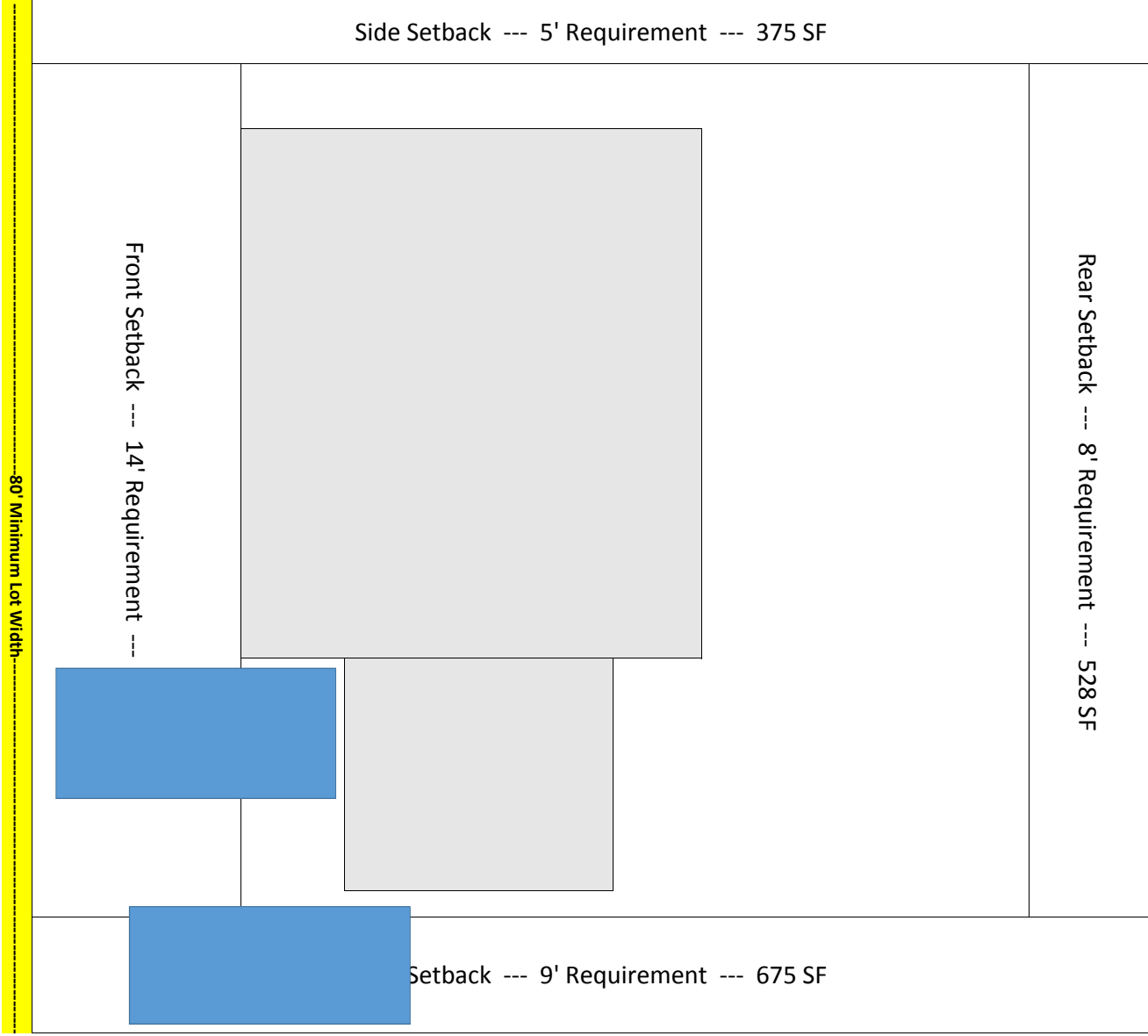
**6000 SF Lot with
Proposed Development Standards**



**6000 SF Lot with
Proposed Development Standards**



**6000 SF Lot with
Proposed Development Standards**





City & Borough of Sitka, Alaska

Printed 4/10/2018 from <http://www.mainstreetmaps.com/ak/sitka/internal.asp>

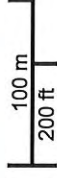


This map is for informational purposes only. It is not for appraisal of, description of, or conveyance of land. The City & Borough of Sitka, Alaska and MainStreetGIS, LLC assume no legal responsibility for the information contained herein.



City & Borough of Sitka, Alaska

Printed 4/10/2018 from <http://www.mainstreetmaps.com/ak/sitka/internal.asp>



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CITY AND BOROUGH OF SITKA

Legislation Details

File #: RES 19-09 Version: 1 Name:

Type: Resolution Status: AGENDA READY

File created: 4/16/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Supporting the Sitka Ranger District grant application to the Alaska Federal Lands Access Program for Harbor Mountain/Gavan Hill Trail reconstruction and reroute

Sponsors:

Indexes:

Code sections:

Attachments: [Motion and Res 2019-09](#)
[Administrator memo FS Trail Grant](#)
[Forest Service Briefing Paper](#)
[2019-AK-FLAP-Proposal-Form_20190417](#)
[Map_STW_AAR_SupportLetter_Gavan2019](#)
[2019-AK-FLAP-Joint-Endorsement-Form_HarborGavan](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

POSSIBLE MOTION

I MOVE TO approve Resolution 2019-09 on first and final reading and authorize the Municipal Administrator and/or Mayor to sign the joint endorsement form.

CITY AND BOROUGH OF SITKA

RESOLUTION NO. 2019-09

**A RESOLUTION OF THE CITY AND BOROUGH OF SITKA SUPPORTING THE
SITKA RANGER DISTRICT GRANT APPLICATION TO THE ALASKA FEDERAL
LANDS ACCESS PROGRAM FOR HARBOR MOUNTAIN/GAVAN HILL TRAIL
RECONSTRUCTION AND REROUTE**

WHEREAS, Gavan Hill trail is of high value trail for Sitka residents for recreation, physical fitness and for activities for small cruise ship visitors; and

WHEREAS, this project was developed according to the 2003 Sitka Trail Plan to which the City and Borough of Sitka and Alaska State Parks and Sitka Trail Works are plan partners; and

WHEREAS, damage and erosion of the trail from heavy use has occurred since the last major repair project in 1993; and

WHEREAS, the goal is for trail repairs to make a more sustainable trail into the future by replacing failing wood structures and 1000+ steps with aggregate such as gravel and rock requiring far less maintenance; and

WHEREAS, the trail reroute will reduce trail gradient from over 29% to 16% grade and restore the trail to safe condition for public use; and

WHEREAS, the Sitka Ranger District of the Tongass National Forest will receive the funds directly, obtain all funding match requirements and administer all aspects of the contract; and

NOW, THEREFORE, BE IT RESOLVED, that the Assembly of the City and Borough of Sitka, Alaska, by this resolution, supports the Sitka Ranger District grant to the Alaska Federal Lands Access Program for 1.32 million dollars in funding for reconstruction and rerouting the Harbor Mountain/Gavan Hill Trail.

PASSED, APPROVED, AND ADOPTED by the Assembly of the City and Borough of Sitka, Alaska on this 23rd day of April 2019.

Gary L. Paxton, Mayor

ATTEST:

Sara Peterson, MMC
Municipal Clerk

1st and final reading 4/23/19



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

MEMORANDUM

To: Mayor Paxton and Assembly Members

From: Keith Brady, Municipal Administrator

Date: 4-17-19

Subject: Approval of a resolution for the FS to apply for a FLAP grant for the reconstruction of Harbor Mountain/Gavan Hill Trail

Summary

The local US Forest Service (FS) District in the past has been able to apply for these Federal Lands Access Program (FLAP) grants on their own. Recently, the rules have changed that now they need support from the local government. The FLAP also required CBS to sign a joint endorsement application.

This application is for \$1,318,114 in grant money to fix/reroute Gavan Hill portion of the trail. CBS would not receive the funds or need to deal with any administration of the contract, so there is no impact on CBS staff time. This money will allow for more use of the trail with upgrades and less maintenance.

Fiscal Note

\$0

Recommendation

Approval of a resolution for the FS to apply for a FLAP grant for the reconstruction of Harbor Mountain/Gavan Hill Trail

Forest Service Briefing Paper

Date: April 9, 2019

Federal Lands Access Program (FLAP) Application -- Harbor Mountain/Gavan Hill Trail

The Forest Service is seeking FLAP funding to reconstruct the Gavan Hill segment of the Harbor Mountain/Gavan Hill trail. Proposals are **due to the Tongass Forest Supervisor's Office April 24, 2019** for consolidation to be sent to Western Federal Lands and must be have the City and Borough of Sitka (CBS) as the applicant of record to be considered. Forest Service is asking for CBS support for this proposal and do not anticipate a burdensome drain on CBS staff time – for the proposal or project implementation.

The Forest Service will complete the application and forward it on by the morning of Friday April 19, 2019 for CBS review and signature. Forest Service proposes to do all the contract preparation and contract administration and hold the funds. Forest Service understands that the CBS Assembly would need to pass a resolution at the April 23rd Assembly meeting.

FLAP facts:

- Program administered by USDOT Office of Federal Lands Highway
- Provides funds for projects on Federal lands or adjacent to, or that provide access to Federal lands
- Approximately 7.3 million dollars available this year statewide for projects
- Requires 9.03% local match (Forest Service will arrange)

Project facts/benefits:

- Funding request is 1.58 million dollars with project implementation beginning in 2020
- Funding would cover contract preparation, construction, and contract administration
- New segment of trail approximately 2.1 miles; existing segment 1.4 miles and will be decommissioned after new segment constructed
- Improves public safety – old route is steep with failing structures, exposed roots and eroded natural tread
- Reduces overall grade from 29% with 1000+ steps, an overwhelming majority of which are constructed from treated lumber, to a more sustainable 16% grade using primarily aggregate with relatively few steps
- Additional opportunity for local outfitter/guides – commercial use currently not allowed due to safety and resource degradation concerns
- Completes another project in the 2003 Sitka Trail Plan that was developed under an MOU by the Forest Service and multiple partners including the City of Borough of Sitka and Sitka Trail Works, Inc.
- Currently supported by Sitka Trail Works, Inc. and Alpine Adventure Run event organizer Christine Horan.

2019 Alaska Federal Lands Access Program

Proposal ID #: **AK-FY19-**
(For WFL Use Only)

(To be completed jointly by both the Federal Agency and State/Local Agency/Tribal Government)

Project Name	Harbor Mountain/Gavan Hill Trail Reroute			
Route Name/Number	Harbor Mountain/Gavan Hill Trail, 31499			
Federal Land(s) Accessed (Show on Map)	USDA Forest Service, Tongass National Forest			
Agency (ies) with Title to Road, Bridge, Trail or Transit System	USDA Forest Service, Tongass National Forest, Alaska Mental Health Trust			
Agency (ies) with Title to Enhancement Facility	USDA Forest Service, Tongass National Forest, Alaska Mental Health Trust			
Agency (ies) with Maintenance Responsibility for Road, Bridge, Trail or Transit System	USDA Forest Service, Tongass National Forest			
Agency (ies) with Maintenance Responsibility for Enhancement Facility	USDA Forest Service, Tongass National Forest			
Type of Proposal	<input checked="" type="checkbox"/> Capital Improvements <input checked="" type="checkbox"/> Transit <input type="checkbox"/> Safety Only <input checked="" type="checkbox"/> Enhancement <input type="checkbox"/> Planning <input type="checkbox"/> Research			
Key Items of Work (check all that apply)	<input type="checkbox"/> Paving <input checked="" type="checkbox"/> Earthwork <input type="checkbox"/> Major Concrete Structures <input checked="" type="checkbox"/> Bridges <input type="checkbox"/> Major Culverts <input checked="" type="checkbox"/> Road Base or Surface Course <input type="checkbox"/> Roadside Safety Structures <input type="checkbox"/> Planning Study <input checked="" type="checkbox"/> Bicycle/Pedestrian Facilities <input checked="" type="checkbox"/> Safety Enhancements <input checked="" type="checkbox"/> Transit Facilities or Operations <input checked="" type="checkbox"/> Ancillary Parking Areas, Pullouts/Interpretive Sites <input type="checkbox"/> Major Drainage Improvements <input type="checkbox"/> Other (specify) _____			
Proposed Work Summary	<p>Phase I of the project will include Survey and Design according to design elements including contract preparation.</p> <p>Phase II Work will include new construction of 2.1 miles of the Gavan Hill segment of the trail and demolition of the old section. Over all grade will be reduced to an average of 16% with an elevation gain of 1,780 ft. The reroute will require excavation to produce a 3' wide trailbed, addition of aggregate, drainage structures including, rock fords and timber bridges with a maximum length of 40 ft. There will be bedrock removal for 600'. Precast concrete steps will be used on sections of the trail under 50% grade and aluminum staircase on trail grades greater than 50%. Three rest areas will be strategically located along the reroute to provide viewpoints and benches. A small trailhead will be built at the intersection with the Sitka Cross Trail to include a small facility to lock bicycles. All construction work will be contracted.</p>			
Primary Visitor Destinations (Show on Map)	Harbor Mountain Recreation Area and Gavan and Harbor Mountain ridge system.			
High Use Federal Recreation Sites and/or Federal Economic Generators (Show on Map)	The Alpine Adventure Run is an annual event that occurs on the trail and brings people from all over the country to participate. Sitka's excellent trail system comprised of federal, state, and local facilities is one of the area's draws to independent travelers and the tourism industry in general.			
Project Termini (Location)		Mile Posts	Latitude (Decimal Degrees)	Longitude (Decimal Degrees)
	Begin	0.00		
	End	2.10		
	Nearest Town	Sitka, Alaska		
Estimated Total Project Costs	\$1,448,955.00			

Funds Requested from Federal Lands Access Program - \$2.5 Million Limit		\$1,318,114.00					
Project Length (miles)		2.1		Borough		Sitka	
Required Local Match (9.03%)		\$130,841.00		From		USDA Forest Service	
Other Funding Contributions to Project				From			
Acres of Federal Land Accessed by the Project							
The majority of the trail is situated on federal land and after a land exchange is completed with Alaska Mental Health Land Trust in 2020, the							
Functional Classification of the Roadway or Trail (Show official designations of route)		<input type="checkbox"/> National Highway System		<input type="checkbox"/> Major Collector Road		<input type="checkbox"/> Local Road	
		<input type="checkbox"/> Arterial Road		<input type="checkbox"/> Minor Collector Road		<input checked="" type="checkbox"/> Trail	
Traffic Volumes		Current				20 Year Projections	
		Actual Counts		Estimated		Basis for Projections? (e.g. Transportation Plan, population growth rate...)	
		Start of Project	End of Project	Start of Project	End of Project	Start of Project	End of Project
Average Daily Traffic (ADT) on Highway				32	20	48	30
Seasonal Average Daily Traffic (peak season) (SADT) on Highway							
% Trucks							
% Federal Land Related				100	100	100	100
Comments		Estimated counts are based on trail counter data from 2015/2016. Counter was installed near start of project area, but not at end. Some unknown percentage of hikers turn around before reaching the end of the project area. A 50% increase in traffic over 20 years would be realistic as the grade of the re-routed trail would make the route more accessible to hikers of varying abilities.					
National Bridge Inventory (NBI) Structure Number		Dimensions (Overall Length x Width)		Bridge Type		No. of Spans	NBIS Sufficiency Rating (1-100)
+ -							
Problem Statement: What purpose does this transportation facility serve? What is the need for this project? Who will this project serve (such as skiers, communities, hikers...)? What are the conditions requiring relief? Describe the consequences if these conditions are not addressed. Describe physical and functional deficiencies, anticipated changes in use, safety problems, capacity issues, bridge deficiencies, pavement or surface conditions, etc.							
<p>The 5.5 mile-long Harbor Mountain/Gavan Hill Trail is one of the most popular trails accessible from the Sitka road system. The trail connects the Cross Trail Multimodal Pathway accessible from downtown Sitka and ends at Harbor Mountain road, the only road in southeast Alaska that accesses the sub-alpine. This easy access to the upper elevations draws many hikers who might not otherwise want to climb from sea level to the ridge top at Gavan Hill. The trail is used year round by hikers, hunters, snowshoers and skiers. For the past 25 years, the Alpine Adventure Run mountain race has been run on the Harbor Mountain/Gavan Hill Trail bringing competitors from all over Alaska and increasingly from the lower 48. The race has grown in popularity from 15 runners in 1993 to 85 participants in 2018. The Forest Service has capped the number of participants at 85 due to concern about the condition of the Gavan Hill Trail and there is always a waiting list. The segment of trail not included in this proposal has been reconstructed in phases over the past 20 years. One critical portion remains to be completed - the Gavan Hill portion that leads from the Sitka Cross Trail to the ridge top. This project will replace the unsafe, decaying boardwalk and eroded natural tread with durable, low maintenance gravel. The Gavan Hill segment of the Harbor Mountain/Gavan Hill Trail was constructed in 1993, mostly from pressure-treated wood which is now reaching the end of its 30 year design life. The elevated staircases and boardwalks are literally falling apart and the natural tread portions are severely eroded, creating significant public safety hazards. Sitka Search and Rescue has logged five litter rescues of hikers injured on the trail; the incidence of which can be expected to increase in number and severity as the structures become more decayed. Maintenance needs have become extreme because the steps are constantly breaking and it is not always possible to quickly repair hazardous conditions.</p>							

Detailed Description of Proposed Capital Improvement, Enhancement, or Surface Preservation: Describe how the proposed project will address the problem. Describe the overall design concept, scope of work, any unusual design elements, design or operational standards, and any work affecting structures (bridges and major culverts). Include widths, surfacing type, surfacing depth, earthwork needs, roadside safety features, ancillary parking areas, signing improvements, bridge work, guardrail improvements, etc. Include optimum year work should be done and year work needs to be done no later than.

The Scope of Work is to complete the project in a minimum of two phases. Phase I, year 1 of the project is projected to start in 2021 and will include Survey and Design according to design criteria and elements including contract preparation. Phase II, year 2 work would start in 2022 and includes construction of the 2.1 mile reroute of the Gavan Hill segment of the trail and demolition of the old section. Though completion of the project in two phases over two years would be ideal, the construction could be split into multiple phases if necessary. There is no date the project needs to be completed by, but as mentioned previously, there are definite safety concerns with the existing trail so completion by the end of 2022 would be ideal.

Overall grade will be reduced from an average of 29% to 16% with an elevation gain of 1,780 ft. The reroute will require cut and fill to produce a 30" wide tread, addition of 3" minus aggregate an average of 8" deep for about 9540' of trailbed, drainage structures including 3 rock fords, and 23 36"-48" wide timber bridges with an average length of 20 ft and maximum length of 40 ft. There will be approximately 600' of bedrock removal. Steps and staircases will be kept to a minimum and may be constructed from imported or native stone, pre-cast concrete or aluminum. Three rest areas will be strategically located along the reroute to provide viewpoints and benches. A small trailhead will be built at the intersection with the Sitka Cross Trail to include a small facility to lock bicycles.

The design criteria include:

- Provide an average grade of approximately 10–20% to minimize the need for steps and stairs
- Avoid major topographic obstacles and other negative control points
- Minimize switchbacks
- Maximize the beauty of the trail by routing it by points of interest like large old growth trees

Detailed Description of Proposed Transit Service: Provide operational details of the proposed service. What are specific destinations the route will serve? Is the service year-round or seasonal? What are the operating dates/service hours/day of week? Describe transit route details, including miles, number of stops, and variability in service operations. Describe any marketing, way finding, or other information that will be disseminated to promote service.

The Harbor Mountain/Gavan Hill Trail is a destination in and of itself. Community members as well as visitors to Sitka enjoy this route as the longest subalpine trail accessible from the Sitka road system. It directly connects the community via the Sitka Cross Trail to the top of Gavan Hill for a ridge hike ending at Harbor Mountain road (FS road 7576). The trail is most heavily used in the summer season, but sees steady use throughout the entire year.

The proposed reroute will have 3 rest areas over 2.1 miles and 1780 feet of elevation gain. A map on an aerial photo base will be installed at the trailhead/Sitka Cross Trail junction. The proposed trail reroute will lengthen the overall trail by nearly 3/4 mile from 5.5 to 6.2 miles. Several trail destination signs will be placed at various locations along the 6.2 mile trail to orient hikers to key trail features with updated mileages.

Upon completion of the project, the FS will update printed trail maps and websites to show the new trail alignment. Local non-profit and partner organization Sitka Trail Works, Inc. (STW) does an excellent job of promoting Sitka area trails. They maintain their own website with current trail information and maps. In addition, they lead free hikes during the summer to promote use and enjoyment of Sitka area trails, including Harbor Mountain/Gavan Hill. Alpine Adventure Run event organizer Christine Horan is one of the projects staunchest proponents and continuously works to promote the trail, which has become very well known in the mountain running community.

Detailed Description of Proposed Planning: Describe the details of this planning and the final product that will be developed. Would this planning effort support projects that could be submitted under future Federal Lands Access Program requests for proposals?

Much of the information included in this proposal was developed by a landscape architecture firm. They generated a detailed LIDAR-based slope and contour map that shows the areas of steep terrain to be avoided, and more gentle terrain that could be suitable for trail construction. A proposed route was ground-truthed and a conceptual design, including cost estimate, was completed. Depending on how funds are distributed, this project could be phased into 2 or more phases beginning in 2021. NEPA is expected to be completed by March 2020.

Detailed Description of Proposed Research: Describe the type of research and the final product for this effort. Describe the need for the research and how this research enhances safety, access or sustainability.

Much of the research for this project has already been completed as stated in the previous question. The purpose of the LIDAR mapping exercise was to locate a route with a reduced grade that would minimize the need for structures. The proposed route will be a huge improvement in terms of sustainability and safety.

Right-of-Way Acquisition: Describe which agency (agencies) has title for the project and how that title is documented. Describe which agency (agencies) has maintenance responsibilities for the project. Does new ROW need to be acquired? If so, how much, how many owners, and what is the anticipated time (months) to acquire all needed ROW? How does the applicant plan to acquire the ROW? Will coordination with any railroads be needed? What is your agency's experience acquiring ROW for federally-funded or assisted projects? Include supporting documentations which clearly shows which agency has title or maintenance responsibility of the facilities.

One section of this reroute (about 1800') is currently on Alaska Mental Health Trust lands, however these lands are in the process of being conveyed to the Federal Government to become part of the Tongass National Forest. An agreement is in place to complete the conveyance by March 2020 at the latest. The remaining route is on National Forest System lands. The rerouted trail, like the existing trail, will be the maintenance responsibility of the Sitka Ranger District.

Utilities: Identify utilities in the roadway corridor or project site. Would relocation be needed? What agreements exist and who pays for relocation costs?

No utilities are located in the project area.

Project is identified within the following (Check all that apply and show plan name)

<input type="checkbox"/> System Transportation Plan (Unit, Refuge, etc.)	
<input checked="" type="checkbox"/> Federal Land Management Plan	2016 Tongass Forest Plan amendment
<input checked="" type="checkbox"/> Regional/Borough Transportation Plan	2003 Sitka Trail Plan
<input checked="" type="checkbox"/> City Transportation System Plan	2012 Sitka Sustainable Outdoor Recreation Plan
<input type="checkbox"/> Tribal Transportation Plan	
Would the proposal require modification or amendments to any of these plans?	No

Which of the following environmental and social issues are within the project area?

	Yes	No	Unknown	Comments
Wetlands	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEPA analysis has been initiated and will be complete in 2020.
Threatened & Endangered Species	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEPA analysis has been initiated and will be complete in 2020.
Other Fish & Wildlife Habitat	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEPA analysis has been initiated and will be complete in 2020.
Wildlife Movement Corridors	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEPA analysis has been initiated and will be complete in 2020.
Wild & Scenic River	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Non-Attainment Air Quality Areas	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Cultural/Archeological/Historic Sites	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEPA analysis has been initiated and will be complete in 2020.
Public Parks	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Wildlife Refuge	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Hazardous Materials	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Stream Encroachments	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

<p>Describe any other environmental or social issues that should be considered that are within the project area: Is the route included in an area receiving special management considerations for water quality, wildlife security, connectivity?</p> <p>The route is within a municipal watershed for the City of Sitka. The 5.5 mile Indian River Trail is also located within the watershed. Consultation with the Alaska Department of Environmental Conservation will be completed.</p>
<p>Describe the range of attitudes, both support and opposition, that this proposed project may receive from organizations, the public and within your own agency: State the basis for this supposition and include coordination efforts and public involvement efforts completed to date.</p> <p>The community of Sitka has long recognized the need to reconstruct this last phase of the Harbor Mountain/Gavan Hill Trail. In order to decrease the grade of the trail and reduce the number of treated wood structures, a reroute to a new location is necessary. Public comment has been positive for work that was completed on the remaining sections of the 5.5 mile trail. Public scoping will occur during the NEPA process including communication with the Sitka Tribe of Alaska and Shee Atika Corporation to determine if there are any concerns about the project. Plenty of support with little opposition is expected based on recent trail construction/reconstruction projects.</p> <p>The preferred lead agency for project delivery is WFLHD: The project proponents may suggest another agency take the lead for project delivery. If recommending a different agency deliver, indicate below which agency and provide rationale for recommendation. The rationale should include why another agency should take the lead, previous experience in delivering Federal-Aid (Title 23) funded projects, and ability to satisfy Federal Highway Administration project delivery requirements. The final capability assessment for project delivery will be completed by the WFLHD.</p> <p>Recommend that the USDA Forest Service be the lead agency for project delivery due to the nature of this project. Backcountry trail design and construction is highly specialized and the Forest Service has a successful history of implementing this kind of projects on time and within the budget. Examples are the 2017 the Sunnahae Trail FLAP near Craig, Alaska and the 2019 Raven Trail Reconstruction FLAP project near Petersburg. There is an experienced team of trail designers and contract administrators stationed in Sitka who would be responsible for implementing this project, resulting in substantial cost savings for pre-construction and construction engineering, which is reflected in the attached cost estimate.</p> <p>**Transit Supplemental Questions: <i>For Transit Proposals only, please answer the following:</i> If transit service is currently being provided to this Federal Land Management Agency unit or service has been provided in the past, please provide details about service parameters, ridership, cost per passenger, and any other pertinent information. What revenue will be collected to support the service? Describe fare pricing, discounts, pass programs, etc. Provide number, type, and age of current fleet. What is the daily number of riders estimated currently and/or at project completion? Describe how the proposed transit service will be financially sustainable with current and future sources of funding.</p>
<p>**Research Supplemental Questions: <i>For Research Proposals only, please answer the following:</i> Please provide details on how this research is broad-based and not narrowly focused on a localized problem. Provide specific examples showing how this research product can be used across multiple agencies.</p>

Cost Estimate for Capital Improvement and Enhancement

Fill-in estimates for appropriate items. Add items as needed. **Use Current Unit Prices.**

Source of **Accurate** Price Information: **Recent FS projects including Sunnahae trail in Craig and Raven trail in Petersburg**

Quantity	Item	Unit Price	Unit	Total
	Clearing and Grubbing		Acres	
	Roadway Excavation		Cubic Yards	
	Imported Borrow		Cubic Yards	
	Sub-Excavation		Cubic Yards	
	Water / Dust Abatement		Gallons	
	Recycled Asphalt (milling, pulverizing, ripping)		Square Yards	
	Asphalt concrete pavement		Tons	
	Aggregate Base (may include stabilization)		Cubic Yards	
	Aggregate Sub-Base		Cubic Yards	
	Major Culverts		Each	
	Minor Culverts		Each	
	Retaining Walls		Square Feet	
	Rip Rap & Slope Protection		Cubic Yards	
	Revegetation		Acres	
	Signing		Square Feet	
	Pavement Marking		Linear Feet	
	Roadside Safety (barriers, guardrail)		Linear Feet	
	Bridges		Lump Sum	
	Traffic Control		Lump Sum	
	Utility Relocation		Lump Sum	
	Enhancement		Lump Sum	
	Enhancement		Lump Sum	
Use table on the next page for additional items.				
Sub-Total				\$1,150,055.00
	Mobilization (As percentage of Sub-Total) Typically 10%, input estimated percentage in decimal form. For example: 0.10	0.035	Lump Sum	\$40,251.93
	Contingencies(As percentage of Sub-Total) Costs to cover undefined items. Typically 30%, input estimated percentage in decimal form. For example: 0.30	0.075	Lump Sum	\$86,254.13
Total Estimated Construction Cost				\$1,276,561.05
Estimated Preliminary Engineering Costs (As a percentage of the Total Estimated Construction Cost) Typically 5 to 25 percent, depending upon project scope and complexity. Input estimated percentage in decimal form. For example: 0.15				0.05
Estimated Right of Way Costs				\$0.00
Total Estimated Preliminary Engineering Costs				\$63,828.05
Estimated Construction Engineering Costs (As a percentage of the Total Estimated Construction Cost) Typically 5 to 20 percent, depending upon project scope and complexity. Input estimated percentage in decimal form. For example: 0.10				0.04
Estimated Construction Engineering Costs				\$51,062.44
	Construction Modifications (CM) Cost to cover changes during construction, typically 10% of construction cost. Input in decimal form. For example: 0.10	0.05	Lump Sum	\$57,502.75
Total Project Costs				\$1,448,954.29

Cost Estimate for Capital Improvement and Enhancement (Cont.)

Add items as needed. Use Current Unit Prices.

		Quantity	Item	Unit Price	Unit	Total
+	-	2,200	Demo of existing trail structures	\$12.00	LF	\$26,400.00
+	-	9,864	Aggregate Trail - 30" wide x 8" deep	\$70.00	LF	\$690,480.00
+	-	115	Stream Ford	\$25.00	LF	\$2,875.00
+	-	30	Drainage Dips	\$100.00	EA	\$3,000.00
+	-	454	Timber bridge with handrails	\$400.00	LF	\$181,600.00
+	-	300	Precast concrete steps	\$300.00	EA	\$90,000.00
+	-	60	Aluminum Staircase	\$675.00	LF	\$40,500.00
+	-	600	Solid rock removal - full bench (includes aggregate trail)	\$120.00	LF	\$72,000.00
+	-	6	Rest areas with benches	\$6,000.00	EA	\$36,000.00
+	-	2	Standard Tongass NF trailhead marker	\$1,000.00	EA	\$2,000.00
+	-	1	Trailhead map	\$2,000.00	EA	\$2,000.00
+	-	8	Trail marker sign	\$400.00	EA	\$3,200.00
					Sub-Total	\$1,150,055.00

Comments:

Cost data is from 20 years of historical bid data for same trail construction types and from field and GPS measurements.

Cost Estimate for Transit Projects

Add items as needed. Use Current Unit Prices.

		Quantity	Item	Unit Price	Unit	Total
+	-					
					Total Project Costs	

Comments:

Cost Estimate for Planning and Research Projects

Add items as needed. Use Current Unit Prices.

		Quantity	Item	Unit Price	Unit	Total
+	-					
					Total Project Costs	

Comments:

Required Local Contribution to Project: Describe the type and source of funds to provide the required 9.03% local match. Describe any soft match, in-kind match, or eligible Federal funds that will be used to satisfy the match requirement.

Local cash match will be \$130,841.00 from Tongass National Forest allocated funds for trail construction, maintenance, planning, and administration.

Other Contributions to the Project: Describe any additional contributions secured or being sought to implement the project proposal. Does this opportunity possibly leverage other funds?

Opportunities to leverage FS matching funds to secure additional project funding from the National Forest Foundation will be explored.

How does the project relate to the following evaluation criteria?

1. SAFETY

Improvement of the Transportation Network for the safety of its users.

- a) How would the proposed project improve unsafe conditions such as crash sites, inadequate sight distance, roadside hazards, poor vertical/horizontal alignment, hazardous intersections, inadequate lane and shoulder widths, etc?
In the response include how many and what type of crashes have occurred on the project site in the last five years, describe the basis for your information, include reported accidents and anecdotal information. Provide maps showing accidents locations.
- b) How does the proposed project address potentially unsafe locations other than crash sites identified above, such as locations where recreational use may create traffic conflicts?
- c) How does the project address safety for a wide range of users (freight, destination motorists, touring motorists, bicyclists, pedestrians, public transportation)?

The proposed project would make the Gavan Hill segment of the Harbor Mountain/Gavan Hill Trail decidedly safer for all trail users. The existing trail location has well over 1000 steps, most of which are constructed from treated lumber, and are failing at an accelerating rate. Segments of the existing trail without dimensional lumber or native timber structures have native substrate for tread surfacing. The trail has become severely eroded in some of these areas, usually accompanied by a tangle of exposed roots. Steep pitches and the often wet trail conditions exacerbate the hazards trail users currently negotiate. The proposed reroute of the existing trail would lower the overall grade in the project area from 29% to 16% with durable aggregate surfacing over approximately 90% of the trail length, while significantly reducing the need for steps and staircases.

2. ASSET INVESTMENT PLANNING

Improvement of the transportation infrastructure for economy of operation.

- a) If the proposal includes a bridge, what is the National Bridge Inventory System (NBIS) bridge rating? How will the project extend the service life of the bridge and/or improve the NBIS bridge rating? Would the proposal increase the NBIS rating above Poor (a "Poor" rating is equivalent to "Structurally Deficient" rating starting in 2018).
- b) What is the current condition of the existing surfacing? If the surfacing is pavement, what is the Pavement Condition Index (PCI)? If the surface is gravel, what is the PASER rating (if available)? How would the project improve the surface condition?
- c) Is the road included in a surface management system?
- d) How will this project reduce maintenance or operating costs?
- e) How does existing demand compare to the capacity of the current facility? Is the need identified in a Local, Regional or State transportation plan for the Federal Land Management Agency plan?

Current surfacing is a predominately comprised of lumber structures (stairs, boardwalk) and native substrate. 30 years would be a typical service life for treated lumber structures on a Southeast Alaska trail. The native substrate in the project area is highly erodible typically with an organic layer over volcanic ash. Rerouting the trail at a reduced grade and using durable materials for tread surfacing is expected to reduce annual maintenance costs by approximately 75% over 20 years.

The existing trail alignment cannot support the amount of use currently occurring nor the expected use. The need for this project is to meet Tongass National Forest Land and Resource Management Plan (USDA Forest Service, 2016) Forest-wide goals and objectives for Recreation and Tourism.

Goal: Provide a range of recreation opportunities consistent with public demand, emphasizing locally popular recreation places and those important to the tourism industry.

Objective: Maintain existing Forest Service system trails to a standard that provides for the health and safety of all users. Construct or reconstruct trails to encourage a healthier lifestyle for the public. Emphasize projects that facilitate community use or community connections.

Objective: Maintain existing recreation sites and facilities to provide for the health and safety of all users. Construct or reconstruct facilities in locations where the need for the facilities are supported by either known use, partnerships for long-term maintenance, or repeated safety concerns...

3. RECREATION AND ECONOMICS

Development and utilization of the Federal Land and its resources. (Show on map)

- Describe any high use Federal recreation sites or Federal economic generators (as determined by the Federal Land Manager) that are accessed by this project. How many visitors access/use the site annually? How does the project enhance access to these sites?
- What renewable or subsistence resources are associated with the Federal Lands?
- Which Federal Lands are accessed by this project? How many acres of Federal Land are accessed by the project? If multiple Federal Lands are accessed, itemize acreage by agency
- How will the proposed project improve the transportation network to support the community's economic goals/needs or meet the needs identified in the National Scenic Byway management plan?
- Are there special or unusual scenic attributes? Is it historic resources such as National Register or have cultural or archaeological significance beyond the ordinary?

The Harbor Mountain Recreation Area (HMRA), which includes parts of the Harbor Mountain Road and Harbor Mountain/Gavan Hill Trail, Harbor Mountain Picnic Area and surrounding lands is one of the most popular recreation destinations near Sitka. The area is incredibly scenic with breathtaking views of Sitka Sound and numerous islands, Mount Edgecumbe and the open Pacific Ocean beyond. HMRA and surrounding federal lands are very popular with deer hunters and berry pickers. The area is rich with WW2 history and parts of several defense related facilities built during the era are still discernible today. For example, the foundation of the radar site built in the 1940's now serves as the foundation for a picnic shelter in the Harbor Mountain Picnic Area.

The HMRA can be accessed via the winding Harbor Mountain Road or the Gavan Hill end of the Harbor Mountain/Gavan Hill Trail (i.e. the project area) via the Sitka Cross Trail. Improvements to the trail will allow a broader spectrum of guided and unguided recreation enthusiasts to experience the route while providing an additional commercial opportunity to outfitter/guides. The steepness of the current alignment combined with the overall poor condition of the trail has resulted in a FS decision to not permit guided use of the trail at this time.

4. MOBILITY

Continuity of the transportation network serving the Federal Land and its dependent communities.

Mobility of the users of the transportation network and the goods and services provided

- Identify and list the planning documents directedly related to this project. What is the local or regional priority (high, medium, low) of the project considering the Federal Land, State or County network? How does this proposal fit within these plans and what are the consequences to the transportation system of not addressing these needs?
- Does the proposed project connect to a designated route on the Federal Land Management Agency's FLTP inventory? Are there any future improvements planned on the designated route?
- How would the proposed project address travel impediments on the route (e.g. missing links, travel restrictions, bottlenecks, size/load limits) to improve the continuity of the transportation network? What work has been completed on adjacent sections to create route continuity? Is the road the sole access to the area?
- How would the proposed improvements reduce travel time and congestion, increase comfort, and convenience for the federal land user?
- How would the proposed project improve the choices for alternative modes of travel (pedestrian, bike, bus, or rail)? Would the proposed project make any ADA improvements?

The 2003 Sitka Trail Plan provided a comprehensive vision that has guided the development of the Sitka area trail system, resulting in an impressive list of completed trail projects. It was developed under an MOU by the Forest Service, The City and Borough of Sitka, Alaska State Parks, Sitka Trail Works and other organizations. It designates the Forest Service as the responsible agency for implementing the reconstruction of the Gavan Hill Trail. The plan identifies the reconstruction of Gavan Hill Trail as a priority project due to being, "One of Sitka's most popular trails. Sections of it are currently dangerous to hike." The proposal would directly address the Sitka Trail Plan by completing a priority project. The likely consequences of not completing the proposed project are continued moratorium on commercial use of the route, an increase in injuries to trail users from slips, trips and falls, and potentially closing the route within the next 10 years until funding is secured for the project.

The Harbor Mountain/Gavan Hill trail is a designated FLTP route as is the Harbor Mountain Road and the Sitka Cross Trail. If the proposed project is completed, no major future improvements will likely be needed for the length of the trail in the near future.

The proposed project is the last phase in the total reconstruction of the entire length of the trail, which can be reached at one end by the Sitka Cross Trail and by Harbor Mountain Road at the other. The existing condition of the trail in the project area is currently the

impediment to allowing commercial use over the entire length of trail and opening up a unique opportunity on the Sitka trail system for guided visitors. The proposed reroute will remove an impediment for many less experienced and confident trail users who find the extended steep pitches and current tread conditions too challenging.

The proposed project wouldn't significantly change the time required to hike the trail, but it should increase comfort for the typical trail user. Hikers are likely to spend a lot less time looking down for slipping and tripping hazards with each step and spend more time enjoying the views of the surrounding area. No ADA improvements are planned under this proposal, but there is an ADA accessible segment at the start of the trail from the Harbor Mountain trailhead.

5. SUSTAINABILITY AND ENVIRONMENTAL QUALITY

Protection and enhancement of the rural environment associated with the Federal Lands and its resources.

Note: It is assumed all projects will be constructed in accordance with all environmental regulations. This scoring is for projects which enhance environmental goals.

If applicable, describe how the project:

- a) Contributes to the environmental goals and objectives of the Federal Land Management Agency and/or other applicable land management plans.
- b) Enhances wildlife connectivity, wildlife habitat and/or aquatic organism passage.
- c) Enhances water quality, riparian and/or wetland function.
- d) Uses design, materials or techniques that would exceed the minimum environmental requirements and/or mitigates an existing environmental problem.
- e) Promotes sustainable practices (e.g. reduces greenhouse gas or vehicle miles traveled).

The proposed project will promote a sustainable recreational activity. The project area is connected via the Sitka Cross Trail to neighborhoods adjacent the town core making it an easily accessible trail by foot or bike for many Sitkans and visitors alike.

Erosion and sedimentation are currently occurring from use of the existing trail. The proposed project would directly mitigate this resource damage by using durable materials to surface the trail. The new trail alignment would be much more sustainable due to a reduction in grade and improved construction techniques and materials.

6. READINESS AND SUPPORT

Project readiness, local support, financial support, capacity and project delivery

- a) List project support, describe how funding this proposal fits with agency priorities and describe the previous federal investment, if known.
- b) Describe the applicant's share of project costs, type of funds, availability of funds and certainty of funds.
- c) Describe the project readiness, and the preferred project delivery schedule (with the knowledge that construction funding for project will be programmed for 2022 and 2023).

The project has not been publicly scoped yet, but is currently supported by Sitka Trail Works, Inc. and Alpine Adventure Run event coordinator Christine Horan. The 2003 Sitka Trail Plan was developed with community input and the proposed project was advanced as a priority project. As mentioned in the response to 2. ASSET INVESTMENT PLANNING (above), the project is an ideal fit to meet agency priorities for recreation and tourism as expressed in the Tongass National Forest Land and Resource Management Plan (USDA Forest Service, 2016).

In the last 10 years, the FS has spent in excess of 1 million dollars on reconstruction of the portion of the Harbor Mountain/Gavan Hill trail outside the project area. The agency has spent an additional \$35,000 to complete a Design Narrative for the proposed project to ensure a more sustainable location for the trail exists and to develop realistic cost estimates for the reconstruction project.

Agency matching funds will be made available for this project from Tongass National Forest allocated trails program dollars.

The Sitka Ranger District will begin the NEPA process within the next month and is expected to complete environment review and permitting early in 2020. Ideally, survey and design including contract preparation would take place in 2021 with construction to follow in 2022.

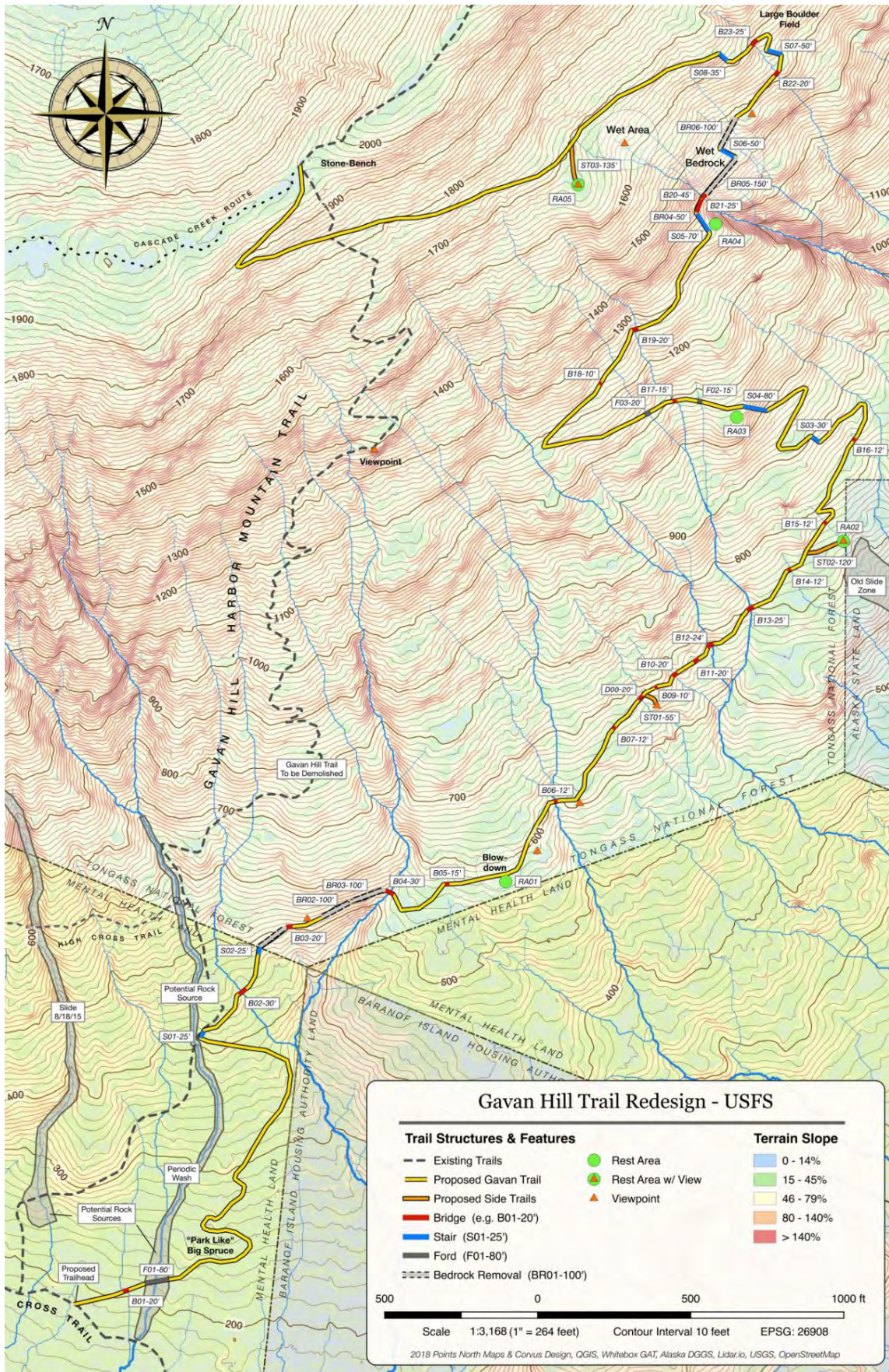


Figure 6 - Proposed trail map



Sitka Trail Works, Inc

801 Halibut Point Road, Sitka AK 99835

Phone: 747- 7244 email: trail@sitkatrailworks.org

3/28/19

Re: US Forest Service Application for FLAP Funds for Gavan Hill Trail, Sitka, Alaska

To Whom It May Concern:

The Sitka Trail Works Board of Directors passed a motion unanimously at their 3/28/19 meeting to support the US Forest Service's application to FLAP for the survey/design and construction for the Gavan Trail. Sitka Trail Works is a non-profit MOU partner with the Forest Service in the Sitka Trail Plan. Our organization has as our mission to develop, maintain and promote Sitka trails.

The Gavan Hill Trail is one of Sitka, Alaska's most highly used trails since it connects to two other major trails, one of which is Sitka's non-motorized transportation route and the Harbor Mountain Recreation area. The trail passes through old growth forest before emerging in the alpine. Wonderful vistas of Sitka Sound, the volcano Mt. Edgecumbe, and numerous mountains and islands can be seen from the alpine portion of the trail.

The new trail design will reduce maintenance costs, drastically improve safety, be much more popular with hikers and improve winter access to the alpine. The new trail will be constructed on a more gradual 2.1-mile-long route with gravel and a minimum of steps. The proposed route would reduce the trail steepness from average of 29% to a more sustainable 16% and have fewer switchbacks. Current wooden structures and stairs will be eliminated with trail surfacing replaced with aggregate and stone pitching. Replacing slippery or rotten boardwalk and stairs with aggregate will improve safety considerably and will be low-maintenance and durable, reducing long-term costs significantly.

Thank you for considering this cost-effective project and for funding this worthy, important project.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lynne Brandon'. The signature is fluid and cursive, with a large, sweeping 'L' and 'B'.

Lynne Brandon, Executive Director
Sitka Trail Works



Christine Marie Horan, Race Director
Alpine Adventure Run
christinemariehoran@gmail.com
PO Box 2003
Sitka, Alaska 99835

April 5, 2019

Mike Mullin
Natural Resource Specialist
Forest Service
Tongass National Forest, Sitka Ranger District
2108 Halibut Point Road
Sitka, AK 99835

Sent Via Email: Michael.Mullin@usda.gov

Subject: Letter of Support for FLAP Funding - Final Phase of the Harbor Mountain/Gavan Hill Trail.

Dear Mr. Mullin,

This letter supports your request for funding from the Federal Lands Access Program (FLAP) that would cover survey/design/contract preparation and construction to complete the final phase of reconstruction on the Harbor Mountain/Gavan Hill Trail.

The Alpine Adventure Run will be holding its 26th consecutive annual run this year on a 7 mile course, which starts in town, traverses the 6.25 mile Gavan/Harbor trail, and ends a half mile from the mountaintop trailhead at a scenic picnic spot. Starting as an Eagle Scout project in 1994 with 15 runners, this race has grown to permit 85 runners a year, but is severely constrained, due in part to the condition of the Gavan Hill portion of the trail under consideration for reconstruction. This is the only permitted use of this trail, and has gained in popularity each year. A minimum of 40 standby runners are pre-paid within days of opening of registration, eager to get a coveted spot. At this point we stop taking standby registration, turning away many requests.

This increased use of the trail has caused minimal wear and tear to the rebuilt Harbor Mountain portion as evidenced by the annual photo surveys we provide to the Forest Service. The lower portions of the trail (Gavan Hill), rugged as they are, present a joyful challenge to the adventure runners. Although the Forest Service does the best they can to maintain this older trail, major reconstruction would increase the user group, especially for hikers of moderate ability. The running community, however, has cleared trees and rebuilt steps on occasion to keep the trail safe and passable.

Approximately 20% of the runners are from out of town, and as independent travelers are spending hundreds of dollars a day to stay in Sitka, plus transportation to get to Sitka. Many

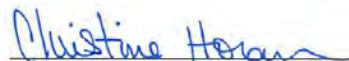
standby runners from out of town dropped out, because the ability to acquire discount airfares evaporate as time goes on. Most of the top runners in the Alaska mountain running community have participated in this run, challenging others to do the same. It is on the statewide mountain race calendar. We have had runners from across the country come to make this their vacation destination. Frank Shorter, the 1972 Olympic Marathon gold medalist, ran one year remarking on the trail's beauty, but also the fact that the winner waited till the last runner came in before having the group photo taken. Others have run as cruise ship passengers on a stop at Sitka.

The final reconstruction segment of this trail will connect the beautifully finished, durable Harbor Mountain alpine trail to the Sitka Cross Trail, which in turn connects to other trails and feeder neighborhood access points along the base of the mountain. This forms a continuous 15 mile loop, including Harbor Mountain Road. In turn the Sitka Cross Trail connects to the Forest Service's Indian River Trail to the east, and soon to connect to the Forest Muskeg (Ben Grussendorf Trail)/Mosquito Cove Trail to the west, a system of nearly 25 miles. These trails connect to nearly every neighborhood in town, extending to the Alaska Ferry System terminal 7 miles from downtown. This completes a very important non-motorized transportation corridor in this small community, which only has 14 continuous miles of public highway along its narrow coastal shelf.

The Gavan Hill trail reconstruction is the final phase of this trail system and recreational infrastructure, which the Forest Service has already spent millions of dollars on. The community, through the efforts of Sitka Trail Works, the City and Borough Sitka, and its other partners has spent millions of dollars on the Sitka Cross Trail, as well as other lower connecting trails. The Gavan Hill view shed forms a backdrop of our community, which has been a landmark since before the Russian era. Completion of this last piece of the system would be a wise way to leverage limited Federal dollars. This would benefit short term hikers who seek to get a view of town, local residents who extend their healthy recreational opportunities, and the thousands of dollars that can be generated by the Alpine Adventure Run's ongoing popularity.

Please feel free to contact me if you have any questions or would like more information on an area I didn't address. Thank you for your consideration of these comments.

Sincerely,



Christine Horan

2019 Alaska Federal Lands Access Program
JOINT ENDORSEMENT - This project is supported and endorsed by
 (add agency endorsements as needed)

Project Name	Harbor Mountain/Gavan Hill Trail Reroute
Federal Land Agency (ies)	USDA Forest Service, Tongass National Forest
Federal Land Unit Manager's Name	M. Earl Stewart
Title	Forest Supervisor
Electronic Signature	
Date	
Email Address	
Telephone	
Point of Contact	
Title	
Email Address	
Telephone	
State, Borough, Local, or Tribal Government	
Agency Official's Name	
Title	
Electronic Signature	
Date	
Email Address	
Telephone	
Point of Contact	
Title	
Email Address	
Telephone	

***Signatures (electronic signatures are acceptable) are required for BOTH the Federal Land Management Agency being accessed and the State, Borough, Local or Tribal Government.



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-087 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 4/17/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Approve Memorandum of Agreement between the Sitka School District, City and Borough of Sitka, and Alaska Arts Southeast, Inc. for professional management and custodial service of the Performing Arts Center at Sitka High School

Sponsors:

Indexes:

Code sections:

Attachments: [Motion MOA Performing Arts Center](#)
[Administrator memo MOA SSD AAS](#)
[MOA Performing Arts Center](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTION

I MOVE TO approve the Memorandum of Agreement between the Sitka School District, City and Borough of Sitka, and Alaska Arts Southeast, Inc. for professional management and custodial service of the Performing Arts Center at Sitka High School and authorize the Municipal Administrator to execute this document.



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

MEMORANDUM

To: Mayor Paxton and Assembly Members

From: Keith Brady, Municipal Administrator

Date: 4-17-19

Subject: Approval of the MOA between the Sitka School District and Alaska Arts Southeast

Summary

In the past Alaska Arts Southeast (AAS) has had a paid contract with the Sitka School District to help with the technical aspects of running the Performing Arts Center (PAC). With the potential of the fiscal impact of the state budget and to help the SSD and CBS, Alaska Arts Southeast has proposed a non-paid agreement to manage the PAC.

Fiscal Note

From the SSD budget the cost to run the PAC is \$240k. This was part of the educational contribution from the city. Our cost in the MOA is approximately \$57k a year for electricity, water, sewer and garbage for the PAC. We already do snow removal for the PAC/SHS parking lot.

Recommendation

Approve the MOA between the SSD and AAS

Memorandum of Agreement (MOA)
Between
Sitka School District (SSD), City & Borough of Sitka (CBS),
and Alaska Arts Southeast, Inc. (AASE)
For
Professional Management and Custodial Service of the
Performing Arts Center at Sitka High School

The Performing Arts Center (PAC) is a critical building to our schools. It is the high school auditorium. Over 1000 school children perform on its stage each year. Over 50 events are staged (not including rehearsals) each year. It is a crown jewel for the Sitka community, that raised \$17 million dollars to have it built, and it is critical to the summer programs of AASE which brings substantial outside revenue into our economy. CBS recognizes this economic value to the City of Sitka and there-by joins this agreement in supporting the operation of the PAC. To assist our community with budget costs, AASE hereby agrees to continue to professionally manage the PAC at no annual cost to the CBS and SSD, thereby keeping the building open for year-round use.

AASE will provide the professional management for the PAC from July 1, 2019, to June 30, 2020, with an annual extension for up to (4) four additional years.

AASE provides and agrees to:

- Event booking and marketing
- Event management onsite
- Ushering and coordinating volunteers
- Technical Management
- Custodial Services
- Any necessary supplies as needed for the general operations of the PAC
- Be responsible for Accounts Payable and Receivable, and therefore receives all revenue generated by the rental of PAC
- Carry General Liability Insurance with SSD named as an additional insured with all rights of subrogation waived against SSD
- Carry Workers Compensation Insurance for employees
- Require proof that all users of the PAC carry General Liability Insurance with a minimum of \$1,000,000; users should name both AASE and SSD as insured

The Technical Director responsibilities will include:

- Recommending lighting, sound, staging, and special needs, necessary for events and performances presented at the facility in advance of production dates
- Designing, creating, maintaining and operating lighting and sound systems for theater, dance, music, and other productions and projects; assists guest designers and arts with technical matters
- Designing, supervising and assisting with set and stage construction and management
- Training students and community members in technical theater
- Overseeing stage crews and volunteer staff
- Developing job duties and providing oversight of interns or other paid employees hired as AASE deems necessary
- Orienting facility users and visiting productions to safety, technical characteristics and other areas of facility operations; facilitating the use of the technical facilities by user groups
- Monitoring the condition of equipment including lighting, sound, and rigging equipment; arranging for the repair and replacement within budgetary constraints; performing preventive maintenance on equipment
- Assisting with the preparation and control of production budgets; maintaining inventory and requesting specialized supplies

Technical Director Job requires:

- Experience with a wide range of technical issues
- Working knowledge of techniques, methods, and procedures for theater, dance, and music productions and presentations
- Capability with stage, set, sound and lighting design and implementation; stage management; computerized lighting systems; stage carpentry; appropriate safety precautions and procedures

The TD must also have the ability to analyze and evaluate the need for planning, developing, scheduling and providing the technical support required for each event or performance.

The TD should have a Bachelor's degree in technical theater arts, dance, music, communications or related field from an accredited college or university and can demonstrate responsible work experience in the technical aspects of theater, dance, and music production.

The Custodial Technician responsibilities will include:

- Cleaning, dusting, and polishing all restrooms, water fountains, glass surfaces, walls, doors, elevators, countertops, furniture, mirrors, and all other areas inside of the PAC
- Sweeping, dust mopping, vacuuming, mopping, and other general maintenance of all floors in the PAC
- Emptying, cleaning, and re-lining waste receptacles
- Any other cleaning duties as assigned or requested by the SSD Maintenance Department or Superintendent's Office

The Custodial Technician Job requires:

- Experience with cleaning facilities and working around highly technical equipment.
- Knowledge of cleaning products and equipment and their appropriate application.
- Ability to work professionally with multiple groups and organizations.

City and Borough of Sitka agrees to:

- Pay all utilities including electricity, water, sewer, and garbage for the PAC. Current billing account number is 5417-002.
- Parking lot snow removal.

Sitka School District agrees to:

- Work together and include Alaska Arts Southeast, Inc. in decisions impacting the technical management of the PAC during the dates of management outlined in this agreement.
- Provide Alaska Arts Southeast, Inc. priority use of PAC during Sitka Fine Arts Camp session. Routine user fees will be waived.
- Janitorial cleaning materials, equipment, and supplies up to \$5,000 per year
- Pay for the heating expenses, property and liability insurance of the PAC.
- Annual building maintenance and sidewalk snow removal.

Other Considerations:

AASE Executive Director and the SSD Superintendent will meet periodically to evaluate the MOA. A review between AASE, SSD, and CBS will occur annually to improve and/or amend this agreement. Amendments can be made if mutually agreed to by all parties.

Sitka School District, Mary Wegner, Superintendent

Date

Alaska Arts Southeast, Inc., Roger Schmidt, Executive Director

Date

City and Borough of Sitka, Keith Brady, City Administrator

Date



CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-085 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 4/16/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Discussion / Direction on beginning construction of the Cross Trail Phase 6 project as funded and permitted

Sponsors:

Indexes:

Code sections:

Attachments: [Motion and Cosponsors Memo](#)
[4-23-19 Cross Trail support doc's](#)
[LOA - Sitka Trail Works & CBS](#)
[Cross Trail 6 1-21-19 Meeting Agenda](#)

Date	Ver.	Action By	Action	Result
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Sponsors: Wein and Mosher

Discussion / Direction

on beginning construction of the Cross Trail Phase 6 project as funded and permitted.



City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

MEMORANDUM

To: Mayor Paxton and Assembly Members
Keith Brady, Municipal Administrator

From: Assembly Members Wein and Mosher

Date: April 17, 2019

Subject: Approval of beginning construction immediately of the Cross Trail Phase 6 project along the fully permitted and funded alignment

Background: Sitka Trail Works has invested time, money, and resources in order to complete Cross Trail Phase 6. It is fully funded, and was previously approved to move forward until on 1/21/19, the Municipal Administrator decided to change the plan, thus delaying the project for an unacceptable time to re-do permitting, adding additional funding requirements on Sitka Trail Works.

Analysis: Phase 6 of the Cross Trail is a fully funded and permitted project. The project was allowed to proceed with the full knowledge and approval of CBS until 1/21/19. This last minute change to the project will cause costly delays. These last minute changes have not been adequately vetted at the Assembly level.

Fiscal Note: Please see the attached note regarding the project history and cost elements.

Recommendation: We recommend directing the Municipal Administrator to honor its previous commitment and allow construction to begin on the fully funded and permitted trail alignment. Discussion and direction appreciated.

Sitka Cross Multimodal Trail Project – Phase 6 Harbor Mountain Road to Old Sitka, including connector to Sitka Rocks dock

Background:

- Sitka Trail Works, Inc. is a nonprofit organization that promotes, develops and maintains Sitka trails. Over twenty years, twenty development and maintenance projects have been completed via a partnership MOU as a part of the 2003 Sitka Trail Plan. The basis of this successful MOU has been cooperation and support moving trail project goals forward, not necessary money.
- Since 2006 STW has successfully constructed or re-constructed over five miles of Cross Trail using 2.5 million dollars which the organization raised from federal, state, foundations and local funds. The City has contributed \$159,566 mostly from Title III funds and in-kind staff time with only \$22,000 cash from the Parks and Recreation General Fund Budget for trails.
- Public scoping for National Environmental Policy Act (NEPA) regarding two proposed alignments occurred in Fall 2015 and the alignment was committed to by the STW Board in January 2016. This scoping included review by and support from SEDA of the East alignment since it “allows for future development of No Name Mountain”.
- Beginning in fall of 2015, Sitka Trail Works (STW) has worked to complete the fundraising, design, planning and permitting for the Cross Trail Phase 6 multimodal trail construction. Permitting and planning are complete and a 2016 Federal Lands Access Grant (FLAP) for \$255,553 fully expended.
- All construction funding, \$2,122,400, has been secured by STW as of the end of November 2018 when Rasmuson awarded a \$117,000 grant to STW for a portion of the 9.03% required match. CBS Administration has committed \$50,000 match in in-kind staff time and rock in lieu of this amount coming from CPET.

Current Status:

- On 1/21/19 CBS informed STW that the connector trail from Sitka Rocks dock would not be built due to potential pedestrian conflicts with a future rock quarry road and they want a re-route and re-location of the trailhead from Harbor Mountain Road (HMR).
- These changes are due to the necessity of waiting until the Master Plan for Granite Creek is developed.
- Public Works has also decided to use Harbor Mountain Road (HMR) for dump truck access to a future overburden waste site with the truck turnaround at the location for the current trailhead. This location off HMR area is not included in the Master Planning area so no feasibility study will be completed for this proposal. Since then staff has said that the trailhead area is currently considered undevelopable.
- Staff has stated that CBS is committed to an alignment through the Granite Creek quarry and industrial site even though STW has concluded that this change will cause unacceptable project delays (up to 18 months) and additional costs for re-design, stream crossing engineering/hydraulics and re-permitting.
- All the CBS proposed changes will jeopardize the entire project as it was proposed to funders. The extensive delays and increases to the current budget are unacceptable.

- **The trail can be moved if future development necessitates this.** Relocating the trail can be included in purchase agreements, as in Kramer subdivision.
- On 2/15/19 the CBS Administration approved moving forward with construction of the trail alignment from the Powder Magazine road to Starrigavan Boat Launch.

ADDENDUM for the City and Borough of Sitka Mayor and Assembly

Additional Background:

Sitka Trail Works (STW) a very small, membership-supported nonprofit has raised all the funding and completed all the permitting necessary to construct the last segment, Phase 6, of the Cross Trail. We are ready to build the trail now but have experienced delays and project changes due to CBS.

The Sitka Cross Trail is listed as a community goal in numerous plans starting in 1975 and most recently, in the last major recreation plan for Sitka which was approved by the Assembly in 2011. The alignment through Granite Creek to the Ferry Terminal was depicted in the 2002 City Non-motorized plan and the 2003 Sitka Trail Plan.

The Comprehensive Plan 2030 lists the Cross Trail as an opportunity for the future. The project is supported by a Borough Facilities Goal: Provide desirable community facilities and service in an efficient and cost-effective manner to meet the needs of Sitka residents, businesses and visitors.” For a full listing of comprehensive plan goals that the project meets, see Appendix A. Additionally, the Assembly has passed 15 resolutions of support for the project, the most recent in 2016.

In order to inform the Assembly about the project, clarify actions that need to be taken to move the project forward, and to allow the Assembly to fully understand all the aspects of the project, Sitka Trail Works has prepared a Resolution of Support for the Assembly members to consider.

- 1. The trail location, as currently permitted, is approved with the understanding that the trail location could be moved or modified at a future date, as may be required to allow for future commercial or industrial development.***

Point #1 addresses the currently fully permitted and fully funded location of the trail. See Attachment 1 for a map. As of 1/21/2019 CBS Public Works is proposing a realignment from Harbor Mountain Road to Granite Creek and abandoning the connector to the Cruise Ship Sitka Rocks dock. This change is not budgeted for and delays the project for up to two years, jeopardizing the viability of the entire project. This memo will explain the factors that are important to consider approving the current location of the trail.

On 2/15/19, CBS Administrative staff, has said that STW can complete the main alignment from the Powder Magazine Road to Old Sitka Boat Launch and that the \$50,000 project match from CPET will come instead from in-kind time and rock donations. These are positive steps forward.

Potential conflicts with future development was a primary consideration when the trail location was selected. The main north-south portion of the trail was aligned along the eastern edge of property (identified in earlier planning documents as potentially residential) to support maximum development. STW has recognized road access to No Name Mountain rock, if found to be economically viable, may occur close to the Old Sitka dock connector trail. Although not ideal, if a road is constructed, it could be designed to be screened or buffered from the trail, as in the Yaw Drive connector. One use is not exclusive of the other. Many multimodal trails run adjacent to roads. The current option for cyclists and pedestrians is

considerably less safe. Cyclists and pedestrians are immediately adjacent to Halibut Point Road where all container truck traffic, Granite Creek quarry-overburden site dump truck traffic, and cruise ship busses drive by 45 mph and there are multiple driveways and roads that intersect with the road.

When the trail alignment and trail head from Harbor Mountain Road to Granite Creek was assessed by staff and STW's engineering consultant, the conclusion was that "the area is of limited value due to high development costs of the land." These costs are due to the following factors:

- The area between Harbor Mountain Road to Granite Creek is in an area identified as alluvial fan and old slide material. Impacts to Harbor Mountain Road including slide risk potential.
- The area is identified as deep upland wetland and wetland on steep slope. Removal of excessive amounts of wetland overburden is extremely expensive and requires substantial mitigation.
- Industrial or commercial development will require the removal of excessive vegetation adjacent to Granite Creek. Any development in the Granite Creek watershed will require expensive wetlands permitting/mitigation, ADF&G fish habitat permits and complying with DEC Stormwater permitting. Granite Creek and its tributaries are part of a DEC 303(d) listed impaired waterbody and may make large scale development (land clearing activities) expensive to permit and set up long term monitoring. Potential runoff and sedimentation impacts will be of concern to and limited by ADF&G and DEC. On-going, sedimentation remediation will have to be built in to any development.
- Excessively steep motorized access to area where trail is currently sited (24% - 80% slope from the pit floor to the current trail alignment).

All these factors were considered by STW when the alignment was planned and will limit potential development in the near term and future. The trail was located where it is since in the judgement of staff and our engineer these factors limit the suitability or profitability for industrial or commercial development.

Impacts to Community:

In decision making it is important to assess the benefits versus potential risks or downsides. Whereas it seems to the City to be prudent to delay construction, STW Board asserts the following impacts:

- This 2-million-dollar construction project will contribute to the Sitka economy.
- Trails and recreation infrastructure are key elements in a vibrant community economy and to a community's livability.
- Livability is key to attracting and retaining businesses and residents and to making Sitka a desirable visitor destination.
- The Cross Trail is a low maintenance infrastructure that is intended to act as an alternative road access when a tsunami or earthquake damages Halibut Point Road.

Impacts to Sitka Trail Works:

Sitka Trail Works has an annual operating budget of \$84 ,000. The Board offers volunteer led hikes in the summer to promote trail use and healthy activity; STW implements an average of one major trail maintenance project per year and has worked to develop the Cross Trail since 2006. STW viability will be jeopardized by the changes that public works is proposing. Operating funding relies on reimbursement for direct costs and 5% for indirect costs from grants. Construction years put us in the black for operating costs and help us create a buffer for years where the organization is in the red.

Staff has started to mobilize and incur costs since the scheduled start up date was Fall 2018 since we established the schedule in 2016.

Rock is available for the project for a two-year window. Construction needs to be complete in 2021.

Our budget, schedule and methods have all been approved by Western Federal Lands and Rasmuson, our grantors. STW standing with Rasmuson, as well as the City's, will be impacted by last minute, unsubstantiated changes.

Conclusion:

The proposed last-minute changes will cause the project to die. Relocation of the trail is not an option since this change is unfunded and undesirable. The changes do not meet the goals for a multimodal pathway. The entire FLAP grant for the planning, engineering and design has been expended. The FLAP project money that is available now is for construction. But STW will move the trail from the approved alignment to the new one if the City provides the money for this.

- 2. CBS will support and facilitate immediately providing an agreement as approved by Western Federal Lands for the nonprofit STW to manage and administer the Phase 6 Cross Trail construction project in order to move forward on STW's current schedule to immediately begin Cross Trail Phase 6 construction.***

Sitka Trail Works is a nonprofit with the mission to promote, develop and maintain Sitka area trails. STW has constructed over five miles of the Cross Trail and over 20 major trail projects in the last twenty years, the majority using Federal funds. For the last Phase 4/5 project, FLAP funds, administered by Western Federal Lands, were used. Western Federal Lands, the Phase 6 FLAP grantor, has been extremely satisfied with the work and grant reporting completed by STW for submission by CBS. WFL has approved, in writing, that STW as a NONprofit, trail constructor, complete the Phase 6 work since this approach is the most efficient, highest quality and cost-effective model of completing the work. The construction budget developed by STW for the grant is based upon our nonprofit cost to construct the Cross Trail, not on putting it out to bid. STW has raised 77% of the project match. Recent bids for the Katlian Bay Road, a similar project but with more on-site rock availability, had a lineal foot (lf) estimate of \$200 to \$490 per lineal foot vs. STW estimate \$140/lf. STW's estimate rolls the cost for stream crossing structures for No Name Creek and Granite Creek into the linear foot estimate.

Accordingly, Western Federal Lands has also provided this clarification based on the Code of Federal Regulations regarding procurement:

2 CFR 200.320 Methods of procurement to be followed.(d)(5)(f) *Procurement by noncompetitive proposals. Procurement by noncompetitive proposals is procurement through solicitation of a proposal from only one source and may be used only when one or more of the following circumstances apply:*

(3) *The Federal awarding agency or pass-through entity expressly authorizes noncompetitive proposals in response to a written request from the non-Federal entity; (written authorization provided by WFL)*

Based on the above, Public Works staff is suggesting the following, which STW asserts is an **unwarranted exercise and will unnecessarily delay the project**. See Attachment 4 – CBS Meeting memo, 1/21/19 or below.

Per CBS PW:

1. “Construction contract requirements
 - a. There are other specific recommendations about how to demonstrate that the grant funds are being spent in a fair manner. Those will be part of the contract. Once the design is complete (with relocated trailhead and no connector trail), CBS is required to perform an independent cost estimate to demonstrate that the contract terms are reasonable. Otherwise, we can’t sole-source the work to STW.”

Per CBS: “The consultant we hired to help us set up the construction agreement agrees with us: A contract is the way to go. He says characterizing STW as a contractor, rather than a “partner” or other terminology, should not adversely affect your ability to recover administrative fees, mark-ups, etc.”

In the past a simple LOA was required for STW to complete the project. See Attachment 3. Now CBS is suggesting that a contract is a more appropriate legal agreement. We suggest that a MOA, as was used with SAIL for the playground project, is a more appropriate legal instrument since STW is a nonprofit not a for profit contractor. The playground project had a much higher level of risk involved.

All the work related to acquiring grant funds and match, planning, engineering and permitting for Phase 6 has been completed on schedule by STW. Since the City is getting the project for free (in fact receiving indirect fee), the budget was previously vetted and approved by CBS and WFL, STW is doing all the work at a not-for-profit with unrivaled experience with trail maintenance and construction and WFL approves of the procurement method, why is the City comparing costs now?

STW requests that the Assembly support and facilitate existing MOA partnership model as approved by Western Federal Lands for the nonprofit STW to manage and administer the Phase 6 Cross Trail construction project. But if necessary STW is willing to consider signing a simple contract. CBS must provide STW with this agreement as soon as possible so that construction may begin.

APPENDIX A

Details of STW preliminary engineer cost estimate:

1. Expenditures to Date to complete Phase 6 planning, design and permitting: **\$255,553**
2. Process - Additional Steps for a re-route with Costs:
 - a. PEAK engineering: Additional design, hydraulics, stream crossing options, fish habitat permits - \$64,575.
 - b. NEPA biological, public process, tribal consult and cultural report, wetland delineation, new collection agreement, USFS scheduling NEPA - \$8,000
 - c. ACOE wetlands permitting process - \$3,000
 - d. SWPPP - \$1,000
3. Total design and permitting: \$76,575

Construction and design/permitting estimate for re-route: \$719,679 (4,594 x \$140/lf = \$643,104) plus \$76,575 design, engineering and permitting: \$719,679).

Timeline for reroute: Two years.

Construction estimate for the fully- funded and permitted location, .41 miles: \$347,424.

Timeline for current alignment: The trail from Harbor Mountain road to Granite Creek is construction ready but the current schedule is to construct this section in mid-2021.

Consistent with City and Borough 2030 Comprehensive Plan goals and objectives:

Borough Facilities Goal: Provide desirable community facilities and services in an efficient and cost-effective manner to meet the needs of Sitka residents, businesses and visitors.

Land Use Goal: Guide orderly and efficient use of private and public land in a manner that:

Fosters economic opportunities (guided visitor walks, bicycling tours)

Enhances the quality of life for present and future generations.

Housing Goal: Maintain attractive and livable neighborhoods.

Transportation Goal: Provide for an “affordable transportation system”.

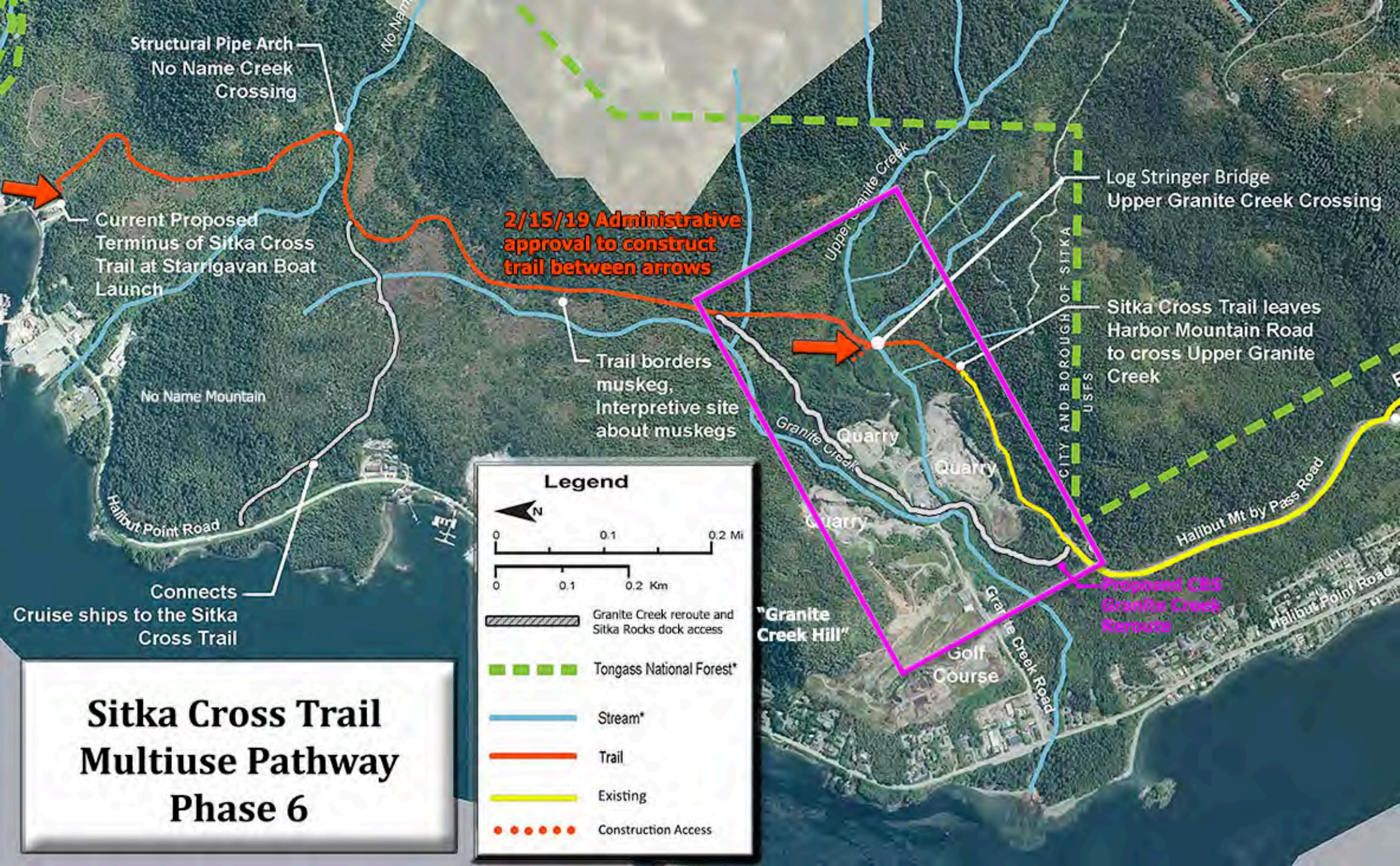
Parks, Trails and Recreation Objective: Expand and facilitate community use of parks, trails and recreation.

ATTACHMENTS:

Attachment 1: Map of Phase 6 Cross Trail

Attachment 2: LOA between STW and CBS for Phase 6.

Attachment 3: Cross Trail 6 Meeting agenda – 1/21/19



Sitka Cross Trail Multiuse Pathway Phase 6

**2/15/19 Administrative
approval to construct
trail between arrows**

Legend

- 0 0.1 0.2 Mi
0 0.1 0.2 Km
- Granite Creek reroute and Sitka Rocks dock access
 - Tongass National Forest*
 - Stream*
 - Trail
 - Existing
 - Construction Access

LETTER OF AGREEMENT BETWEEN CITY AND BOROUGH OF SITKA SITKA TRAIL WORKS

Re: Cross Trail Multimodal Pathway Project Phase 6

Background and Purpose:

This Letter of Agreement (“LOA”) is entered into by and between the City and Borough of Sitka (the “City”) and Sitka Trail Works (“STW”), hereinafter collectively referred to as the “Partners”.

The purpose of this LOA is to establish and define the rights, responsibilities and obligations between the Partners with respect to the Cross Trail Multimodal Project Phase 6 (“Cross Trail Project”).

The Partners agree as follows:

Sitka Trail Works responsibilities:


- 1) Assists the City with planning, design, permitting and implementation of the Cross Trail construction project.
- 2) Works with the City to develop and execute contracts for trail planning and design or other services, as needed, to develop the Project.
- 3) Assists in acquiring all necessary construction licenses, easements, and ROW needed under the City and Borough of Sitka name.
- 4) Completes reports and invoices for work that meets Federal Highways Administration, Western Federal Lands (FHWA) requirements and submits to the City and Borough of Sitka quarterly.
- 5) Keeps CBS regularly informed of Project status.
- 6) Notifies CBS prior to commencement of construction activities.

City and Borough of Sitka responsibilities:


- 1) Ensures that the FHWA funds appropriated for the Project are expended in accordance with Federal and State laws and regulations.
- 2) Completes all necessary FHWA grant agreements.
- 3) Works with STW on planning, design, permitting and construction of the Project.
- 4) Charges staff time and expenses to the Project.
- 5) Works with STW to acquire all necessary construction licenses, easements, and R.O.W. needed under the City and Borough of Sitka’s name.
- 6) Oversee project management.

- 7) Accepts full ownership and complete responsibility for each phase or stage of the project, and all improvements thereon, upon substantial completion of each phase
- 8) Agrees to reimburse STW for expenses incurred in the planning, design and construction of the Cross Project.
- 9) Submits reports and invoices for work completed to Western Federal Lands on a quarterly basis.


Authorizing Signatures:



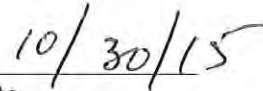
City and Borough of Sitka
Municipal Administrator
Mark Gorman



Sitka Trail Works
President
Brian Hanson



Date



Date

Cross Trail 6 Meeting Agenda
January 21, 2019 * 9:30 a.m.
City Hall Third-Floor Conference Room

Expected attendees

Cliff Richter, City and Borough of Sitka (CBS)
Dave Longtin, CBS
Lynne Brandon, Sitka Trail Works (STW)
Troy Bayne, STW

Discussion items

1. CBS wants to relocate the Harbor Mountain Road Trailhead to the first switchback.
 - a. What are the budget impacts?
 - b. What are the schedule impacts?
 - c. What are the design / construction challenges?
2. Cross Trail connector across from Old Sitka Dock will not be built until a master plan is completed for the No Name Mountain area. Planning Department is gearing up to select a consultant to complete the study. Don't expect the master plan to be finished for a year or so. We'll have to look at if this is something WFL will allow us to complete later.
3. Budget issues
 - a. \$50K of anticipated CPET funds are likely not available. This will have a ~\$600K impact on the project budget, when you consider the \$50K provided sufficient match for about \$550K of WFL budget.
 - b. Can we build a trail for the remaining budget? The project cost will be reduced due to the connector trail not being built.
 - c. CBS needs to make internal decision on whether 5% STW indirect cost will be taken from the 10% de minimis amount we collect from the grant, or from the remaining 90% of the grant funds.
4. Construction contract requirements
 - a. The consultant we hired to help us set up the construction agreement agrees with us: A contract is the way to go. He says characterizing STW as a contractor, rather than a "partner" or other terminology, should not adversely affect your ability to recover administrative fees, mark-ups, etc.
 - b. You'll need to demonstrate that construction workers are being paid Davis-Bacon wages.
 - c. There are other specific recommendations about how to demonstrate that the grant funds are being spent in a fair manner. Those will be part of the contract.
 - d. Once the design is complete (with relocated trailhead and no connector trail), CBS is required to perform an independent cost estimate to demonstrate that the contract terms are reasonable. Otherwise, we can't sole-source the work to STW.

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Authorizing Signatures:



City and Borough of Sitka
Municipal Administrator
Mark Gorman

Oct 19 2015
Date



Sitka Trail Works
President
Brian Hanson

10/30/15
Date

Cross Trail 6 Meeting Agenda
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City Hall Third-Floor Conference Room

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CITY AND BOROUGH OF SITKA

Legislation Details

File #: 19-086 Version: 1 Name:

Type: Item Status: AGENDA READY

File created: 4/16/2019 In control: City and Borough Assembly

On agenda: 4/23/2019 Final action:

Title: Update from legal counsel regarding the status of the litigation arising out of the August 18, 2015 landslide events

Sponsors:

Indexes:

Code sections:

Attachments: [Executive Session Update Litigation Status](#)

Date	Ver.	Action By	Action	Result
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POSSIBLE MOTIONS

Step 1:

I MOVE to go into Executive Session to receive and discuss an update from legal counsel, David Bruce* regarding the status of the litigation arising out of the August 18, 2015 landslide events and invite in Public Works Director, Michael Harmon.

**Note: David Bruce will attend telephonically.*

Step 2:

I MOVE to reconvene as the Assembly in regular session.

*Sitka General Code 2.04.020 Meetings

D. All meetings shall be open to the public except that the following may be discussed in closed executive session:

1. Matters, the immediate knowledge of which would adversely affect the finances of the municipality;
2. Subjects that tend to prejudice the reputation and character of any person, provided the person may request a public discussion;
3. Matters which by law, municipal Charter or ordinances are required to be confidential;
4. Communications with the municipal attorney or other legal advisors concerning legal matters affecting the municipality or legal consequences of past, present or future municipal actions.