MINUTES

Monday, March 11, 2013
1:17 p.m.

Teleconference only meeting/the teleconference equipment at the Gustavus Public Library is out of order.

Attending: Carl Ramseth /Air Excursions, Rachel Parks, JoAnn Lesh, Stephen VanDerhoff, Melanie Lesh.

Call to order: JoAnn called the meeting to order at 1:17 p.m. via teleconference.

Approval of Minutes: Stephen moved to approve the minutes of February 11, 2013, Rachel seconded. There being no objection, the Minutes were approved by unanimous consent.

Presidents Report: JoAnn noted that copies of letters to the City and the Legislature were included in the meeting materials. She said that due to the SE Sports Show being canceled we should look for other shows to participate in. She noted the budget reports sent year-to-date were included as well. Rachel said we should consider stepping up our advertising. JoAnn noted that we could use the JCVB e-mail blast options; which would impact hits to our website. We can develop a campaign to focus on some aspect of GVA’s marketing plan. JoAnn noted that it might be time to consider options for new direction in the presidency, and that next September it would be time for the leadership decisions.

Treasurers Report: There was discussion concerning the advertising budget. JoAnn said that the Milepost ad was reduced in size – and cost – this year; and should be reviewed insofar as whether there were other options such as other tourism planners where print ads could or should be directed. She noted the shift from print ad spending to online advertisement spending. Rachel noted that spending for advertising is still upcoming in the Fall. Melanie said that the GVA fiscal year runs from October 1 through September 30, in conjunction with the City of Gustavus bed tax revenue ordinance and budget process, so we were only looking at 1/3 of a year in spending. In general, she noted we were on target with the budget – and would provide a print-out of actual marketing related spending for consideration at the next meeting. She noted that the advertisement for the ferry schedule is $700.00 per season and it was paid before the actual fiscal year began (October 1).

Administrators Report: Newspaper Insert Project. Need to re-think the insert and focus on a ‘chamber like effort.’ Stephen noted that Kim Ney’s recently chimed in about a Chamber-style newspaper insert, and she was disappointed that it hadn’t been initiated. JoAnn noted that she had met with the newspaper and looked carefully at the idea of an insert discussing editorializing and writing and the options of preparing an insert and its content. Melanie noted that she had also discussed options with Jim Martell, and now that the newspaper was not an option, it would be good
Alaska Airlines promotion has occurred again. Need businesses to offer a substantial discount and we could once again offer the ‘free stopover in Juneau.’ She noted that the click throughs from Alaska Airlines through the promotion were evident last year. Melanie told members that the Clove Hitch Café was onboard as a new member. They have been included in the website and we are looking for more information.

She noted that the SE Sports Show canceled by the promoters. She said that Peter Metcalf had indicated that the booth fees were going to be up to $600.00 this year, and that was perhaps why the show canceled, after much discussion and consideration was given by GVA to participate.

JoAnn asked about the CIP request, and the letter to the City regarding the GVA disbursement process. Melanie noted that copies were sent along with the agenda. Concerning the CIP through the Legislature – she noted that the Senate leads the way on the Capital budget and that she had been in to discuss the project and the support for it from the GVA; the letter had been sent and received. She noted that the other CIP projects were more costly. JoAnn thanked Melanie for the lobbying effort, getting the timing right, and following through. She asked Melanie if the letter to the City had been acknowledged. Melanie said the letter had been sent, but there was some turmoil in the city that was very recent. She said she’d heard that both the fire chief and city clerk had resigned.

Member Comments

There were no member comments addressed. JoAnn said that she was speaking on behalf of a member comment from Sal McLaughlin about the dog debris/refuse at the dock and beach. She said that we could continue the discussion about supporting the effort to work with the City on garbage cans and plastic bags. Rachel said that last month when it came up all members thought it was a good idea. The AMHS can alert passengers that they should grab a plastic bag from the ferry before walking their dogs. JoAnn said that the Gustavus Inn used to provide a garbage can at the beach but it was abused and our DRC requires that garbage be sorted. Rachel said that a bucket with a lid could be an option and all members thought the topic should be ongoing, but between announcements by the AMHS about bags and picking up – and perhaps a smaller can with a lid would get the message across.

Old Business

• Attendance at JCVB Travel Fair - April 6th 10am-2pm

Rachel noted that she would be in Juneau on April 6th, and would help with the booth and bringing information to Juneau. Melanie said that she would be in Juneau. JoAnn said she’d be available, but would wait to see how things work out, and she noted that members could drop off brochures or mail them to Box 167, drop off at library or with Rachel at Wings.

There was quick discussion about the CIP request, in that the Legislature would have to grant the funds to the City and the issue of maintenance would have to be discussed and we were supporting the Beach Committee. Rachel said that the final letter to the City was clear and good.

JoAnn suggested sending a bouquet of flowers to the Clove Hitch for their grand opening. Members agreed.

• Invite NPS Superintendent for May meeting
Melanie noted that she had talked to Superintendent Boudreau concerning the April meeting. She said that the gate would be shut on the Concession Compendium (lodge contract) by the end of March, so Susan would have definitive input at the April meeting. JoAnn wanted to be sure to plan
the meeting with Susan and let her and members know about the agenda item. Melanie noted that the Supt. is also excited about upcoming developments with the Tribal House and 100 year GB Park anniversary (2016). JoAnn asked Melanie to coordinate the meeting.

- **Gather information and seasonal HRS., etc. for website and printing**
  Rachel said that she’d be happy to participate in a project to build on the map/hrs. advertisement effort to create a couple page insert or newsletter that will be separate from the map/brochure – potentially building to the point were there could be ad space. JoAnn said that it could be morphed into a chamber of commerce type document. Rachel brought up the tiered membership structure and thought we could look at how JCVB promotes their members.

- **Go to print on map**
  There was discussion about the cover art for the map/brochure. Melanie directed members to the GVA facebook site. JoAnn said that the photo received from Sean of the deer with lupin was a bit dark. There was discussion about purchasing photos. JoAnn said that we need to find a good vertical shot. Stephen asked what the perfect picture would be? Melanie said the cost of Sean’s shots were approx. $75.00 each.

- **Welcome new members** Clove Hitch Café new member!

**VIII. New Business**

**Member coffee in May**

- **Lodge info, new manager, progress on contract, boat schedule and calendar**

  Melanie noted that the Aramark Manager had been in contact and she’d pass along the contact information for Tony Scoringe.

- **May, Thursday May 23 to coordinate with ferry. Invite Kerttula or Egan?**
  JoAnn said this date seemed good to pinpoint for the GVA Open House, and suggested that the location could be anywhere – perhaps at the Clove Hitch? Up for discussion at the April meeting. Stephen said that its likely that’s the time for guide training with the NPS. JoAnn suggested planning it for the later afternoon. 4:00 p.m. Rachel MOVED that the GVA hold its ‘member tea’ on May 23rd, Stephen seconded. There being no objection, it was approved by unanimous consent. JoAnn asked about inviting our legislators. Melanie suggested inviting them formally by email or letter, and that way it would be known in advance and coordinated.

**Member Project Roundup (bring your ideas for a GVA supported local project!)**

**VIII. Adjourn**

The meeting adjourned at 2:18 p.m.