

To: The Assembly  
City and Borough of Juneau

From: Bob Harvey, Team Leader  
Juneau Tourism Planning Team

Date: 1 April 2002

Concerning: Implementing The Juneau Tourism Partnership

Our team has, today, provided you with a Draft Tourism Plan for Juneau. That plan would set Juneau on an ambitious course to make tourism work both “in and for” Juneau.

The implementation of that plan requires investment of both capital and energy by the people, businesses and government in Juneau. It also requires that all sides have faith that the mechanisms and actions prescribed in this plan “can and will work”.

This plan calls for a sea change in the way the community and businesses address issues and seize opportunities, together. That change is not something the Assembly can adopt, but which people must “believe in” enough to “invest in”.

In particular, this plan puts a lot of responsibility on The Juneau Tourism Partnership. The plan asks the Assembly, the people, and tourism businesses to invest resources and time in making this work. In discussing this with stakeholders and Assembly members, we agreed to propose a group of people to fill the initial board that would inspire the confidence of Juneau stakeholders. The following list outlines our nominations for each of the positions:

<b>Position</b>	<b>Rotation</b>	<b>Name</b>	<b>Confirmation</b>
Cruise-Related Tourism Industry	2005	Tim McDonnell	Tentative
Destination Tourism Industry	2004	Dave Goade	Yes
Retail	2003	Rod Swope	Yes
Community	2005	Mala Reges	Yes
Community	2004	Sandy Warner	Yes
Community	2003	James King	Yes
CBJ Ex-Officio	NA	Jeannie Johnson	Yes
USFS Ex-Officio	NA	Pete Griffin	Yes

We believe these people can get this board off to a good start and that they will collaborate among themselves and with the people and tourism businesses of Juneau. We believe they will look out for everyone’s interest, and that, as an organization, they will be committed to moving to action, rather than endless discussion and debate.

We believe that the budget this plan outlines for The Juneau Tourism Partnership is bare bones, and that it will be more than matched in the investment of energy from all parts of the community. We also believe that the effective operation of the Partnership will lift both time and expense burdens from the Assembly and the CBJ.

The plan also outlines performance-based evaluation of the expenditures of both bed tax and convention marketing dollars. We see this as critical to the success of the development of the destination (independent) travel component of Juneau's economy, which is so widely espoused in Juneau and to growth in the meetings and convention market.

To that end, we identified a Tourism Marketing Advisory Committee for The Juneau Tourism Partnership, which will oversee and report on the effectiveness of marketing programs. The individuals on the list below each bring special skills and perspectives to marketing, are committed to making sure that marketing works for Juneau, and to help JCVB excel at delivering great results, without interfering with JCVB's operations:

<b>Name</b>	<b>Rotation</b>	<b>Confirmation</b>
Tim McDonnell	2004	Yes
Dale Anderson	2003	Yes
Rod Swope	2004	Yes
Bob Dindinger	2003	Yes
Lori Sevier	2004	Yes
Sharon Gaipman	2003	Yes

We set out to build Juneau a tourism plan that you, the Assembly, would put to work. It is our recommendation that the Assembly set the Juneau Tourism Partnership into motion, with this group of board members, this marketing committee, adequate funding, an adopted plan to implement, and the Assembly's backing.

Thank you.