



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