

PUSH PLAY

Passenger Fee Proceeds Committee:

February 18, 2005 – Minutes

Members present: drew green, budd simpson, greg fisk

Staff present: Rod Swope, Angela Hull, John Hartle, Craig Duncan, Mike Krieber, John StoneMartin Beckner and a fireman.

Members absent: Sally Wilson

Assembly Present – Merrill Sanford, Jeff Bush

Call To Order: Rod Swope called the meeting to order at noon.. Rod tells them how the meeting will work. This committee reviews the list and goes through it, we will take public testimony. Identical to last year with just a few exceptions. Removed museum, suggested funding for cji only \$30K.

Public Testimony:

Susan Burke – NWCA attorney. Put together a one-page summary of stuff. Commends cbj for being more mindful there continues to be items that are questionable in her mind.

Rod: CBJ is mindful and has made very deliberate efforts to make sure the items selected are within guidelines.

KIRBY DAY: Princess Cruises. \$300K, allows them to shut down the oil fired generators. Assembly has reimbursed for the last 4 years. They want to keep getting reimbursed up through \$3M. all of the shoreside power they use goes into a fund for diesel power generation if necessary for the community. Win/win. TMBP - \$12K funding level.. gives description of program, continue to support it. No need to increase. It's a good number.

PAULA TERRELL-our budget is less this year. Decrease in outside facilitation costs. CJI has cut back to 8 of 11 meetings. Recommendations going to assembly on congestion. There are issues on parking and pedestrian issues still being worked on. Flightseeing-in next fiscal year still, seque into longterm tourism management. Accomplished learning to work together and coordinate together. Rewarding process. Seeking funding from other sources, but appreciative of the \$30K recommended.

JW: funding source would come from many sources. Forest service, cbj, and other foundation sources.

GWEN-JCVB: more equitable solution for funding visitor information service. \$162K. thanks for the 100 we want 162.

JW: historically has it been 100K? 97K since 01, 100 in 04.

Funding for information services has been flat.

JW: what are new services: Gwen, no new services, walking map, 180 volunteers (not paid) one admin person.

DG: do they have any role in safety?

Gwen: staff should answer that question, she'll refer to Lorene.

Who is the woman who came up to sit with gwen? – as a total of our budget the vis services has increased substantially and they've had to add more money into that part of their budget. Increase in passengers 355% compared to air arrivals which is only 38% increase. More budget, funded by bed tax dollars and dues, going into visitor services as subsidy. Majority of information is for cruise passengers. Less money is available for encouraging overnight stays. Less bed tax money to put towards everything. Sales tax happens, but doesn't help support centennial hall or convention services. Jcvb needs to focus on increasing bed tax dollars.

GF-do cruiseships give direct support for visitor services?

NO

Drew Green-are the primary functions geared toward cruise passengers?

Yes, 97%

JW: JCVB wants cbj to fund 162K, is the board looking at retraining volunteers to accommodate safety/security issues related to marine passenger fee "law".

Gwen: the 162 only funds the cruise passengers.

BOB JANES: local tour operator. Gastineau. JCVB request. Local tour operator serves nearly exclusively cruise passengers. JCVB provides a great service to those visitors. Give them money. They fill a need in the community.

Public Comment Closed.

This list is what we had last year, except a couple of things.

OPERATIONS

General Support

Project Description

On May 10, 2000 the Assembly Finance Committee approved a formula that reflects cruise ship passenger use of general government services and is used to determine an amount of marine passenger fee (MPF) proceeds to be used in support of general government operations.

\$1,100,000

Tourism Impact Management

Project Description

This funding is an offset for additional time spent by staff in the Manager's Office on multiple tourism issues and projects such as flightseeing and noise abatement issues, waterfront planning efforts, downtown parking and congestion issues, downtown visitor information and safety issues, citizen complaints and comments, and miscellaneous summer issues with downtown merchants and cruise ship passengers. \$64,000

Best Management Practices Support

Project Description

This provides funding for printing, public notices, advertisements, and a contractual amount for Juneau Convention and Visitor Bureau (JCVB) staff to provide support to the Tourism Best Management Practices (TBMP) effort. TBMP is a voluntary industry-managed program designed to provide service to vessel passengers and address impacts, including safety issues, of tourism on local residents. The JCVB administers the program with funding provided by Marine Passenger Fee proceeds. \$12,000

Park Ranger

Project Description

This provides partial funding of a temporary summer position dedicated to commercial trails. This position acts as a liaison with commercial vendors, and as a point of contact for Trailmix, SAGA, and other volunteer groups involved with commercial trails. This position also ensures the safety of visitors using trails designated for commercial use, makes sure the trails are clean and free of hazards to ensure a safe and enjoyable visitor experience, monitors illegal camping, dumping, motorized use, ongoing trail work, trail signs, trash receptacles, and dog use on commercial trails. \$25,000

Crossing Guards

Project Description

This funds part-time seasonal crossing guards during the summer. The purpose of these positions is to facilitate safe traffic flow in the downtown area, encourage pedestrians to stay on the sidewalks, increase pedestrian safety, and control the crossing locations where summer pedestrians can cross the streets. This funding also provides for general training, scheduling,

and deployment of the crossing guards. This program is administered by the Docks and Harbors Department. \$71,000

Downtown Foot/Bike Patrol

Project Description

This provides additional foot and bike patrol presence by JPD officers in the downtown area during the summer. Their presence is important to ensure the safety of visitors, provide assistance and direction, and mitigate problems that can occur between some of the regular downtown locals and summertime visitors. Most problems that occur are drug and/or alcohol related. These officers are usually regular police officers that volunteer for this duty during their off-duty hours. \$28,000

Downtown Restroom Maintenance

Project Description

This provides the contractual services (labor and materials) required to clean the restrooms in City Hall and the new public restrooms at Steamship Plaza seven days a week, six times per day, for five months during the summer. \$60,000

Transit Bus Service

Project Description

Our local bus service is heavily used by visitors during the summer, thus making it necessary to increase bus service in order to continue accommodating locals in addition to summer visitors. The bus system provides a safe, efficient, and cost effective way for visitors to visit the Glacier and view other areas of Juneau. In order to do this, it has been necessary to hire additional bus drivers to allow for adequate supervision, training, and to enable employees to take leave and still maintain regular service. The cost to service and maintain the buses also increases with the additional service. The revenue from visitors does help offset the costs of additional bus service, however, our transit system is heavily subsidized and the costs of adding additional buses to accommodate summer visitors is not offset by the additional revenue we receive. \$280,000

Juneau Convention and Visitors Bureau (JCVB)

Project Description

The JCVB provides summer visitors with information, directions, and assistance. They also provide volunteers that staff the information kiosks and provide whatever information and assistance visitors may require. \$100,000

Local Emergency Planning Committee

Project Description

This provides very limited general staff support of emergency management activities such as port security planning and emergency response to both minor and catastrophic incidents involving cruise ships or their passengers. \$10,000

Collaboration Juneau

Project Description

This project supports Collaboration Juneau, a non-profit organization of volunteer citizens whose purpose is to seek consensus solutions to impacts on the community created by tourism. \$30,000

CAPITAL PROJECTS

Wayfinding Plan

Project Description

Last year, a consultant was retained to examine summer pedestrian traffic flows and develop signage throughout the downtown area that would be informative, provide for the safety of visitors, and reduce congestion by helping to direct visitors to various destinations. This project is for the purpose of manufacturing and installing the signage. \$122,000

RJS:

Waterfront Land Acquisition

Project Description

A fund has been established that can be used to purchase land in the downtown waterfront area for the purpose of implementing various components of the Waterfront Plan. Several locations along the downtown waterfront have been identified for purchase and development consistent with the vision of the Waterfront Plan. \$1,342,000

RJS: This additional money is set aside for purchase of the wharf. Informal discussions and negotiations. =(

Sidewalk Sweeper

Project Description

At the request of the Downtown Business Association (DBA), we have been researching the cost and feasibility of purchasing and operating a sidewalk sweeper for the downtown area. As a result of heavy summer use by visitors, the downtown sidewalks require daily cleaning and litter removal to keep them clean and safe. The DBA has committed to provide some matching funds to help purchase the equipment. The City would purchase the equipment and be responsible for the annual operation, storage, and maintenance costs. This is a similar model of sweeper used by the Municipalities of Ketchikan and Anchorage. \$70,000

Property owners should be maintaining the sidewalks but they don't all. The intent is to use it in the downtown corridor.

Urge CBJ to stick to reasonable hours of useage. Drew Green wants to make sure that it is used down to steamship and for the docks. Remind dba that this is business owners responsibility. Other communities have been using them for 7 years (10-15 years before replacements)

Statter Harbor Development

Project Description

The Auke Bay Statter Harbor is a multipurpose harbor facility that supports tourism related activities, fishing activities, and various other commercial and public operations. The public and various users of the harbor have recognized the need to address the congestion and associated safety issues, and relocate the tourism and commercial activities to another location. This funding, along with other funding sources, would be used to purchase DeHart's Marina, which will then be used for a tourism staging area, including a separate float dedicated to tourism. The road entrance to the tourism facility will be in a separate safer location. \$500,000

Drew: the further you get away from downtown it gets more difficult to legitimize expenditures. User fees should pay a portion of the fees. GF, user fees would cover operation and maintenance but not purchase and setup. Also, not the marine wharf purchase.

RJS: this is to accommodate tourist industry, directly related. If you separate casual user and industry it increases safety.

JW: need for safety at auke bay

Shoreside Power Project

Project Description

Princess Cruise Line entered into an agreement with AEL&P that allows Princess Cruise Line to purchase hydroelectric power at the South Franklin Dock. Princess Cruise Line paid for the installation of an AEL&P substation, a distribution line to the dock, and alterations to their vessels. This funding would go into a COPA fund, which reduces the surcharge to utility customers in Juneau for the use of AEL&P's standby diesel generators. \$300,000