



MINUTES
Monday, August 12, 2013
1:00 p.m.
Gustavus City Hall (and via teleconference)

Approved: September 16, 2013

Attendance:

JoAnn Lesh, Stephen Vanderhoff, Morgan DeBoer, Aimee Youmans, Janush Kunat, Lori Trummer, Sandi Marchbanks, Melanie Lesh. No participants via teleconference.

Call to order:

JoAnn Lesh called the meeting to order at 1:07 p.m.

Approval of Minutes:

Stephen Moved to approve the Minutes of May 23, 2013. Aimee Seconded. There being no objection, the Minutes were approved with unanimous consent.

Presidents Report:

Welcome New Members:

- Un-Cruise (Inner Sea Discoveries)
- Wild Alaska Charters
- Salmon River Electric
- Salmon River Business Park

JoAnn recognized Janush, a new member in attendance and noted that Dan Blanchard with the Inner Sea Discoveries having roots in Cruise West had been participating in the conversations regarding the Glacier Bay Lodge contract. On that topic she summarized the interaction of the GVA, the Congressional delegation, particularly Senators Murkowski and Begich's efforts concerning the efforts to extend the Glacier Bay Lodge and Tours contract. She noted that the new Prospectus process would be upcoming closely on the heels of an extension, and that the Community and the Visitors Association should be more involved.

Treasurers Report:

There was no Treasurers Report.

Administrators Report:

Melanie noted that she had been out of town due to her mother's passing, but she had been supporting JoAnn's efforts on Gustavus' efforts to bring attention to the progress of contract extension talks.

Member Comments:

Janush indicated that he had conversations with the NPS concerning a potential boat contract bidding process. JoAnn asked if it was in connection with the current parties to the Lodge contract. She said she had heard from Daniel that the contract if extended would likely include a six day/week Glacier Bay boat tour schedule.

Janush asked about how a potential supplemental marketing budget would be spent. JoAnn noted that the process would be to examine targeted marketing opportunities to be examined and discussed at the September meeting.

Morgan stated that the GVA should increase its advertising in the Juneau paper. Sandi said that the City had been approached by a company that was examining operation of a day boat trip. JoAnn asked that details of that type of communication be conveyed to the GVA.

New Business:

Daniel Weller, Glacier Bay Lodge Management was not present to update the membership on the progress of the ongoing negotiations for a contract extension. JoAnn reiterated that there is no decision yet.

Old Business:

2013 Marketing Plan Update/Potential Contract Extension.

JoAnn noted that the Marketing Plan (FY 13 GVA Marketing Plan/Marketing budget) should be prepared to adjust immediately to the outcome of the contract negotiations and asked members to consider increasing the current fiscal year budget by as much as \$8,000 using the GVA budget reserve account for a targeted marketing response to the outcome. JoAnn noted that the deadlines for advertising in the Juneau Guide and the Alaska Travel Planner might require a commitment before the FY 14 GVA budget process is concluded. She referenced Dan Blanchard's letter.

Aimee Moved that GVA place on the next meeting agenda the consideration of up to \$8,000 in additional Marketing spending for the FY 13 GVA budget. Stephen Seconded. There being no objection, the motion passed with unanimous consent.

Adjourn:

The meeting adjourned at 1:43 p.m.