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# Tourism Commission Agenda

Thursday, February 6, 2024 6:00 PM  
Harrigan Centennial Hall, 330 Harbor Drive

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Members: Devon Calvin, Ian Dempster, Vaughn Hazel  
Bethany Lowrance, Carol Bryant-Martin, Alana Peterson, Jeremy Plank  
Rachel Roy (ex officio), Amy Ainslie (ex officio)

- I. **CALL TO ORDER**
- II. **ROLL CALL**
- III. **NEW BUSINESS**
  - A. Introductions
  - B. Overview of Roberts Rules, Open Meetings Act, meeting guidelines
  - C. Meeting intervals/dates/times
  - D. Election of Officers (select a Chair and Vice Chair)
  - E. Term Assignments
  - F. Review of existing tourism-related goals, projects, and resources
  - G. Discussion on near-term Commission goals and priorities
- IV. **PERSONS TO BE HEARD** *(For items ON or OFF the agenda – not to exceed 3 minutes)*
- V. **ADJOURNMENT**

CITY AND BOROUGH OF SITKA

ORDINANCE NO. 2024- 21

**AN ORDINANCE OF CITY AND BOROUGH OF SITKA AMENDING TITLE 2  
“ADMINISTRATION AND PERSONNEL” OF THE SITKA GENERAL CODE BY ADDING  
CHAPTER 2.32 “TOURISM COMMISSION”**

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

**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 add a new chapter to SGC Title 2, entitled “Administration and Personnel,” to create a tourism commission and establish organizational guidelines for that commission. It is the intent of the commission to advise the Assembly on strategies to enhance the social, economic, and environmental well-being of Sitka’s residents in relation to tourism.

**4. ENACTMENT.** NOW, THEREFORE, BE IT ENACTED by the Assembly of the City and Borough of Sitka that Sitka General Code Title 2, entitled “Administration and Personnel”, be amended by adding Chapter 2.32, entitled “Tourism Commission,” to read as follows (deleted language stricken, new language underlined):

**Title 2  
ADMINISTRATION AND PERSONNEL**

**Chapters:**

\* \* \*

**2.32 Tourism Commission**

\* \* \*

**Chapter 2.32  
TOURISM COMMISSION**

**Sections:**

2.32.010 Tourism commission.

2.32.020 Term.

2.32.030 Meetings.

2.32.040 Organization.

2.32.050 Resignation.

2.32.060 Powers and duties.

**2.32.010 Tourism commission.**

There shall be a commission known as the tourism commission, which shall be composed of seven members appointed by the assembly. To the extent deemed advisable by the assembly and possible

from the applicants, include professionals from among the fields of data management, planning, public administration, hospitality, marketing, and or some social science disciplines such as economics, cultural geography or cultural anthropology. One member shall be nominated by the Sheet'ka Kwaan Sitka Tribe of Alaska. All voting members of the commission shall be at-large members and representative of a diverse cross-section of the community. A member of the Sitka assembly will serve as a liaison for the commission. The tourism manager within the planning and community development department or designee shall be an ex officio member without a vote. A representative from Visit Sitka shall be an ex officio member without a vote.

### **2.32.020 Term.**

The term of a voting member shall be three years or until a successor is appointed. The first members appointed to the commission shall, upon appointment, determine the length of the terms so that the terms of three members shall be for one year and the terms of two members shall be for two years, and the terms of two members shall be for three years, resulting in staggered terms for members subsequently appointed. A vacancy on the commission shall be filled by appointment by the assembly for any remainder of an unexpired term.

### **2.32.030 Meetings.**

A. The Commission shall convene at least nine monthly meetings each year at a place and time to be designated by the chair or, in their absence, the vice chair.

B. Give reasonable public notice of its meetings and comply in all respects with the Alaska Open Meetings Act.

### **2.32.040 Organization.**

The commission shall organize itself by electing a chair, a vice chair and a secretary, each of whom shall be elected by the voting members of the commission at its first meeting and shall serve a term to expire upon election of officers at the first meeting of the following year.

### **2.32.050 Resignation.**

Should an officer resign from their position prior to expiration of their term, or otherwise is unable or unwilling to perform duties as required of the office, the commission may elect an officer to serve out the remainder of that term. In addition to the above officers, the commission, by a majority vote of its voting members, may designate and elect or appoint such other officers, assistant officers and agents as it deems necessary at such time, in such manner, and upon and for such terms as it shall prescribe. All officers and agents shall serve at the pleasure of the commission, whenever in its judgment the best interest of the commission will be served.

### **2.32.060 Powers and duties.**

A. The commission will act as an advisory body to the assembly with the purpose of developing municipal and community-focused approaches that monitor and promote the social, economic, and environmental stability of, and quality of life to residents in, the city and borough of Sitka.

B. Annually, the commission will review city and borough of Sitka tourism operations and management plans focusing both on the local community quality of life and the visitors' experience:

1. Annually review the Sitka Tourism Best Management Practices (TBMP) program;
2. Annually review tourism-related funding;
3. Annually review destination marketing plan and make recommendations;

4. Annually review convention and visitor services and make recommendations;
5. Make recommendations on local tourism-related capital projects as needed;
6. Make recommendations to update tourism-related policy and code as needed;
7. Make recommendations on surveys, studies, or other data collection and research to support tourism-related decisions as needed;

The commission will perform other activities which are necessary and proper to carry out the above duties and any other actions determined by the assembly to be beneficial to carry out the tourism management, marketing, convention and visitor services goals necessary in the city and borough of Sitka.

C. With the approval and direction of the assembly, the commission will work with designated staff to provide information and outreach to the public, in order to understand community priorities on matters concerning tourism. This effort may require the commission to invite participation from community partners and industry professionals (e.g., attractions, tours, downtown business corridor, Sitka Sound Cruise Terminal, etc.). The commission may need to coordinate and collaborate with other municipal boards, commissions and committees as well as regional strategy groups. If city and borough funds are needed to facilitate participation and technical expertise from community partners and professionals, the commission shall obtain prior approval and the necessary appropriation from the assembly.

**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 27<sup>th</sup> day of August, 2024.

  
Kevin Mosher, Deputy Mayor

ATTEST:

  
Sara Peterson, MMC  
Municipal Clerk

1<sup>st</sup> reading: 8/13/2024

2<sup>nd</sup> and final reading: 8/27/2024

Sponsors: Carlson/Ystad/Christianson

# List of Existing Tourism-Related Studies, Plans, and Other Resources

- Tourism Task Force Recommendations & Action Plan (2024)
- Sitka Short-Term Tourism Plan (2022)
- Sitka Visitor Industry Plan 1.0 (2007)
- Sitka Visitor Industry Plan 2.0 (2007)
- End-of-Season Tourism Survey (2022)
- CPV Cost Allocation Study (2022)
- Downtown Traffic Study (2022)
- Visit Sitka 3-Year Strategic Marketing Plan 2022-2024 (2022)
- Roger Brooks Destination Assessment (2022)

# Near-Term Tourism Commission Goals & Priorities

From SGC 2.32.060:

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# **Action Plan**

for

# **Tourism Task Force Recommendations**

Version: Updated per Assembly direction on July 9, 2024

Includes: Action List  
Tasking List

Priority Levels	
High	1-3 months
Medium	4-6 months
Ongoing	Ongoing or in process operation/project/policy focus

Action List for Tourism Task Force Recommendations						
Directive #	Rec #	Recommendation	Action #	Action	Priority Level	Lead
1	1	Pursue mutual agreements with the industry	1A	Direct the Municipal Administrator to negotiate preliminary terms for an agreement that achieves the goals for levels of tourism as identified in the Task Force recommendations under Directive #1. Final approval of the agreement and terms by the Assembly	High	Assembly & Administrator
	2	Flatten the curve				
	3	Take out the peak				
	4	Designated quiet days				
	5	Shorten the length of the season				
	6	Continue collecting data	1B	Assembly to determine any additional studies or surveys to be commissioned - direction for Administrator to proceed needed. Ordinance for supplemental appropriation may be needed (Visitor Enhancement potential source of funds)	High	Assembly Sponsors
	7	Prioritize quality of life	1C	Ongoing, long-term effort. No specific action needed	Ongoing	Assembly
2	8	Establish a tourism commission	2A	Assembly sponsors needed for an ordinance to establish the Tourism Commission	High	Assembly Sponsors
	9	Establish an annual review cycle				
3	10	Determine program administration	3A	Identify an organization to administer the TBMP program. Potential options include adding it to the visitor services contract or soliciting interest from other organizations. Direct the Administrator to seek an amendment of the visitor services contract or solicit interest (i.e. a bid or RFP)	High	Assembly & Administrator
	11	Implementation				
	12	Maximize participation and compliance				
	13	Training is key				
	14	Centralize information sharing				
5	31	Continued engagement	5A	Ongoing, long-term effort. No specific action needed	Ongoing	Assembly & Administrator
	32	Enhanced engagement	5B	Tourism Manager position created. Assembly direction needed for Administrator to pursue membership in the Port Communities working group through AML. Administrator to report back on membership fee required	Medium	Assembly & Administrator



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### Action List for Tourism Task Force Recommendations

Directive #	Rec #	Recommendation	Action #	Action	Priority Level	Lead
4	15	Classify e-bikes as motorized vehicles	4A	Assembly sponsors needed for code amendments/additions to regulate e-bikes. Changes should be jointly reviewed by the Parks & Recreation Committee and the Tourism Commission	High	Assembly Sponsors
	16	Identify multi-use paths to be used by rental e-bikes				
	17	Require equipment on rental e-bikes				
	18	Identify and protect priority recreation sites	4B	Planning staff is currently in the data collection process for use of recreation sites. Additional public engagement on priority use sites for residents to be conducted in the fall in conjunction with the ongoing Parks and Recreation Asset Management Plan. Results and potential code changes regarding commercial land use permits to be lead by Planning staff and vetted by the Parks & Recreation Committee and the Tourism Commission	Ongoing	Administrator
	19	Create a designated tourism position within CBS	4C	Action completed - position was designated and approved in the FY25 budget. Advertisement for the position will begin in July	Ongoing	Administrator
	20	Food cart permits	4D	Assembly sponsors needed for an ordinance to change food cart codes including any specific regulation changes and permit administration. Review with Tourism Commission	Medium	Assembly Sponsors
	21	Align berthing policies and fees	4E	Ongoing, long-term effort. No specific action needed	Ongoing	Administrator
	22	Address tourism-related traffic at GPIIP	4F	GPIIP Board has drafted provisions for a potential code change regarding traffic at GPIIP. Assembly direction to Administrator to proceed with ordinance	Medium	Assembly & Administrator
	23	Zoning for future cruise docks	4G	Assembly direction to Administrator to proceed with zoning text amendment. Planning staff will draft the code change and ordinance, and vet through Planning Commission	High	Assembly & Administrator
	24	Zone Katlian Bay	4H	Assembly direction to Administrator to engage property owners on potential zoning designations	High	Assembly & Administrator
	25	Continue work with ADOT/PF to address critical areas	4I	Ongoing, long-term effort. No specific action needed	Ongoing	Administrator
	26	Identify locations for permanent public restrooms	4J	Work ongoing in conjunction with Crescent Harbor Restroom Replacement project	Ongoing	Administrator
	27	Lincoln Street closures	4K	Ongoing - Lincoln Street Repaving Project currently in the 5-year capital budget	Ongoing	Administrator
	29	Downtown improvements				
	28	Addressing downtown vacancy	4L	Assembly sponsors needed for potential code amendments/additions	Medium	Assembly Sponsors
30	Smoking in the downtown area	4M	Assembly direction for Administrator to investigate potential designated smoking area downtown and installation of waste receptacles	Medium	Assembly & Administrator	

## Tasking List for Tourism Task Force Recommendations

Action #	Synopsis	Action Needed	Priority Level	Need for Expenditure?	Direction Provided 7/9:
1A	Negotiated agreement for visitor numbers	Assembly direction	High	No	Adminstrator to draft negotiated agreement, bring back to Assembly
3A	TBMP administration	Assembly direction	High	Yes	Tourism Manager to explore upon hire
4G	Zoning for future cruise docks	Assembly direction	High	No	Planning Dept/Commission
4H	Zoning for Katlian Bay	Assembly direction	High	No	Planning Dept/Commission
4M	Smoking in the downtown area	Assembly direction	Medium	Yes	None
5B	AML Port Communities working group	Assembly direction	Medium	Yes	Administrator to report back on bylaws & membership fees
4K	Downtown improvements	Assembly direction	Medium	No	Special report on upcoming/ongoing projects
4F	Traffic at GPIP	Assembly direction	Medium	No	Administrator to review changes with GPIP Board

Action #	Synopsis	Action Needed	Priority Level	Need for Expenditure?	Sponsors Identified 7/9:
1B	Additional surveys/studies	Assembly sponsors	High	Yes	None
2A	Establishing a Tourism Commission	Assembly sponsors	High	No	Ystad & Carlson & Christianson
4A	E-bike regulations	Assembly sponsors	High	Potentially	Carlson & Pike - work with Parks & Rec Committee, Police & Fire
4D	Food cart permits	Assembly sponsors	Medium	No	Mosher & Saline
4L	Addressing downtown vacancy	Assembly sponsors	Medium	Potentially	Saline & Christianson