



AGENDA
JENSEN-OLSON ARBORETUM ADVISORY BOARD
Zoom Webinar
Wednesday, August 12, 2020 at 5:15 P.M.

- I. **Call to Order**
- II. **Approval of Agenda**
- III. **Public Participation on Non-Agenda Items**
- IV. **Approval of Minutes**
 - A. Wednesday, November 6, 2019
 - B. Wednesday, January 8, 2020
- V. **New Business**
 - A. Welcome New Board Members
 - B. 2019 Annual Report
- VI. **Unfinished Business**
 - A. Arboretum Commercial Use Comments
 - B. Next Endowment Subcommittee Meeting Date
- VII. **Committee, Liaison, and/or Staff Reports**
 - A. Chair Report – N. McConahey
 - B. Manager Report – M. Jensen
 - C. Friends of JOA Report – P. Harris
 - D. Other Business
- VIII. **Adjournment**

Next JOAB Meeting: Wednesday, November 18 at 5:15 – Zoom Webinar

DRAFT MINUTES
JENSEN-OLSON ARBORETUM ADVISORY BOARD

City Hall Conference Room 224 | Wednesday, November 6, 2019 5:15 P.M.

I. Call to Order at 5:19 pm by Chair, Nell McConahey

Present: Kristin Bartlett, Ed Buyarski, Rose Evans, Peter Froehlich (t), Kim Garnero, Patricia Harris, Nell McConahey, Deborah Rudis

Absent: None

Staff Present: Merrill Jensen, Arboretum Manager; Michele Elfers, Deputy Director; Lauren Verrelli, Staff Liaison

II. Agenda Changes – None.

III. Public Participation on Non-Agenda Items – None.

IV. Approval of Minutes –

A. Wednesday, May 15, 2019: E. Buyarski moves to approve minutes, no objection.
Minutes adopted.

B. Wednesday, August 14, 2019: E. Buyarski moves to approve minutes, no objection.
Minutes adopted.

V. New Business –

A. Arboretum Manager Replacement Plan

M. Elfers: Merrill will be retiring November 1, 2020 and we have two people who have voiced interest in the position. Merrill's replacement will be moving into the home.

M. Jensen: I am working on digital filing and generating an annual work plan.

B. Endowment Committee Replacement for Kim Garnero:

K. Garnero: I will be leaving the board in January when my term is up. We need to find a replacement for my seat on the Endowment Committee.

N. McConahey: I will replace you on the Endowment Committee.

VI. Unfinished Business –

A. Arboretum Commercial Use

M. Elfers: We are seeing an increased volume in commercial use of our parks, as well as a new and wide variety of request for use. Our main area of growth right now is the vehicle-based tours of all types. It is important we craft a commercial use supplement and policy for the Arboretum that can capture and manage changing and growing requests and uses. We have to draw a distinction between nonprofit groups and vs. for-profit groups. I recommend thinking about use based on Arboretum intent. I will work on edits to the Administrative Supplement No. 2 and send it to the board for comments.

VII. Committee Liaison and Staff Reports

A. Chair Report: None.

B. Manager's Report: *Included in packet.*

C. Friends of JOA –

P. Harris: Membership is solid; they raised \$2,500 at Amalga for fundraiser.

D. Other business— E. Buyarski: The Master Gardener Conference is March 22.

Adjournment – 6:38p.m. Having no further business before the Board.

Respectfully submitted by Lauren Verrelli, Recreation & Public Services Manager, 8/11/2020.

DRAFT MINUTES
JENSEN-OLSON ARBORETUM ADVISORY BOARD

Mendenhall Valley Library, Conference Room | Wednesday, January 8, 2020 5:15 P.M.

I. Call to Order at 5:19 pm by Chair, Nell McConahey

Present: Kristin Bartlett, Ed Buyarski, Rose Evans, Peter Froehlich (t), Patricia Harris, Nell McConahey

Absent: Deborah Rudis

Staff Present: Merrill Jensen, Arboretum Manager; Michele Elfers, Deputy Director; Lauren Verrelli, Staff Liaison

II. Agenda Changes – None.

III. Public Participation on Non-Agenda Items – None.

IV. Approval of Minutes – None.

V. New Business –

A. Subcommittee Meeting with Finance Director Update

N. McConahey: We had a great discussion with the new finance director on what the Arboretum is about, where the investments are and the possibilities of changing it. He is open to whatever the board wishes to do with the endowment. If there were any emergency repairs, it would not come from the Endowment; it would come from CBJ funds.

M. Elfers: We prioritize things based on safety and functionality; if you want to have other funds to do building improvement and repairs that might not be prioritized, you can use the withheld funds. We do need to discuss with our Finance Department about what would happen to the unused funds at the end of the FY since they cannot roll over to the next FY.

E. Buyarski: Can we put any remaining funds that are not spent throughout the year back into the endowment?

M. Elfers: We will have to talk to finance about that and get back to the board.

VI. Unfinished Business –

A. Arboretum Commercial Use Comments

M. Elfers: The department is working on updating our commercial use regulations and the draft version is currently out for public comment until January 15. Ideally the commercial use regulation will be the umbrella and framework for the department and then underneath that a policy for the Arboretum. In the new proposed regulations, we clearly state that nonprofit groups can perform commercial activity and receive permits. It is not recommended to separate uses by non-profit vs. profit; the reason we are doing this department wide is because do have a lot of activity by nonprofits that is for profit that we need to permit. Another thing to consider is the impact to the property, which can results in costs such as emptying trashcans, staff attention, etc. There is currently various types of commercial use happening at the arboretum (ex: taxi drivers & photography). We are creating a new type of commercial use, vehicle-based tours and transportation that would fit in well for the Arboretum.

E. Buyarski: What about vending at the Arboretum? In the past, I sold plants at the Arboretum and gave the Arboretum a portion of the sales.

M. Elfers: We could allow vending but add stipulations on intent and the benefits to the Arboretum. Lastly, there is photography as a type of commercial use, which is an activity that happens frequently at the Arboretum. Do we want to permit professional and amateur photographers?

M. Jensen: The photography is one that we need to address since we have many

professional photographers that come out. In the past year or so, we have been talking to them and they are open to being charged to shoot at the Arboretum. The draft regulation calling out the Arboretum currently reads that you cannot be a professional or amateur photographer without having a permit. How do we determine if an amateur is selling their pictures? We do see engagement, family and wedding photography at least once a week.

N. McConahey: What if we remove this line in the draft regulation about the Arboretum?

M. Elfers: Then no one would need a permit at the Arboretum unless they have a set and props, which would make them commercial. With including amateur, if we do not catch them during the act but we see stuff around town, then we can contact them and penalize them. Are you all okay with the way it is written in the regulation?

N. McConahey: Let us keep it in there for now and we can have specifics in the Arboretum policy.

M. Jensen: How do we handle the commercial use fees and how does it get into the endowment?

M. Elfers: In the Arboretum Administrative Agreement (1993), it states that all net proceeds from commercial activity should be put into the support fund and used to support and expand the Arboretum. All commercial funds will go into the endowment. How does the board feel about vehicle-based tours?

P. Froehlich: I think it is okay but we should have a limit per day.

K. Bartlett: How do we regulate Uber & Lyft drivers? If the driver is not in the habit of going out there, gets a request and does not have a permit? How do we handle that?

M. Elfers: That is a good question. They would be handled similar to taxis.

M. Jensen: For internal guided tours that we charge for? How does that work?

M. Elfers: It is a service provided by the facility so it would be outside of commercial activity. What about guided tours by another company (including local kid groups)?

M. Jensen: Discovery SE does come out multiple times a summer.

M. Elfers: Their intent aligns with the Arboretum, they could get a permit and have fees waived possibly. I will work on reworking the Administrative Supplemental No. 2 and will try to get this ready for the board to review in the coming months.

VII. Committee Liaison and Staff Reports

A. Chair Report: None.

B. Manager's Report: *Included in packet.*

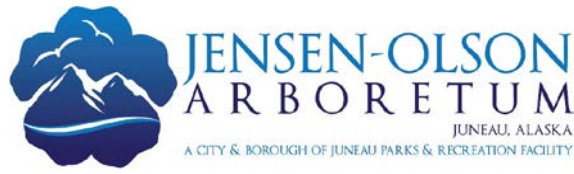
C. Friends of JOA –

P. Harris: Raised \$5,000 from the raffle; assisting in Merrill's First Friday Show at Centennial Hal. They have 98 annual members and 32 lifers.

D. Other business— We have two vacant seats on the board.

Adjournment – 6:53p.m. *Having no further business before the Board.*

Respectfully submitted by Lauren Verrelli, Recreation & Public Services Manager, 8/11/2020.



Jensen-Olson Arboretum Advisory Board
Annual Report - 2019

To: CBJ Assembly Human Resources Committee
From: Nell McConahey, Chair. Jensen-Olson Arboretum Advisory Board
Date: August 12, 2020
Subject: Jensen-Olson Arboretum (JOA) Advisory Board 2019 Annual Report

The sunny summer of 2019 was filled with activity at the Arboretum. Educators, staff, and volunteers presented 3 children's programs serving 48 children as well as several group visits with Discovery Southeast and JSD Seaweed. Other special events included: A Day of *Primula*, Alaska Public Gardens Day, Photography Workshop for Adults, as well as several annual group picnics of Arboretum supporters. Overall visitor numbers were just under 9,000. Record heat required constant watering which taxed the single well on site. Docents served a total of 125 hours throughout the course of the visitor season.

The deteriorated gardeners' shed near the residence was extensively remodeled to provide safe storage and inside workspace for staff. The residence has some remodeling required to the kitchen and bath which will be deferred to 2021. Thanks to various contractors, CBJ staff, and volunteers for all the work in completing the projects. Thanks also to Juneau-Gastineau Rotary Club for a volunteer work party to rejuvenate turf areas.

Installation of the new entry Visitor Panel at the Arboretum trailhead provides space for announcements and interpretive information. JOA continues to partner with researchers and seed exchanges worldwide to share information and seed from its plant collections. Merrill Jensen is writing the content for a Field Guide to selected plants of the Arboretum; it is to be published in late 2020. This will make it easier for visitors to find specific plants and get more knowledge of varieties in the gardens. Merrill is also working with the UAS GIS group to develop a Visitor Map for the Arboretum, which will be available in 2020. FJOA will share in publication costs for each of these items. Due to significant tree and plant loss over the last couple of winters, new, non bear-attracting trees have been planted and the accessions have been recorded in the database.

The Parks and Recreation Department began overhauling its Commercial Use Policy. The Arboretum is revising its policy in accordance with the SEAL Trust Conservation Easement, and subject to policies outlined for allowable distribution of proceeds.

JOAAB Endowment Sub Committee met with CBJ Finance Director Jeff Rogers to familiarize him with the Endowment requirements and to discuss options for possible investment strategies.

In early Fall, the Arboretum Director, Merrill Jensen announced his retirement effective December 2020, after 13.5 years. He has updated the job description, and has started the yearlong succession planning.

Merrill has been the only Manager since the position was created and will be sorely missed. His knowledge and ability has been a benefit to the city of Juneau.

Nell McConahey
Jensen-Olson Arboretum Advisory Board, Chair

Attachment: 2019 Attendance Record

JENSEN-OLSON ARBORETUM ADVISORY BOARD ATTENDANCE 2019

LEGEND: **A** – Absent / **P** – Present /
P(t) Present telephonically

	2/13/19	5/8/19	8/14/19	11/13/19
Ed Buyarski, Chair Appt: 2/2018	P	A	A	P
Kristin Bartlett Appt: 8/2015	P	A	P	P
Catherine "Rose" Evans Appt: 10/2018	P(t)	P	P	P
Peter Froehlich Appt: 1/2019	P(t)	P	A	P(t)
Kim Garnero Appt: 2/2011	P(t)	P	P	P
Patricia Harris Appt: 2/2018	P	P	P	P
Nell McConahey Vice-Chair Appt: 11/2014	A	P	P	P
Deborah Rudis Appt: 1/2019	A	P	P	P
VACANT				

Jensen-Olson Arboretum

Administrative Supplement No. 2 to Deed of Conservation Easement (December 28, 1998) Concerning Commercial Use and Event Rental

This Administrative Supplement No. 2 to the Deed of Conservation Easement granted by Caroline Jensen to the Southeast Alaska Land Trust (SEAL Trust) for the Jensen-Olson Arboretum, dated December 28, 1998, (Conservation Easement), is established between the City and Borough of Juneau (CBJ) and the SEAL Trust. SEAL Trust reserves the right to modify these interpretive policies and general approvals.

The Terms and Conditions of the Conservation Easement for the Jensen-Olson Arboretum property (the Property) states in Section 1. PURPOSES., that “the CBJ Agreement should be interpreted in a way that is consistent with the terms of the Easement, and the CBJ and the Trust are expected to work together in establishing specific policies for Arboretum administration.”

This Administrative Supplement No. 2 facilitates the on-going Arboretum operations by providing a general approval for certain commercial activities and event rentals on, or affecting, the Property deemed by SEAL Trust to be consistent with the Conservation Easement. Applicable sections from the Conservation Easement and from the Administrative Agreement between Caroline Jensen and the CBJ, dated September 30, 1993, (CBJ Agreement), are attached as Appendix A to this Administrative Supplement No. 2.

1. Commercial Activity

The CBJ Agreement (Section 4.2) specifically allows for commercial activity on the Property, including tourism, but only as the purpose “relates to the operation of the Arboretum” and “all net proceeds from such activities shall be placed into the Support Fund and used to support or expand the Arboretum.”

The Conservation Easement (Section 6.N.), meanwhile, specifically prohibits “use of the Property by any for-profit tour group, including any professional guides or tour groups for which the CBJ requires a commercial license¹. This prohibition is intended to prevent the Arboretum from becoming a large-scale tourist attraction, while permitting access by individuals and small volume, educational groups such as university or school groups.

The Conservation Easement purpose (Terms and Conditions 1.) is to preserve and protect plant communities and natural habitat, preserve open space, preserve a historically important land area, and not be a destination for large scale tourism.

Clarification:

¹ The Conservation Easement references a “commercial license”, which is not a term currently used by the CBJ. Instead, the CBJ issues “commercial use permits”, which is the term that will be used throughout this document.

Given the outright prohibition in the Conservation Easement for certain commercial activities, and given the intent of the parties to allow certain commercial activity that meets the purpose of the conservation easement while prohibiting large scale tourism, an understanding of the CBJ Parks and Recreation commercial use regulation is critically important to the establishment of a general approval related to commercial activities on the Property:

- (1) The CBJ defines commercial use in 11 CBJAC 01.010 as the sale, delivery, provision, or solicitation to provide goods or services in exchange for valuable consideration. The term includes a service offered in conjunction with another sale of goods or services whether or not it is incidental to, advertised with, or specifically offered in the other sale. The term also includes commercial activities conducted by or on behalf of a nonprofit organization or charity. All guide, outfitter, and transportation services are commercial activities if any payment or valuable consideration through barter, trade, cash or other commercial means is required, expected or received beyond the normal and customary equally shared cost of food and fuel for any portion of activities conducted within the parks and recreation area.
- (2) Pursuant to 11 CBJAC 01.010 it is the policy of the City to:
 - a) Maintain and improve parks, recreation areas and trails for their primary use by the public, to include visitors and residents alike, and to preserve them from activities inconsistent with that primary use.
 - b) Preserve and maintain these public assets for all users, preserve the recreational experience unique to each area, consider impacts upon other users and neighboring property, and ensure public safety on city lands.
 - c) Establish rules to minimize environmental damage and mitigate impacts from events and commercial use of parks, trails and recreation areas.
 - d) Generate municipal revenues in support of parks and recreation programs and facilities.
 - e) Establish and enforce uniform rules for events and commercial use of parks, trails, and recreation areas.
- (3) Subject to the above provisions, the CBJ may permit limited commercial activities on the Property that relate to the operation of the Arboretum, provided that these activities occur in a manner and intensity that is consistent with the Purpose of the conservation deed, and does not adversely impact the conservation values protected under the Conservation Easement. All net proceeds from such activities shall be placed into the Support Fund and used to support or expand the Arboretum.

General Approval:

Governed by these principles, SEAL Trust provides a General Approval to the following activities regulated under 11 CBJAC 01.010 and the “Parks and Recreation Department Policy on Commercial Use - Jensen-Olson Arboretum” supplied by the Arboretum Manager and on file at the SEAL Trust:

- (1) Use of the Property for events, including fundraising activities, as authorized by a Commercial Use permit issued pursuant to 11 CBJAC 05 and approved by the Parks & Recreation Director or designee.
- (2) Use of the Property by horticultural organizations for educational tours, such as Master Gardeners, garden clubs, or similar groups, as authorized by a Commercial Use permit issued pursuant to 11 CBJAC 05.
- (3) Educational programs sponsored by the CBJ or its partners through an agreement.
- (4) Use of the Property for commercial filming and photography.
- (5) Transportation services authorized under a Commercial Use permit issued pursuant to 11 CBJAC 05, provided that access by permittees shall be limited to the Arboretum parking lot; permittees shall not accompany clients during their visit or conduct any guided tours.
- (6) Other uses that are not commercial activity may be permitted under the “Jensen-Olson Arboretum Event Rental Policy” including:
 - (a) Arboretum sponsored educational classes and seminars.
 - (b) Weddings, memorial services, and other limited, and temporary events.

 Allison Gillum
 Executive Director
 Southeast Alaska Land Trust

 Date

 Rorie Watt
 City Manager
 City and Borough of Juneau

 Date

Content Approved By:

 Parks & Recreation

Form Approved By:

Law Department

Risk Management Review:

Risk Manager

DRAFT

Appendix A
References to Commercial Uses of the Jensen-Olson Arboretum

Administrative Agreement Concerning Jensen-Olson Arboretum (September 30, 1993)

4. OPERATION OF THE ARBORETUM

4.1 Active Use.

Preferably, the Arboretum shall be operated in a manner that allows for active use of the Arboretum Property. If this is not reasonably feasible, the Arboretum Property shall be maintained as a natural preserve. Active uses envisioned include recreation and public enjoyment (e.g. hiking trails, nature walks and other compatible recreational uses); academic and scientific activities (especially those associated with the University of Alaska Southeast ("UAS")) such as teaching, studying, research; and public education activities and programs including operation of a visitor center, courses, speakers, special exhibits, etc.

4.2 Commercial Activity.

Commercial activity shall be permitted on the Arboretum Property but only as such purpose relates to the operation of the Arboretum (tourism, gift shops, plant sales, sale of scientific proceedings/papers, etc.). All net proceeds from such activities shall be placed into the Support Fund and used to support or expand the Arboretum.

Deed of Conservation Easement (December 28, 1998)

1. PURPOSES.

...In achieving these purposes, it is the intent of the Easement to permit the continuation of such uses of the Property as may be conducted consistent with the conservation values protected herein. It is further the intent of the Easement to permit and enhance the establishment of an arboretum on the Property. The terms of the Easement are intended to assist in the administration of the arboretum and to define the scope of activities that may take place within the arboretum. The CBJ Agreement should be interpreted in a way that is consistent with the terms of the Easement and the CBJ and the Trust are expected to work together in establishing specific policies for Arboretum administration. The Arboretum is to be maintained for light impact public access by individuals and small educational non-commercial groups of visitors. It is not intended to be a destination for large-scale tourism.

5. CONSISTENT USES OF THE PROPERTY.

C. Establishment of Arboretum. Such uses as are consistent with and appropriate to the establishment of an arboretum and horticultural garden on the Property for public educational and non-motorized, light impact recreational use (such as walking, bird watching, and cross-country skiing, provided that such activities are conducted in a manner and intensity that does not adversely impact the conservation values or the Property), subject to the conditions listed in Section 5(A)(3)(c) above.

(Note: Section 5(A)(3)(c) Prior Approval for Arboretum Improvements.)

6. INCONSISTENT USES OF THE PROPERTY.

N. Use of the Property by any for-profit tour group, including any professional guides or tour groups for which the CBJ requires a commercial license. This prohibition is intended to prevent the Arboretum from becoming a large scale tourist attraction, while permitting access by individuals and small non-commercial and non-profit groups such as university or school groups.



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

Policy No.	Title: Commercial Use – Jensen-Olson Arboretum		
Date Approved:	Last Reviewed:		
CBJ Code:	CBJ 67.01.090(i) CBJ 67.01.080	CBJ Regulation:	11 CBJAC 01
Purpose & Need: To establish and define standards for commercial use of the Arboretum, a Parks and Recreation facility, for activities not addressed by other policies; to establish requirements and conditions; and to establish guidelines for fees.			

Policy Statement

- I. It is the policy of the CBJ Parks & Recreation Department to:
 - a. Maintain and improve parks, recreation areas and trails for their primary use by the public, to include visitors and residents alike, and to preserve them from activities inconsistent with that primary use.
 - b. Preserve and maintain these public assets for all users, preserve the recreational experience unique to each area, consider impacts upon other users and neighboring property, and ensure public safety on city lands.
 - c. Establish rules to minimize environmental damage and mitigate impacts from events and commercial use of parks, trails and recreation areas.
 - d. Generate municipal revenues in support of parks and recreation programs and facilities;
 - e. Establish and enforce uniform rules for events and commercial use of parks, trails, and recreation areas.

- II. The Jensen-Olson Arboretum is a CBJ Parks and Recreation Facility that is managed and operated under a conservation easement held by the Southeast Alaska Land Trust (SEAL Trust) with the intent to:
 - a. Preserve and protect plant communities and natural habitat.
 - b. Preserve open space.
 - c. Preserve a historically important land area.
 - d. Not be a destination for large scale tourism.



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

Permitted Uses

- I. Guided Tours
 - a. Guiding and Interpreting of the Arboretum facility shall not be allowed except by CBJ employees, partners, and volunteers.
- II. Vehicle Based Tours
 - a. Small groups of no more than 9 people may enter and use the Jensen Olson Arboretum.
- III. Vending
 - a. The purpose of the sale and the product shall meet the intent of the operation of the Arboretum as outlined in the conservation deed, for example sale of plants, scientific papers, and horticulturally related gifts.
- IV. Filming and Photography
 - a. A permit is required for any photography, motion picture recording, videotaping, or sound recording that involves the advertisement of a product or service, the creation of a product for sale, or the use of actors, models, sets or props.
- V. Special Uses
 - a. Special Use permits may be issued for other uses not specified elsewhere in this policy.
 - b. Groups larger than nine (9) people may be allowed by permit if the group's primary purpose is education, aligns with the purpose of the Arboretum, and the activity is consistent with Department policies.

Procedures

Notwithstanding the provisions of 11 CBJAC 05, the following procedures apply to all persons authorized by a commercial use permit at the Jensen-Olson Arboretum:

- I. **Application Process**
 - a. Applications are accepted on a first-come, first-served basis.
 - b. The Southeast Alaska Land Trust shall be notified of any applications for commercial use of the Arboretum exceeding 30 days total for the April through October season.
 - c. In determining the appropriate level of commercial use, as required by 11 CBJAC 05, the Director or designee shall consider:



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

- i. Whether the proposed use is consistent with the provisions of the Conservation Easement held by the Southeast Alaska Land Trust and the donation agreement between CBJ and Caroline Jensen;
- ii. Whether the proposed use is consistent with the mission, policies, and regulations of the Parks & Recreation Department;
- iii. Whether the proposed use would unreasonably impact public use and enjoyment of the Arboretum; and
- iv. The public benefit of the proposed use, if any.

II. Sales Tax

All persons operating under a commercial use permit must collect and remit sales tax, as required by CBJ Code. Compliance with sales tax regulations will be verified with the CBJ Finance Department. Failure to remit sales tax as required will result in immediate revocation of the permit.

III. Insurance

Proof of insurance is required at the time of application, and must be maintained at all times during the permit period. Failure to maintain liability insurance as required will result in immediate revocation of the permit, without notice.

IV. Fees/Additional Costs

Permit fees are set by the manager and calculated to give the city a fair and reasonable return. Fees shall be paid to the Department by the 15th of each month for fees owed in the previous calendar month. Failure to remit required fees is a violation of CBJ 67.01.09(i) and may result in revocation of the permit, a fine, or both.

In determining the fee, the manager considers:

- a. The cost of administering the activity permitted under the permit;
- b. The impact of the proposed activity on the area and the general public;
- c. The cost of maintenance and any improvements required;
- d. The value of the benefit conferred upon the permittee; and



CITY & BOROUGH OF JUNEAU PARKS & RECREATION DEPARTMENT POLICY MANUAL

- e. In addition to these fees, the permittee shall be responsible for additional costs incurred for any services provided beyond basic city services. This may include, but is not limited to, police services, park cleanup, utility charges, or excess administrative work.
 - i. The **Application Fee** is based on the estimated staff time required to process a commercial use permit, including verification of certification, insurance, and compliance with sales tax regulations.
 - ii. **Permit Fees** are calculated to recover costs associated with administering the activity, maintaining the area, and to provide the CBJ with a fair and reasonable return in light of the revenue generated by the commercial activity.
- f. 2019 Commercial Use – Events and Special Uses Fee Table

Application Fee (non-refundable)	\$xxx
Vehicle Based Tour Fee	\$xxx per person
Filming and Photography Fee	\$xxx per day
	\$xxx per year
Vending Fee	\$xx
Special Use Fee	\$xx
Electrical Service up to 100 kWh	\$xx per day

Fees may be waived or reduced by the Parks and Recreation Director for permits issued to nonprofit organizations upon a determination that the activity is in the public interest.

General Operating Requirements

I. Mandatory Permit Conditions (All Permits)

- a. The following language must be included in all of the Permittees' advertising or promotional material (including websites), or included in the credits of any content created under the Permit: "<Client Name> operates under a commercial use permit issued by the City & Borough of Juneau Parks & Recreation Department."



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

II. Mandatory Permit Conditions (Filming and Photography)

The following conditions will be included on all filming and photography permits. Additional permit conditions may be added as necessary.

- a. The Arboretum Manager is designated by the Parks and Recreation Director to authorize permits for commercial use of the Arboretum, except that any denial of a permit shall be reviewed by the Director.
- b. All permittees must check in with the Arboretum Manager upon arrival each day.
- c. The Arboretum provides no facilities to dress or prepare costumes, nor furnishings or equipment of any kind.
- d. Picking flowers and moving benches are prohibited.
- e. Blocking of garden views, pathways or elements for extended periods is prohibited.
- f. Cords, wires and tripods must not impede traffic and must not be placed in planting beds.
- g. Climbing or leaning on trees is prohibited.
- h. Disruption of gardeners' work is prohibited.