

## **Step 1**

**DISCUSSION / DECISION** on sending an Assembly member or the Municipal Administrator to attend the Seatrade Cruise Global event in Fort Lauderdale, FL.

## **Step 2**

### Possible Motions

**I MOVE TO** approve sending Assembly member \_\_\_\_\_ to the Seatrade Cruise Global event in Fort Lauderdale, FL with expenses to be paid from the Visitor Activities Enhancement Fund.

OR

**I MOVE TO** approve sending Municipal Administrator Keith Brady to serve as a representative at the Seatrade Cruise Global event in Fort Lauderdale, FL with expenses to be paid from the Visitor Activities Enhancement Fund.



# City and Borough of Sitka

100 Lincoln Street • Sitka, Alaska 99835

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## MEMORANDUM

**To:** Mayor Hunter and Assembly Members

**From:** Keith Brady, Municipal Administrator

**Date:** January 16, 2018

**Subject:** Approval of CBS representation at Seatrade Cruise Global

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The 2018 Seatrade Cruise Global event will be held March 5-8 in Fort Lauderdale, Florida. Cruise line executives, buyers, and suppliers attend this annual event for a week of networking, sourcing, innovation, and education.

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

The City and Borough of Sitka (CBS) has sent an Assembly member to this event since 2012. Pete Esquiro attended in 2012, Mim McConnell 2013-2016, and Steven Eisenbeisz in 2017.

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

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

**Recommendation:** Approve sending an Assembly member or Municipal Administrator to Seatrade Cruise Global.