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19	Parsons, Jamie/Juneau Chamber of Commerce	06/03/02	Letter
18	Moyer, Jan	06/03/02	Email
17	Levine, Joyce	06/02/02	Email
16	McKenzie, Connie	06/02/02	Email
15	Jacobsen, Robert	05/31/02	Letter to Assembly - Public Testimony
14	Reges, Mala/Cruise Control	05/31/02	Emailed and Mailed Letter to Assembly
13	Shaul, Leon	05/31/02	Letter to Assembly
12	Rarig, Alice	05/29/02	Emailed Letter to Assembly - Emailed 06/03/02
11	Bibb, Sally	05/29/02	Email
10	Fuller, Anne/Sakarias, Michael	05/27/02	Email
9	Levine, Joyce	05/26/02	Letter to Division of Tourism
8	Carls, Becky	05/17/02	Email
7	Hanley, Thomas	05/08/02	Letter to Assembly
6	Paraphrased Comments	05/07/02	Draft Minutes of 5/7/02 COW Meeting - Public Testimony
5	Spengler, Larri & Behnke, Steve	05/07/02	Written Comments from Testimony
4	Bremner, Don	05/05/02	Email
3	Darling, Rory	05/03/02	Email
2	Paraphrased Comments	05/02/02	Draft Minutes of 5/2/02 COW Meeting - Public Testimony
1	Sands, Shelagh	05/02/02	Email
1A	Wilson, Dorothy (Dot)	04/29/02	Letter
1B	Willson, Sara	04/28/02	Emailed Letter to Assembly

-----Original Message-----

From: Robert A. Shaw [mailto:shaw@ptialaska.net]
Sent: Monday, June 03, 2002 7:00 PM
To: Maria Gladziszewski
Subject: Re: web polling for cbj tourism mgmt plan

Maria, we dont receive the newspaper and we choose to keep off mailing lists. What I dont understand is why notices werent sent by mail just as the original notification about the polling was sent. It is obvious you have our address for that. To me it seems fairly obvious that you didnt want the original people notified about the poll to participate and again it is the City's way of choosing not to hear what the majority of Juneauites want and that is tourism not be allowed to expand any further than where its at. I had read the results of the polls and it showed a definat trend to hold tourism at its current level and then I find it ironic that the poll was abruptly stopped at that point. I had also checked the website periodically and there was no mention of the poll at those times. The last mention was that it would be started again sometime in January which did not happen. Also on the original flier sent out, it had indicated there would be a poll 4 and poll 5. You now state your last poll was poll 4.

I have read the draft and to me it does not represent what the poll results showed. The results showed the majority wanted tourism held where its at and not expanded but as usual the City does what it chooses regardless of the peoples voice and goes ahead with expansion. I am very disappointed. What will happen as usual is the tourism industry will benefit the most while the locals wait for things they have requested a long time ago, one thing being parking for locals in the downtown area. Our trails will be overrun with tourists just as our boating area (N Douglas for example). A lot of locals have already stopped using these areas and eventually more will stop. Tourists will take front row and have already done so.

I dont know why Im surprised at the City's stand on this matter. I guess I was hoping just once to see a decision made that truly benefits the locals and that showed the locals were being put first in the agenda (not the tourism related businesses). But as usual the City sells out the local residents for tourism.

----- Original Message -----

From: Maria Gladziszewski To: 'Robert A. Shaw' Cc: Karen Greeney Sent: Monday, June 03, 2002 9:00 AM Subject: RE: web polling for cbj tourism mgmt plan

The 4th and final round of webpolling occured in April. We placed ads in the paper, sent out press releases, emailed people who had signed up on our email distribution list, and otherwise did our best to inform Juneau of the poll. Sorry you missed it.

The final poll was on the draft tourism plan. You can still comment on that, though, if you're interested. The final draft plan is available on our website (www.juneau.org/tourism). Written comments are due today but if you get me something tomorrow, I'll be sure to include it in the information for assembly members. Feel free to call if you have questions. Thanks for your interest in this plan.

Maria Gladziszewski, 586-0218

-----Original Message-----

From: Robert A. Shaw [mailto:shaw@ptialaska.net]

Sent: Saturday, June 01, 2002 5:23 PM

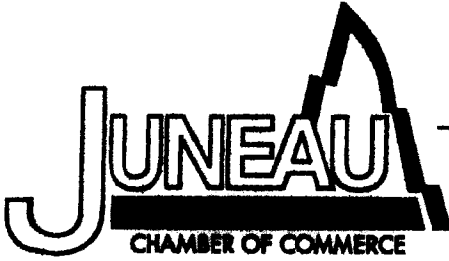
To: Maria Gladziszewski

Subject: web polling for cbj tourism mgmt plan

Last fall there was web polling underway concerning tourism in Juneau. It was stopped abruptly with a message that it would resume in January however as far as I can tell, it never did. Can you tell me what happened to the polling and why it was never resumed? If it was resumed, I was never notified and feel everyone that received the initial flyer sent out by CBJ, should have been better advised of the on-goings of this poll. Can you let me know,

Thanks,

Sandra Shaw



3100 Channel Drive, Suite 300 • Juneau AK 99801
(907) 463-3488 • Fax (907) 463-3489

June 3, 2002

Dear Mayor Smith and Assembly Members:

The Juneau Chamber of Commerce's Tourism Committee met this past week for purposes of reviewing the final draft of the Tourism Management Plan.

The Committee acknowledges the proposed Tourism Plan contains a number of good suggestions, makes some viable recommendations and compiles the issues in one document. The Committee, however, has serious concerns with the proposed governing structure, the Juneau Tourism Partnership. Our concerns are based largely on the failure of the CBJ's two previous attempts to create a "balanced" citizen/industry forum. Because of the significant financial investment required by Egret's plan, it is critical that this third attempt be successful. The Chamber and its members are concerned that the proposed JTP creates additional, duplicative bureaucracy with corresponding costs and puts a substantial burden on the shoulders of the individuals asked to serve on the board.

In 1995 the Assembly established the first "collaborative" body to deal with CBJ tourism issues – the Tourism Working Group. This committee evolved into the Tourism Advisory Committee, but both nine-member groups were essentially comprised of the same general make-up in membership. Each had no more than three tourism industry representatives and the remaining members were basically "public" members assisted by professionals from the Forest Service and CBJ staff. The Assembly appointed committee members who represented balanced but broad-based community perspectives.

The JTP is not configured differently from the TWG and the TAC and we believe it is appropriate to question why the JTP will succeed when its previous iterations did not.

In our view, what has been missing all along is significantly increased coordination among CBJ agencies and boards charged with developing, funding and implementing public planning and economic and infrastructure development, especially in regard to tourism. With that mission in mind, the Chamber and members of other economic development organizations have brainstormed a potential alternative to the JTP.

The idea, in general, is to create a second deputy manager position with the specific charge of coordinating among the key economic planning and development agencies, boards and departments (creating a Juneau Planning Network, for example). Many of the boards and agencies listed are comprised of Juneau citizens who are appointed or elected to their seats and professional staff members trained in their field of expertise.

The public would have a minimum of three opportunities to provide input, guidance and constructive criticism. 1) Citizens can apply to serve on these boards; 2) they can attend board/agency meetings; 3) they would be invited to attend meetings of the JPN and the required public hearings for CBJ plans and projects.

Other benefits of a cross agency network are:

- a. It provides for the coordination called for in the Tourism Plan.
- b. It is a long term solution that will gradually implement components of our tourism plan, without the risk of being an "experiment" that may or may not be successful.
- c. It not only eliminates another layer of bureaucracy, it utilizes organizations already in operation.
- d. By establishing another assistant city manager position whose primary task is to oversee the implementation of the Tourism plan, the stature of tourism issues is elevated.
- e. This proposed governing structure offers a wide range of opportunities for both public and industry input.

It should be understood the JTP Network can still include an end of the year tourism public forum, and it does not diminish or alter the roles of the CBJ boards and commissions.

Implementing any tourism management plan is likely to be an expensive proposition but our proposal significantly reduces the ongoing expense of supporting another organization.

The individual hired for the new assistant manager position must have a solid background in tourism, preferably in planning and development, as well as strong organizational and people skills. Under any tourism structural arrangement, all issues would ultimately be determined by the Assembly.

We thank you for the opportunity to provide this alternative approach and look forward to continuing to work with the Assembly on tourism and other economic development issues.

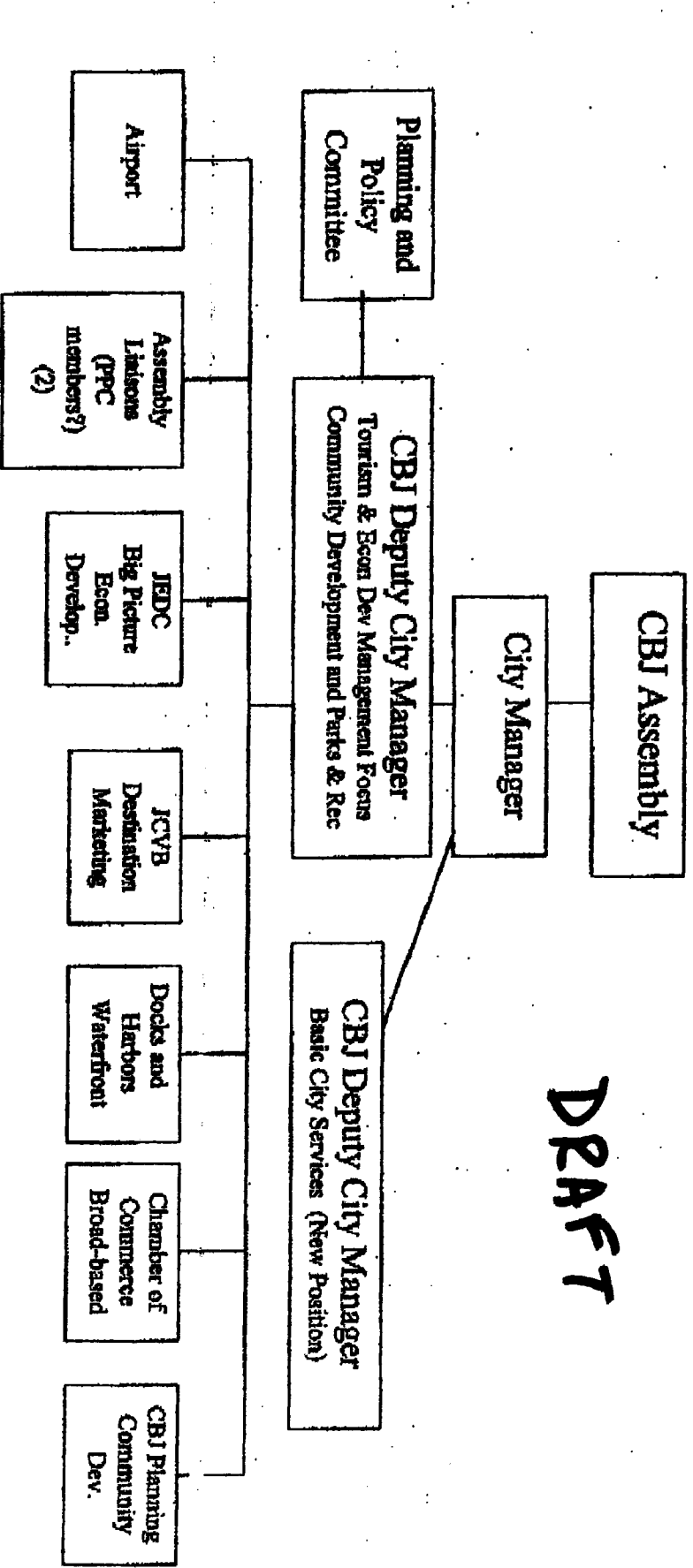
Sincerely,

A handwritten signature in black ink, appearing to read "Jamie Parsons", with a long horizontal flourish extending to the right.

Jamie Parsons
Executive Director

Enclosures: Suggested Organizational Chart
Tourism Committee Roster

DRAFT



- Tasks:**
1. Review Tourism Plan – identify actionable items, evaluate budget, timeline, in coordination with Comprehensive Plan.
 2. Conduct statistical survey to validate long range tourism plan assumptions.
 3. Coordinate efforts of standing CBI boards and other economic development organizations.
 4. Provide collaborative public process through established public hearing requirements.
 5. Assist with product development through zoning, market research and trend analysis, etc.
 6. Evaluate, coordinate & implement past and current studies.

Big Picture Issues to address:

Identify areas of commonality and conflict between Comprehensive Plan and Tourism Plan.

Compile and coordinate waterfront revitalization and development plans.

Congestion – Comprehensive Parking Plan, vehicular (private and commercial) and pedestrian flows.

Management of impacts: Identify and develop management tools to address volume, infrastructure and flightseeing issues.

Revised 5-28-02

NAME	E-MAIL	FAX	PHONE	COMPANY
Allen, Michael	breakwaterinn@gci.net	463-4820	586-6303	Breakwater Inn
Bartholomew, Tonya	tbartholomew@gci.net	789-7038	789-3888	Powell Realty
Barton, Mike	mabarton@alaska.net	364-3156	364-3153	Harbor Board
Bierkorte, Holly	holly@wingsofalaska.com	789-3130	586-6275	Wings of Alaska
Branher, Steve	steven_branher@ml.com	586-4184	586-4103	Merrill Lynch
Cameron, Carolyn	jim-carolyn@alaska.net	789-0495	789-2596	Cameron Plumbing
Droubay, Gary	gary.droubay@goldbelt.com	790-4999	790-1440	Goldbelt
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Hagevig, Rosemary	Rosemary_Hagevig@ccsjuneau.com	586-9018	463-6151	Catholic Community Services
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Hauber, Bill	fiducial@uneau@alaska.com	780-4095	780-4993	Hauber & James Tax Service
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Jacobsen, Robert	bob@wingsofalaska.com	789-3130	789-9863	Wings of Alaska
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McDonnell, Tim	tim_mcdonnell@tiemscocair.com	789-7989	789-9501	Temsko Helicopters
McMullen, Christa	cmcmullen@halw.com	463-2516	586-3773	Holland America/Graylines AK
Parsons, Rob	robert_parsons@dipac.net	463-3213	463-1635	DIPAC
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Smith, Don	dssmith@juneauempire.com	586-9097	586-3740	Juneau Empire
Stone, Richard	rstone@akitho.com	463-4924	586-3170	Alaska Litho
Sykes, Carrie	csykes@ccchita.org	463-7316	463-7386	Tingit & Haide
Tillotson, Kevin	kevin_w_tillotson@keybank.com	463-4983	463-7204	Key Bank
Wilson, Dot	dotw@gci.net	789-7076	789-5600	Coastal Helicopters

-----Original Message-----

From: Rory Darling, Jan Moyer [mailto:kayaker@alaska.net]

Sent: Monday, June 03, 2002 1:24 PM

To: Tourism Coordinator

Subject: comments to JTMP

Comments to the Juneau Tourism Management Plan

I support the implementation of the Juneau Tourism Management Plan. The current method of dealing with tourism issues, one by one, is not working. I believe Juneau needs to have a more proactive approach with planning in advance and community involvement. The Egret plan lays out a method to solve these issues. It takes a step in a positive direction towards managing the growth of tourism.

I support the plan's recommendation to move ERA Helicopters to Dupont by 2004. The noise problem needs to be addressed immediately and this solution will eliminate helicopter noise for thousands of people in the area of the channel, downtown, Douglas, and Thane. It is unfortunate that people try to put a stop to solutions which will benefit the community as a whole. Claims that relocating the helicopter operations to Dupont and Montana Creek heliports need further study is ridiculous. The city has already contracted for several noise studies. The research has been completed. The recommended solution is to move the noise to remote heliports. Delaying this relocation any longer is just ignoring the problem. It will not disappear on its own and in the meantime the helicopter operations continue to grow creating more noise.

Why does the City continue to spend money on these studies if they do not intend to use the research and implement the solutions in the studies?

I attended the meeting where Egret Communications presented their plan. They suggested specific people for the six member Juneau Tourism Partnership team. I noticed that one of the people was a Thane resident who I assume is opposed to the Dupont heliport. I strongly encourage you to also include someone on the team who is affected by helicopter noise and supports their relocation.

My major concern about the JTMP is that too much emphasis is placed on marketing. I believe more emphasis should be placed on the needs and desires of the people who live in Juneau. In summary, I support the JTMP to provide a proactive approach to tourism issues and strongly support moving ERA to a Dupont Heliport by 2004.

Jan Moyer
6732 Gray St
Juneau, AK 99801

Sent To:
Community Development
Person Filing Report: joyce levine
Date of Filing: 6/2/2002
Time of Filing: 3:03:38 PM

Mailing Address:
p.o. box 21705
Juneau, 99802
Telephone: 463-3829
Fax:
Email Address: jlevine@gci.net
Date of Incident:
Time of Incident:
Location:

Description: Hello everyone. I have already sent in my comments on the proposed Tourism Plan. I wanted to add the suggestions listed below to those comments which are due tomorrow.

I had a bit of confusion figuring out how to contact you on the internet regarding sending in comments on the Tourism Plan. May I make a suggestion that it become more accessible on your home page when you are requesting comments from the general public so that it is easier for the general public to make comments during specified time lines.

The following are my additional tourism comments:

As we continue to encourage the use of bicycles on our road systems in Juneau, the City needs to make sure that for the safety of the bicycles that the bike lanes are painted (by May 15) and that the bike paths all around the City are swept clean as often as you do the downtown area near the Capital Building. It is frustrating to be out in the surrounding areas on a bicycle and have to swerve to miss glass and other debris from cars as well as gravel from building and home developers. Why have bicycle paths? By not keeping our bike paths clean, we are encouraging the use of bicycles on the road to avoid the glass and that is setting up an unsafe situation for everyone. We can encourage alternate means of transportation for not only residents who live here, but tourists as well. Let us encourage outdoor exercise for the youth in Juneau as well.

I encourage the idea of the promenade that was talked about by Marc Wheeler as well. It would be nice for bicycles, walkers, runners and others to avoid the industrial area of Juneau as they enjoy the view.

It has been upsetting lately to hear the cruise ship industry upset that we are going to be setting fees for them to pay, some of which they think are unfair. In light of the impact that the cruise ship industry has on Juneau, I think that the City needs to reinstall the

tonnage fee of 23 cents per ton on all cruise ships as it was before. The cruise ships need to pay for the impacts they cause fully. I do not want the City Borough of Juneau to pay for improving the downtown waterfront for the tourists use. The cruise ship industry needs to pay for it as they impact the area. Whatever improvements are made to the downtown area for cruise ship passengers, the residents should be allowed to use those areas which would not have needed improving had not the tourists caused the impact.

Please add these comments to the ones I submitted by regular mail. Thank you. Joyce Levine, P.O. Box 21705, Juneau, AK 99802

-----Original Message-----

From: Connie McKenzie [mailto:cmcmckenzie@gci.net]

Sent: Sunday, June 02, 2002 2:41 PM

To: Borough Assembly

Subject: Draft Tourism Management Plan

Dear Juneau Assembly Members:

The tourism management plan project was a positive step toward creating a framework for handling tourism issues by the city. I believe that this draft plan really shows the need to elevate tourism to a high priority for the city, and not just as a complaint department, but as an economic development tool. However, I do disagree with the structure that the plan lays out for managing tourism as it creates another layer of bureaucracy that I think we can avoid. There are some good ideas that can be incorporated by the city from this plan under whatever final structure the city decides to handle tourism.

The vision that Mr. Harvey proposes on page two is good and I think that any group can work under this vision: "A healthy and vibrant tourism sector generating business opportunities and employment for Juneau citizens, protecting Juneau's heritage and cultural values and its natural resources, and making a positive contribution to the community's quality of life."

On pages three and four, the plan outlines the Juneau Tourism Partnership. While I agree with the basic idea, the JTP's scope of work and responsibilities is too large and in places, unrealistic. I would modify the role of this group to:

- a venue for collaborative discussion and cooperative action
- facilitate cooperative solutions to issues and responses to opportunities
- encourage community-wide input on tourism topics that have social implications

While I believe that the JTP can assist with product development by doing things that attract and promote investment in our community, I don't think it should be their role to address standards for accommodations, guides, attractions, restaurants or service. The market should be allowed to work, hopefully providing an acceptable range of quality and naturally weeding out low quality. Juneau should develop policies throughout its city code that are business friendly so that investment in projects such as destination lodging facilities or a float plane museum can be done by private or by non-profit groups. The draft plan also alludes to studies being done that can be used by potential investors.

I was pleased to hear that the JTP would no longer be overseeing the JCVB. The JCVB has a very strong leader and I believe that the CBJ and JCVB need to work better at sharing information so that the CBJ knows what the organization is doing with the bed tax money it receives and the marketing contract it performs for Centennial Hall. The JTP should work collaboratively with the JCVB, as with many other city groups.

An alternative structure for the JTP that has been discussed by several groups in town, is one that brings together various city boards and other stakeholder groups as the members of the JTP. This would be a more effective structure than appointing various pro tourism/anti-tourism seats. As we have seen in the past with the Tourism Working Group and Tourism Advisory Committee, this structure led to frustration and a lack of action. I believe this alternative structure best utilizes organizations already in operation and requires better coordination with entities already involved in tourism. This alternative proposal also elevates the role of tourism by creating a second Deputy City Manager position whose main responsibility is to oversee the

implementation of the plan and the JTP. This will provide strong leadership and direction from the top. Rather than hiring a leader with tourism marketing expertise (which we already have at the JCVB), the city should look for someone with planning and facilitating expertise. Boards and other organizations having a seat on the JTP would include: The Airport Board, 1 or 2 assembly liaisons from the PPC, JEDC for big picture economic develop, JCVB for destination marketing, Docks and Harbors Board for waterfront issues, Chamber of Commerce for broad based business views, a CBJ Planning and Community Development Board member, and perhaps Southeast Conference so that we have a regional perspective.

This alternative JTP structure needs to address public input. The JTP could be mandated to meet quarterly with a public comment element in the meeting. The JTP would also run the fall tourism forums which are geared for public input. The board membership also creates many avenues for public participation as most of these organizations are run by boards where the public can run for a board seat, or the public can participate in their meetings. I envision the hotline continuing under the Deputy City Manager with feedback from this line going to the board as public input. Tasks would include:

1. Conduct statistical survey to validate long range tourism plan assertions
2. Review Tourism Plan, evaluate budget, timeline, action
3. Coordinate efforts of existing organizations and coordinate current studies
4. Provide public process through established channels and requirements
5. Assist with product development through zoning, trend analysis, research, etc

Big Picture Issues to Address:

1. Can a viable tourism plan be created?
2. Waterfront revitalization and development
3. Congestion - vehicular and pedestrian
4. Management of impacts: Is controlling cruise number growth the key? Can it be done in an economically viable way for the community and industry?
5. Flightseeing noise: how much does the community want to pay to fix this issue for a small portion of the public?
6. Safety valves: How are these to be implemented?

I think we have a great opportunity before us, to take the best ideas from this plan and with some changes in structure and responsibility, make it work for Juneau. The draft plan certainly tells us that tourism with both its economic potential and quality of life impacts, is a big issue for this town and should be elevated to a level where decisions and action can take place. The draft plan also identifies the need for decisions based on good data which requires a commitment by the city for funding. I think the proposed alternative JTP structure will make the best use of city funding by bringing in a leader at the Deputy City Manager level, by making the best use of existing boards with a variety of expertise, and by dedicating funds to studies that can lead to decision and action.

Connie McKenzie
PO Box 22925
2621 John Street
Juneau, AK 99802



May 31, 2002

City & Borough of Juneau Assembly
155 South Seward Street
Juneau, Alaska 99801

Re: Juneau Tourism Management Plan

Dear Assembly Members:

On behalf of the Wings' family of companies we offer the following comments on Egret Communications' Juneau Tourism Management Plan, (JTMP). The plan contains good data and provides an acceptable inventory of the externalities associated with the visitor industry in Juneau. The plan suggests different courses of action for policy makers, in concert with the community, to promote a vibrant tourism sector, generate business opportunities and add employment for residents while protecting cultural values, natural resources and making positive contributions to the community's quality of life.

Our major concern with the JTMP is in *how* the authors propose for the community of Juneau to attain the lofty goals of prosperity and quality of life for all. From a purely self-serving perspective, we might endorse their proposed Juneau Tourism Partnership, (JTP) make-up because it will likely set a similar course, accomplish similar goals and in the end, self-destruct as the Tourism Advisory Committee structure did. If that happens, little change will occur and businesses generally enjoy less government intrusion. The author's proposed JTP structure is very similar; likely worse than the TAC/TWG as it adds another layer of bureaucracy in the decision making process, it will cost more money, it will take more meeting time, it will keep the community divide building and it will likely accomplish the same as its predecessor committees did.

The Juneau Chamber of Commerce is proposing an alternative to the author's JTP structure and makeup. We endorse the Chamber's concept of a JTP Network for and from a more community minded perspective. The 100 + million dollar visitor industry requires direction and leadership from the highest levels within city government. A deputy city manager in place of an executive director of the proposed JTP makes sense. Utilizing the existing CBJ committee structure, which is made up of citizens who are knowledgeable on and presently working numerous tourism issues makes more sense than another supposedly balanced committee which ultimately turns into a complaint department as its predecessors did. A deputy manager should be required to bring all the standing and ad hoc committees' work product together and present it to an assembly for action. Establishing a newly constituted layer of appointed bureaucracy abdicates the Assembly's responsibility and will slow the implementation process for needed solutions.

Given the fact that the authors briefly mention floatplane flightseeing operations, which is identified in the JTMP in 6.3.3, we offer the following perspective. In the draft tourism plan issued in March, the authors of the JTMP proposed that Wings convert all floatplanes to turbine

8421 Livingston Way, Juneau, Alaska 99801-9375
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technology by 2004 and then, if those affected by floatplane noise were still bothered, we should move. The cost to convert one aircraft is in excess of a half million dollars – roughly twice the value of each aircraft and we operate 10 floatplanes. In the final draft the author states, *"The draft of this plan included a proposed course of action. That path was clearly not proactive enough for some of the community and was, in the end, rejected by the operator as too costly."* No path will be proactive enough for some in this community. I hope you can appreciate our lack of enthusiasm towards such a lop-sided proposal, as some in this community will not be satisfied until floatplanes cease to operate. Given that fact, an historical perspective on cruise related floatplane operations is appropriate seeing how floatplanes have been departing the Capital City's waterfront, with visitors, since 1923.

In 1989 Juneau received 194,000 cruise ship visitors. This year Juneau is expecting close to 718,000 cruise ship visitors; an approximate 370% increase over 13 years. During that same period of time, passenger boardings onto floatplanes from Juneau's downtown waterfront have experienced **no growth**. Basically, the same numbers of cruise visitors are flying on floatplanes in 2002 as there were in 1989 and throughout the 1990s. Can anyone name one segment of the visitor industry in Juneau that has limited its growth like the floatplanes? Furthermore, dating back to the late 1980s and early 1990s, the actual number of floatplane departures from Juneau's waterfront has declined significantly -- more than a 20% reduction, as a result of larger, quieter aircraft. Is there another segment of the industry that can boast such a reduction? It is possible to continue that trend -- quieter skies and fewer operations -- with the introduction of quieter turbine technology.

Turbine conversions could substantially reduce noise and further reduce the number of departures from Juneau's waterfront. In August 2001 when the noise consultants were evaluating alternative heliport sites, they set up one monitor at Sandy Beach, specifically to evaluate the take-offs, climb-outs and over-flight of aircraft, including a turbine powered floatplane operating at the time. As you might recall from the Alternative Heliport report, tests demonstrated that a substantial reduction in noise resulted from the new turbine-technology floatplane operated last year. According to the report, the turbine-powered floatplane was 9 to 11db less than the other floatplanes.

We have been reluctant, however, to make the substantial investment required for quieter technology for a few reasons. First, we haven't seen much support by the CBJ for the efforts we've made in the past -- limiting our growth and reducing the number of departures. Second, we haven't seen much encouragement by CBJ for us to take on the additional burden in pursuit of quiet technology. We have and will continue to investigate the economics of converting the deHavilland Otters to the turbine engine; however, we can't be expected to make the investment with the threat of curfews, lawsuits or being zoned out of business hanging over our future. We wish you well in your deliberations and decisions regarding the final draft - Juneau Tourism Management Plan.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Bob Jacobsen", with a stylized flourish at the end.

Robert Jacobsen

RECEIVED

JUN 03 2002

City Clerk

Cruise Control, Inc.

114 South Franklin, Suite 204
Juneau, Alaska 99801

VOICE: (907)-586-4958 / FAX: (907)-586-4959 / E-Mail: mreges@aol.com

May 31, 2002

Assembly Members
Policy & Planning Committee
City and Borough of Juneau
155 S. Seward Street
Juneau, Alaska 99801

RE: Juneau Draft Tourism Management Plan

Ladies and Gentlemen:

We appreciate the Assembly's continued work with Egret Communications/ARA Consulting ("Egret/ARA") on the Juneau Draft Tourism Management Plan and this opportunity to comment on the plan.

In its November 2001 Technical Review, Egret/ARA discussed five alternative tourism futures for Juneau. The Technical Review identified Juneau's past and current tourism path as the least desirable because it is reactive and "... compromises the social and economic future of Juneau ..." by fostering continued social, and likely legal, battles. Egret/ARA, Technical Review, Pages 14-15. The Technical Review posits that Juneau's current path will eventually lead to a downturn in tourism for Juneau since "... [t]ourism cannot flourish when the host community does not welcome it -- and a welcoming attitude is dependent upon the successful management of economic, social and environmental impacts." Egret/ARA, Technical Review, Pages 14-15 and 31. Cruise Control agrees with the Egret/ARA assessment of Juneau's past and current tourism management practices and the likelihood that they will engender a bleak social and economic future for Juneau because these practices exclude many who need to be in the decision-making process from the outset.

Consequently, we were pleased to find that the Juneau Draft Tourism Management Plan embodies Technical Review Alternative 3.4, which provides for collaborative, proactive tourism management focused on destination and cruise travel success. With the Juneau Tourism Partnership ("JTP") as the venue for collaborative and cooperative work between citizens, the tourism industry, and government, Juneau has a unique opportunity to effectively minimize or eliminate the negative impacts of tourism and build the infrastructure and programs necessary to make tourism successful with both visitors and residents.

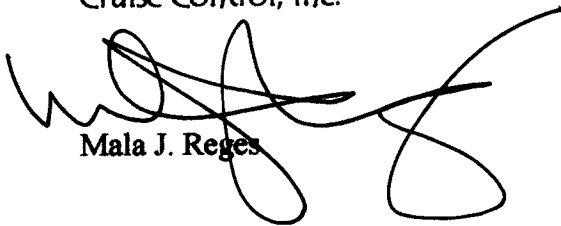
The collaborative working mandate for the JTP also provides an excellent opportunity to heal past (and some continuing)¹ harms as it works with all interested parties to select and build satellite facilities at appropriate and acceptable locations in our community for helicopter and floatplane flightseeing operations.

We recognize that the creation of the JTP is a marked departure from past and current tourism decision-making practices in our community. We believe, however, that past and present community reaction supports the Egret/ARA predicted dismal outcome for Juneau if current tourism management practices continue. We hope that this Assembly has the collective strength and perception to recognize that effective management of the many challenges and benefits that tourism brings will happen only if citizens, the tourism industry, and government collaborate to find mutually acceptable plans and solutions.

We encourage the Assembly to adopt a Tourism Management Plan that fully embodies a collaborative and proactive tourism vision and management process for Juneau.

Sincerely,

Cruise Control, Inc.

A handwritten signature in black ink, appearing to read 'Mala J. Reges', with a large, stylized flourish extending from the end of the signature.

Mala J. Reges

¹ The current plan to move helicopter flightseeing to the Thane neighborhood area is an example of a continuing community harm resulting from reactive, exclusionary tourism management. The solution proposed by the Assembly leaves Thane residents feeling that a disproportionate amount of road traffic and more helicopter noise is simply being moved from the currently aggrieved neighborhood to theirs, even while it fails to address the loudest flightseeing noise in the area -- floatplanes. This "solution," once the requisite socioeconomic and environmental assessments have been completed, may or may not be a viable one for Thane and the rest of the community. However, because key stakeholders are not directly involved in the "solution" process, the process itself has, predictably, engendered resistance from the target neighborhood and unnecessarily placed them at odds with others in the community. A collaborative approach to this problem, which does not presume this specific outcome, must be taken if Juneau hopes to reach a satisfactory, long-term solution to all flightseeing noise. Consequently, Cruise Control does not support the portion of the Juneau Draft Tourism Management Plan which simply proposes to have the JTP and City Manager's office further this solution to the problem.

1316 3rd Street
Douglas, AK 99824
May 31, 2001

RE: Juneau Tourism Management Plan

Dear Assembly Members,

As a full-time resident of South Douglas Island, I object to the proposal in the Tourism Management Plan to locate a heliport at Sheep Creek near Thane. The proposed location is directly across the channel from our home. There have been occasional helicopter landings and take-offs near the mouth of Sheep Creek over the years, including one that hovered and maneuvered there for several minutes a about a month ago. The noise on our side of the channel in these situations is very loud and bothersome, as I'm sure it is for most Thane residents as well.

We are already directly in the pathway of most float planes that operate from cruise ships, and the idea of adding the noise of a heliport with regular traffic in our vicinity is unthinkable. The new heliport and associated flight paths would not reduce helicopter flightseeing noise as claimed in the plan - it would just shift it. I hope the assembly can come up with a better plan than simply moving the noise from one neighborhood to another.

Sincerely,

A handwritten signature in black ink that reads "Leon Shaul". The signature is written in a cursive, flowing style.

Leon Shaul
Lot 2A, Birthday Lode Subdivision
South Douglas Island

Alice J. Rarig
4425 Taku Blvd.
Juneau, Alaska 99801

May 29, 2002

City and Borough of Juneau Assembly and Mayor Sally Smith
City Hall
Juneau, AK 99801
Re: Juneau Tourism Management Plan Final Draft

Dear Assembly Members and Mayor Smith:

I am writing to comment on the Juneau Tourism Management Plan Final Draft. I am currently serving my third year as President of the Board of Trail Mix, Inc. and I have co-chaired the Trails Working Group with Cathy Munoz. The comments I consider most important to give you have to do with the differences between Trail Mix and the Trails Working Group, on the one hand, and the entity the consultants are proposing for implementing the draft plan which appears to be modeled on Trail Mix and the Trails Working Group.

Please recall that the Trails Working Group was established by the Board of Trail Mix in response to then-Mayor Egan's letter to Trail Mix asking for assistance with a set of issues of rather limited scope. I mention that this has been an *ad hoc* group with specific focus, continuing its existence voluntarily in order to complete its original charge, based on the Mayor's request and Trail Mix Board's response. We in Trail Mix saw this activity as a service we could provide related to our mission, and the "partnership" between the voluntary non-profit organization and the community government was the key.

CBJ Parks and Recreation Department provided support in the form of distributing minutes and assembling materials, which was important since Trail Mix did not have the staff or equipment capacity for those aspects of the activity. We carefully selected business representatives who had specific knowledge of the trails and areas under consideration as well as familiarity with the "industry" perspective, who had demonstrated willingness to work constructively in the "voluntary compliance" realm, and who were long-time local residents.

The Trails Working Group has thus been a very different arrangement from the so-called "Juneau Tourism Partnership" (JTP) that the consultant report proposes.

Trail Mix may have been erroneously seen by the consultants as a model for the "partnership" idea. I see Trail Mix conceptually as a voluntary not-for-profit organization established by community residents with energy and concern for trails stewardship. Their interest and eagerness to bring together the trail "owners" (Federal, State and City) to solve problems related to this joint property for the public good, which is presumably the purpose of all the public owners, has worked well, and might be considered a partnership among existing entities. These public partners with community volunteers are a very different mix from the entities expected to be partners in the so-called "Juneau Tourism Partnership."

The proposed JTP is not a partnership with the community – in part because the community does not have a way to decide who speaks for it in such a forum. In contrast to the lack of any defined champion of Juneau residents to "partner" with others, the business interests are groups of "for profit" firms, large and small businesses referred to in the Draft Plan as (1) the "local tourism businesses" and (2) the "international cruise tourism industry." It is not clear who should/would speak for them as a group, either, but they do have existing associations. Even the staffing suggested for the proposed JTP is to provide for a tourism consultant, not consultants on environmental assessment or livable communities or other kinds of expertise that might be

relevant. What is needed in this domain is active government leadership, fact-finding, and problem solving. Responsible planning needs to be an on-going public process.

We appreciate acknowledgement of Trail Mix and the Trails Working Group as groups that have made a constructive difference in Juneau in recent years. But I, for one, object to having our successes in one realm transferred without clear thinking to a very different realm, especially one like “tourism” where profit motives are present.

The community side of the supposed “partnership” is not clearly defined in the plan. If there were an existing alliance of community-based problem-solvers with respect to tourism issues (Cruise Control and the group concerned about flightseeing noise are the existing interest groups I am aware of), independent of city government, the city might ask them to work with the industry interest groups on some specific issues. I do not see that in the proposal for the JTP. This is a very lop-sided “partnership.” As I recall, the Tourism Advisory Board had similar problems. Public representatives “at large,” without an organizational base of their own, do not have similarly focused or congruent interests or motivations, and may be unable to “represent” the public, because the public’s interest has not been ascertained.

City government has roles and responsibilities for protecting the public good that cannot so readily be given over to a private not-for profit entity. The laundry list of assignments to the proposed JTP reveals this dumping of responsibilities on a group that has not been elected, has no clear legal accountability to the public, and in fact obscures the public and private roles that should be dealt with through more routine public processes.

I would suggest looking closely at the list of assignments, roles, functions, etc. and considering with a fresh look which activities/functions are most appropriate for various entities:

1. City staff in a department that can manage reporting requirements, regulations, etc. with the support of city legal department, city manager, grants and contracts administration, etc.;
2. Existing city committees and agencies that already have responsibilities for planning, zoning, managing city facilities, etc.;
3. Ad hoc committees or potentially new standing committee(s) of citizens only might be given a charge to examine specific issues and report back to the Assembly for action on such questions as congestion, air and water pollution, noise abatement, etc. – committees that might have some staff support for specific periods, on a *specific* charge; they should invite input from outside interests as well as local in order to find proposals for solutions;
4. If negotiations with the two named industry groups are needed, and perhaps even joint planning efforts in which they can participate as “partners,” then these specific activities need to be selected. One topic that seems appropriate here is to work toward a *planned tourism growth rate* that the community can deal with more successfully than in the past. Perhaps this is the appropriate assignment for the proposed committee, provided the accountability issues are clarified, and the public/citizen representatives can articulate the concerns reflected in all the polling efforts this time around and prior opinion polls showing overwhelming support for no more growth or slower growth of cruise passenger volume.

Although there is some acknowledgement of “heritage and cultural values,” the message of the Draft Plan focuses on their value as assets to be marketed, rather than as values essential to community well-being.

On cruise ship passenger volume, the web polling (which reflects the thoughts of people who were willing to answer the kinds of questions asked -- these created a barrier for some potential

participants) strongly indicates support or tolerance for more independent tourists but much anxiety about continuing rapid growth in numbers of cruise ship passengers. Keep in mind the number has increased by 50% since the 1999 McDowell survey that already found one third of respondents wanting a *decrease*, and nearly half of residents wanting *no additional number* of cruise ship passengers per year. In an earlier survey, back in 1995 when volume was about 400,000 per year, the responses were more evenly split between those who could accept more passengers a year and those who wanted no increase, so it would seem that somewhere between the recent 500,000 to 700,000 jump we have reached a limit in the eyes of a large majority of the population. The draft plan does not point out this apparent change in attitude.

It is impossible to address all the questions raised by this lengthy draft plan. I trust that the comments of others and your own assessment will identify other issues and help you consider next steps. I will comment on just a few other specific concerns of mine:

- a. "Fast track" permitting processes should NOT be done. It is hard as it is for the public to get information and make comments without time periods and processes being cut short.
- b. Marketing is not an appropriate task for the same group that is trying to manage a resource.
- c. Values other than recreation and catering to tourists who bring in money ("high end" tourists) must be kept in mind: Juneau is
 - home to about 30,000 of us – not a destination, but where we live and work,
 - the capital,
 - an important regional center, transportation and economic hub,
 - an educational center,
 - caretaker of key elements of Alaskan history, and
 - protector of environmental balance for a large piece of the marine and mountain ecosystems.
- d. Trails are an asset that need investment if they are going to continue to be attractive to local residents and visitors; they need a *regular* source of funding to be attractive and more safe, and only major *new* investment can provide new trail resources to meet potential demand from tourism of the destination or cruise ship variety. Juneau has benefited for decades from the effort of volunteers who love trails.
- e. State Transportation Improvement Plan and State Parks should both be contributing more than they are to improvement of the Juneau public trails, parks, visitor center, and outdoor activity infrastructure. The City Assembly can influence the priority list for the STIP and has done so; coordinating the STIP priorities with Docks and Harbors improvements and various park and recreational developments is a good idea.
- f. For State Parks improvement, the Assembly might address the State Legislature to allow state park receipts to be used to improve state park infrastructure that benefits communities.

In conclusion, I hope the City Assembly will provide a mechanism for culling the good ideas from the draft plan, and making appropriate assignments, without adopting the overly ambitious proposal for a one-committee-can-do-all effort. Remember that there is no "partnership" if you can't articulate clearly who the "partners" are, and whom they really represent.

Respectfully yours,

Alice J. Rarig

-----Original Message-----

From: Sally Bibb & Will Metcalf [mailto:metcalfbibb@gci.net]

Sent: Wednesday, May 29, 2002 9:11 PM

To: Maria Gladyszewski; Borough Assembly

Subject: Comments on Draft Tourism Plan

Dear Mayor Smith and Members of the Juneau Assembly -

I am writing to comment on the draft Tourism Plan. I have lived on Thane Road since I was born, which is about 40 years minus the years I spent at college. My husband and I built a house here on land we bought from my parents. We live next door to my father, three of my brothers, their wives, and children. My family has lived on Thane Road a long time, it is our home, and we are committed to continuing to live here. I recount this family history because I want you to know that we cannot just pick up, sell our house, and move somewhere else if Thane Road becomes another commercial tourism area.

My comments are related to section 6.3.2 on managing helicopter noise on page 65.

First, I question the conclusion that "data gathered by web polling...indicates that helicopter flightseeing noise does "bother" a significant portion of the Juneau population." I am not questioning the conclusion that people are bothered by helicopter noise or that heliport impacts are a problem that the Assembly should address. However, I think it is misleading to imply that the web poll results are representative of Juneau residents as a whole, in a statistical sense. The web polls were not random samples of Juneau's population. They probably attracted people at two ends of the spectrum - those supporting tourism and those opposed to some aspect of it. The web polls indicated that at least 306 people were bothered very much by helicopter noise. That is about 1 percent of Juneau's population. I am not sure that constitutes a "significant portion." I was one of the people who reported being bothered occasionally by helicopter noise. I'll bet that several other of those people bothered very much or occasionally also live on Thane Road. I doubt that they would want the negative impacts they reported in the web poll to be mitigated by moving a heliport even closer to their homes.

Second, I request that the Assembly not approve the portion of the plan on page 65 that states "The first phase will involve development of a new heliport south of Juneau, probably in the vicinity of Dupont or Sheep Creek." This sentence says that a heliport **will be** developed south of Juneau, and specifically mentions two sites on Thane Road. It is premature for the Assembly to make a decision that an alternative heliport will be constructed on Thane Road. You cannot use a tourism planning document to make a decision on the alternative heliports without first undertaking the research necessary to understand the cost and impacts of this decision. The Tourism Plan could say that the Assembly will complete study of these proposals and then make a decision. But, it should not be definitive about the development of a heliport in Thane. You do not have adequate information to make this decision at this time.

Thane residents live with the impacts of the growth in cruise ship tourism every day from May through September because we have to drive through downtown and deal with the unsafe traffic conditions and the congestion. I am very concerned that we will now have to live with the negative impacts of having a heliport located in our neighborhood - either at Sheep Creek or Dupont. There is nothing you can do to make me willingly accept a heliport at these locations. Both locations will negatively impact Thane residents and the neighborhood. Sheep Creek will be destroyed as a recreational area. The Dupont site would require widening of Thane Road in front of my house and would dramatically increase traffic from commercial buses and employee traffic.

I read one of the letters of comments you received from a resident of Bonnie Brae who called Thane residents a "small interest group" trying to prevent a solution to the helicopter noise problem. We are a small group and many of us are trying to prevent a heliport in Thane, but we are not an "interest group." We are people. Many of us have lived in Juneau for a long time, we have contributed to this community, and we deserve to have our concerns considered without criticism. We are only trying to prevent from happening to our neighborhood the very thing that some Bonnie Brae residents are fighting so hard to get rid of. Why in the world would you want to take that problem from one neighborhood and put it right in the

middle of another neighborhood? Residents of Juneau should not have to pay this price just so that the cruise ship industry and Juneau businesses who depend on it can continue to grow and crowd out the rest of us. You need to find a solution that provides what Juneau businesses want without making the rest of us suffer for it. If you can't find such a solution, you need to make the businesses compromise, not the neighborhood residents.

Thank you for considering my comments.

Sincerely,
Sally Bibb
5550 Thane Road
Juneau, Alaska 99801
907-586-2346

-----Original Message-----

From: Anne Fuller [mailto:fernleafgt@yahoo.com]

Sent: Saturday, June 01, 2002 5:30 PM

To: Tourism Coordinator

Subject: comments on Tourism Plan

May 27, 2002

Comments on Tourism Plan

We read that the Comprehensive Plan will say tourism sector is Oprotecting Juneau's heritage and cultural values and its natural resources and making a positive contribution to the community's quality of life. This strikes us as a wonderful goal that will take hard work to achieve.

We hope that the Juneau Tourism Partnership will be an open institution of our local government. Frankly, we've had to yell to get the cruise industry to admit that the number of people disembarking here may affect our town, to explain how the ships handle human waste and trash, to confess that the air pollution from the smokestacks could be limited, etc.

We wonder how we can be sure the JTP will work to achieve consensus, produce annual reports, and properly discuss impacts every November.

In Chapter 7, the JTP is described as assisting local entrepreneurs. We like this and hope that the cruise industry will be open about the way they book passengers onto shore tours. We don't think the JTP should let the cruise ship companies determine what's offered.

Now for a few specific suggestions:

In the descriptions of nature-based destination experiences in page 90 of the March 2002 report (in the library's copy), we were confused by the word "ecology". For instance, in "Bear-related activities such as photography, ecology, participatory research", we see that a visitor might photograph a bear or participate in research on bears, but we don't see a visitor doing ecology. We think vendors might want to offer work opportunities (to build bear-proof containers), creative opportunities (to write about or paint bear habitat and bears), and learning

opportunities (which should, in fact, include specific scientific knowledge regarding the ecology of the area).

We think the JTP should work with the University (especially in training guides and offering Earthwatch or Elderhostel opportunities). We think the JTP needs to work with USFWS scientists, Discovery Southeast naturalists, and Alaska Discovery wilderness trip leaders (as well as other locals) to develop the training of guides.

Why on earth would we want to contract the convention center operation out of city government? We need to see some facts and figures about this action.

Yes, please use revenue from the visitors to fund Park and Ride shuttles so that residents and employees can easily use buses and will drive fewer cars to and through the downtown waterfront area. We need to reduce the number of vehicles from the Yacht Club to the Rock Dump.

The list of events and activities was interesting, but it's not finished yet. No, we don't need to provide visitors with an IMAX theater. Yes, seaplanes are okay. Yes, fishing can be emphasized. Yes, walking through the forest is an important part of what makes Juneau special. Yes, Alaskan artists and craft workers (working and instructing) would be a draw for visitors.

Thank you.

Anne Fuller
Michael Sakarias
7943 N Douglas Hwy
Juneau AK 99801

City Borough of Juneau
Division of Tourism
Municipal Building
155 Seward Street
Juneau, Alaska 99801
May 26, 2002

To the Division of Tourism:

As an active resident of Juneau, I envision many ideas that need to happen so that Juneau can be a tourist destination, yet not be overwhelming to those residents that live here who have become disgusted with the present way the City is managing tourism. The majority of the people in Juneau need to feel good about the plan you decide on as a positive step forward for our city and not be on the same present path of more and more tourists. Below are my comments on the Juneau Tourism Management Plan.

I. I truly believe that Juneau has gone over its maximum on the amount of cruise ships that are allowed into our port. One of the greatest problems our world continues to face is the reliance on petroleum. If we continue to have bigger and more cruise ships coming into Alaska, in another 8 years or so (as predicted by the conference held in Switzerland on petroleum) we will be in danger of not enough fuel to go around. It is a fact that airplanes are a much more efficient energy source than cruise ships. I think that the City of Juneau needs to set up a plan to limit the amount of cruise ships allowed into the City Borough of Juneau and insert that in the Plan. I do not think that building a second port is the answer. If instead of attracting cruise ship traffic, we encouraged more people to visit by airplane, it would bring more tourists to stay at hotels, go to restaurants, buy at local stores, etc, than passengers who arrive on cruise ships do. I was very very disappointed to not see anywhere in the Tourism Plan any mention of limiting cruise ships. I do not want to see a second port as that would not alleviate the problem of too many cruise ship tourists into Juneau.

MAY 29 2002

CBJ Manager's Office

2. Downtown congestion has continued to grow with the cruise ship industry. It is important that our marketing is, as we talked about, geared toward higher end tourists so that we can take in the revenue for tourism with a lesser amount of tourists. It is frustrating to see Tlingit looking dolls that are marked, "Made in Japan" or other similiar products. If we are going to sell Juneau, then there needs to be more quality added than the direction we are going. It seems that many residents are starting to compare downtown Juneau with Disneyland. A hundred years ago when Juneau was a thriving mining city, many good citizens did not go to the South Franklin Street area because of all the people that were selling their souls to prostitution. Now many citizens avoid that area as it seems the City of Juneau is selling its soul to the cruise ship industry. We need to look at who we are marketing to and actively gear our marketing toward higher end tourism.

3. To help alleviate the problems associated with congestion, I think that Capital Transit service needs to be increased so that more residents are taking buses instead of cars into downtown. By setting up Park and Ride, many residents in the valley would have an alternative to driving into downtown. By setting up a Downtown Shuttle, many residents in the downtown area, would also have an alternative to driving. It is important that the City cut down on the congestion in downtown and a good way to do that would be to increase Capital Transit service. By doing so you would not only alleviate some of the problems of downtown congestion, but you would also be giving the residents a way to be more fuel efficient, a way to not have the hassles of parking, and give a much needed service to our residents as a benefit to our community.

4. I have serious concerns as to whether the idea for the Juneau Tourism Partnership could work. I presently see how the cruise ship industry manipulates the City of Juneau. In light of all the residents comments over the years regarding noise, air pollution, water pollution, helicopters, and congestion, I have not seen the cruise ship industry actively working

toward positive problem solving solutions. It seems that Juneau is bending over to accomodate the cruise ship industry. The cruise ship industry gives minimal assistance toward problem solving. It seems the City is in fear of the possibility of the cruise ship industry threatening not to come to Juneau. Presently it seems as though any money the cruise ship industry pays in fees to Juneau, the cruise ship industry wants that money only going toward cruise ship services, repairs, and construction. As a city, we do not cater to any other resource or industry the way we are catering to the cruise ship industry. We need to put what is best for our residents first before cruise ship tourists when it comes to decisions in regards to tourism. The cruise ship industry needs to pay for the impacts that they cause.

5. I would like to see the City of Juneau work together with residents of the community to find solutions to problems. Presently it seems that by putting the plan for a heliport in Thane at Dupont, we are taking a problem from one neighborhood and giving it to another. That is not a solution. It is bad planning to put one neighborhood against another when we are saying that we are trying to work together. If helicopter noise is a problem where it exists, then other solutions need to be looked at and not move the problem to another neighborhood. Quieter helicopters are a solution, but we are not demanding that from the businesses which create the problem. If the helicopter companies charged more for their flights and had less flights, they could make the same amount of profit, and have less noise. The City is setting up a plan to put the problem on the back of the residents of Thane and that is not problem solving.

I encourage the City of Juneau to understand that it is not enough to make a plan for tourism that the cruise ship industry will agree to. We need to come up with a plan that the majority of the community will trust is in the best interest as far as welcoming tourists to Juneau, yet not giving up our souls to do it. If we are truly going to work toward creating a

Joyce Levine

p. 4 of 4

positive atmosphere for our community and make visitors feel warmly welcomed, we need to decide on ideas that do not continue to cause more and more negative impacts on our community life or that put one neighborhood against another. Please fully consider my suggestions and keep me informed as to any further meetings regarding impacts on Juneau of the cruise ship industry. Thank you.

Sincerely yours,

A handwritten signature in cursive script that reads "Joyce Levine".

Joyce Levine
P.O. Box 21705
Juneau, Alaska 99802

-----Original Message-----

From: Becky Carls [mailto:carlsfam@alaska.net]

Sent: Friday, May 17, 2002 10:21 AM

To: Maria Gladziszewski

Subject: Tourism Plan

Dear Assembly Members,
May 17, 2002

Just a quick response to the updated version of the Tourism Management Plan.

Thank you for decreasing the threshold for when the safety valves will kick in.

Most of my concerns on the draft plan still remain. Please refer to those comments again regarding the plan.

In particular we need to study alternative heliports and their effects on neighborhoods in reality, not just as a computer simulation, before ANY heliport locations are adopted. There are other proposed alternative sites that should also be studied in greater details.

Becky Carls
Fritz Cove Rd.
Juneau, AK

Thomas A. Hanley
P.O. Box 20994
Juneau, Alaska 99802-0994
home 907-364-3142, office 907-586-8811x250
fax 907-586-7848, email thanley@fs.fed.us

8 May 2002

Mayor Sally Smith and CBJ Assembly
155 Seward Street
Juneau, AK 99801

Re: Draft Juneau Tourism Management Plan and Issue of new heliports

Dear Mayor and Assembly:

I am writing to urge you to **please remove the "Impact Management Recommendations" involving "Managing Helicopter Noise" (pages 70 and 71) from the Tourism Management Plan.** This is a highly contentious issue, and the "solution" stated in the plan is not a solution at all, but merely a redirection of the same, existing problem to a different neighborhood at very considerable financial cost to the City and huge quality-of-life cost to the residents affected by the new heliport sites. I submit the following items for consideration:

1) Flightseeing noise is a major negative impact of tourism identified in the research leading to the draft plan, yet nothing in the plan attempts to reduce or limit the growth of the number of helicopter and floatplane flights in the future.

2) **Moving heliports from one neighborhood to another does not solve or reduce the problem. It merely shifts the problem from one group of residents to another.** This is a highly divisive issue, which fragments our community into winners and losers, and it is extremely unfair to the losers.

3) The helicopter noise issue is at least as important as is the floatplane noise issue, and a solution is still equally unknown. The most that the Tourism Management Plan should do about helicopter noise is to identify the issue and need for a real solution, just as it does with the floatplane noise issue.

4) **Alternative heliports, subsidized by the City, are a huge financial and long-term commitment by the City.** This is a major issue, bigger than the noise issue itself, that deserves much more considered attention and planning than the knee-jerk reaction recommended by one, outside consulting firm working on tourism. Alternative heliport sites that would not impact new neighborhoods might include the back side of Douglas Island (nobody lives there) and/or the airport (which is an airport, after all, with its express purpose for air traffic). Regardless, the larger issue of future airport needs should be a significant part of the deliberations involving new heliports.

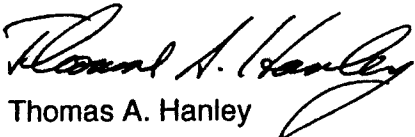
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CBJ Manager's Office

5) The proposed Thane site, in particular, is especially bad and ill considered. The original Egret proposal was for the site to be located at DuPont, much further away from town. Only in the past few months has the location suddenly shifted to Thane, presumably because it is easier and/or cheaper. **Thane is a neighborhood.** It is not an appropriate place for a heliport. Why should any city choose to build a new heliport in an existing neighborhood when the community issue is one of too much helicopter noise? Who are the real beneficiaries here? -- AEL&P and/or other Sheep Creek landowners?

6) We need real solutions to the flightseeing noise problems. It is outrageous that we residents, who live here year around and pay for this CBJ government through property taxes and sales taxes, must subsidize with money and our quality of life an industry that does not even pay sales tax. Summers are the main "benefit" of living here, yet those of us impacted by flightseeing noise suffer a major cost in quality of life during that time.

I live at 2400 Douglas Highway and own property on Douglas Island directly across the Channel from Sheep Creek. I have suffered floatplane noise for years -- both in town and down the Channel. "South Douglas" property owners and Thane residents have suffered floatplane noise as much anyone in this town. Now the CBJ is considering adding a heliport to that situation, too. The mountains surrounding the Gastineau Channel make noise reverberate like noise in a kettle. The idea of a heliport for tourists, paid for by CBJ tax dollars, located at Sheep Creek (Thane) is absolutely infuriating to those of us affected. Please do not do this to us, or you will be creating an unending, bitter dispute in the community that will be to the detriment of the City, its residents, and even the helicopter operators themselves.

Sincerely,


Thomas A. Hanley

**Public Testimony on Juneau Tourism Management Plan - Final Draft
(Committee of the Whole Meeting, May 7, 2002 – Draft Minutes)**

Michelle Kaelke, 9723 Trappers Lane, member - West Mendenhall Valley Neighborhood Association spoke about heliports. She expressed agreement with the Thane Neighborhood Association that heliports should not be incorporated in the Tourism Management Plan. She cited a letter from the CBJ to the West Mendenhall Valley Neighborhood Association stating there was not enough information available to decide whether a heliport is suitable for Montana Creek. If the facts are yet to be researched or made available for public discussion, then the proposed heliport solution to the noise problem should not be part of this policy and should be removed from the Tourism Plan. She reminded the Assembly of Bob Spitzfadden's request that the City to look at the October letter they received, and provide answers to those questions before going forward with any heliport plan. Noise problems need to be resolved expeditiously, but in a manner that will satisfy the community as a whole. Noise is only one factor here. A solution should address at all the cumulative effects; of neighborhoods, cost to the city, traffic and noise as well. The Plan should represent a win for everyone. The Montana Creek neighborhood is a growing residential area. If a heliport is located there, it will eventually have the same issues as ERA currently. Ms. Kaelke commented on Mr. Harvey's referral to page 70 of the Plan, as the "important work accomplished in the alternative heliport study". She stated it was her understanding that it was a noise study and not a heliport analysis.

Rory Darling, 6732 Gray Street, stated that he had followed the process for many years. He views the plan as credible, and the result of a long process. He reminded that focus needs to be kept on the big picture. This is a step in a process that gathered a lot of information and drew conclusions. At this point he would recommend adopting the Plan and not continuing to draw it out. It is time to accept the conclusions and act on them. He supported the Plan recommendation to move the heliport. He based this on the principle of "do something or do nothing", translating to either moving or not moving the heliport. He thought the Baker Study was a good process, with unambiguous conclusions. Continued debate and delay puts us back in the "do nothing" mode. This sets us back to the unacceptable situation that caused the problem in the first place. We could waste the 6 or 7 years of work that has occurred to this point. It is time to move forward on this.

Chris Prussing, 4655 Thane Road, stated that the plan has only been studied for 3 years. The essence of the problem is whether Juneau wants to accept a central planning board for tourism related issues, so the Assembly doesn't need to micromanage the industry issues. It is a good idea to have a central place for residents and tourism related people to go. Her impression was that Mr. Harvey took a canned-proposal and added decorations to address local issues. Her suggestion is to remove add-on issues. The flightseeing and floatplane issues were not resolved in the Plan. The Plan recommends turning these issues over to the proposed Board for solution. The heliport issues were not resolved in the Baker Study. She expressed concern about how sites were evaluated and how points were assigned. There are many negatives for the Thane or DuPont sites. Her suggestion to the Assembly was to remove the heliport issue from the Tourism Plan, go back to the Baker Study and review the site criteria. The flightseeing noise still has many issues to be addressed.

Laura Stats, 418 7th Street, owns property at 5660 Thane Road. She opposes the Thane heliport. She empathizes with the business owners. She is not anti-helicopter or anti-tourism. She feels the need to protect her interests and investments and not sacrifice them to the Industry. At issue for her is the DuPont Trail. It is important to preserve these trails and recreation spots. DuPont is a unique day hike especially for young families. The Point Bishop trail is also a wonderful hike and they add to our quality of life. Not everyone in Juneau has a boat or access to areas outside of Juneau. We need preserve those trails that can get us out of town. She enjoyed Mr. Harvey's presentation. A plan for tourism is essential. In his presentation, he said we really need to value what we have here, and we have one of the most special

places on the planet. We need to keep that statement in mind in discussing destination tourism. People in Juneau mainly don't like the way our city of 30,000 turns into a city of 100,000 on a 6 cruise ship day. If the Tourism Plan is not adopted, we could look at the Caymen Islands and the way they make it work. Her final point regarding a Director, was to find someone with a background in environmental studies, as well as in tourism, facilitation and mediation.

Eldon Dennis, 5955 Thane Road, felt that this proposal to move the problem from one neighborhood to another would create animosity in the community. He encouraged the Assembly to solve the problem, not just move it to another neighborhood. His recommendation is to solve the problem by moving the heliport to the backside of Douglas. This would allow the industry to grow, and this can be encouraged by tax incentive. There is city owned land available, and land owned by native corporations. There is opportunity for a great experience in the bus rides out there. It would be a good spot for a Native Interpretive Center, followed up by a helicopter ride. It will take time and money, but that is the reason we are collecting a tax from the cruise passengers. It would allow the downtown businesses not to be threatened by the community wanting to shut down tourism. The people who have to endure the noise problem every day is generating the pressure and frustration. The way to solve the noise problem is to move the helicopters to the backside of Douglas. By the time they fly over Juneau, they are high enough for the noise not to be a problem. The Assembly should not cause labeling of those who express their concerns, as anti-tourism.

Joyce Levine, 823 6th Street, wanted to express her agreement that the heliport issues should be removed from the Tourism Plan, so Juneau can move forward with the rest of the tourism issues. She wondered why the heliport was not moved to the airport, with one already in existence there. If noise is the issue, why not put it where that noise level has already been accepted? She also talked about some transit issues, and the importance of a Park and Ride system in Juneau. There are also downtown areas with no stops available and people need to walk farther. Another problem area is the loss of the pullout area at Egan and Ferry Way. The drivers are no longer pulling over to let people off on the right. It is in use by tourism traffic and the city buses should have priority there. She reiterated her recommendation to consider the airport rather than Thane or DuPont for the heliport.

Nancy Waterman, 227 Gastineau Avenue, said it was important to consider ex-officio members from Department of Natural Resources and from the Alaska Marine Highway system for the Tourism Board. Following up on a letter to the Assembly, there are components in our community where we are doing tourism well. A planner at Community Development might be good addition to the Tourism Director in the Manger's Office, and the JCVB, and the various tourism working groups that have existed. It would be beneficial to see models of this hierarchy from other communities. This consideration of a heliport may need to be expanded to a discussion about location of a second or auxiliary airport.

Jan Dennis, 5955 Thane Road, came to read a letter from neighbors Kyle and Maretta Rieger of 4715 Thane Road. The Riegers are Thane residents and downtown gift shop owners. They are concerned about the proposed location of the heliport and the assumption that the decision is a done deal. This assumption puts the cart before the horse. The impacts on Thane Road will be devastating, as well as the noise pollution. The current road is barely suited to current level of use. The safety issues need to be addressed for the people who traverse Thane Road. They were concerned about the attitude that it was being pushed through this action, so they could be seen as responsible for the elimination of the current problem in its current area. This will not solve the overall problem. The problem is only being moved from one part of town to another. They gave the example the lack of foresight and planning when the new southern cruise ship dock was opened. The first year, there were large groups of tourists walking on the road, presenting a very hazardous situation. Eventually, after the fact, a sidewalk was built. The question was also asked about where the funding for this project would come from? Where will the money come from to provide the emergency services, road upgrades, water and sewer and added fuel

requirements, to support the new site? The Thane residents do not want to be labeled being anti-tourism. They only ask for serious consideration of their concerns. All facts need to be gotten from all sides. If done wrong, it will have a devastating effect on the area, and still not resolve the ongoing problem.

Ione Linzmeier, 4825 Thane Road, has lived on Thane Road as long as she can remember. She talked about the quiet, farm-like lifestyle she enjoys at her home. She expressed concerns about what it would be like with constant tour bus traffic and helicopter noise. Sheep Creek Beach is not far from her house, and it would not be so peaceful if the heliport were there.

Zoe Linzmeier, 4825 Thane Road, has lived on Thane Road for ten years. She talked about walking her dog on the road to Sheep Creek Beach. She now safely rides her bike along Thane Road, and would be unable to do that if there was a heliport there.

Suey Linzmeier, 4825 Thane Road, moved to Thane after living other places in the Juneau area. Traffic has definitely increased since they moved there. The heliport location would increase the traffic to the point where it would not be safe for her family.

Mr. Anderson asked what road improvements would tip the scale for Ms. Linzmeier.

Ms. Linzmeier said that she often drives the road three times per day. The road is narrow, with no shoulder or guardrail in many areas. There is often rock debris on the road. It is not safe to pass another vehicle. There has been an increase in taxi traffic to Sheep Creek. It would need to be widened, built up, and smoothed over the culverts.

Mr. Anderson asked to confirm if widening the road and adding a sea walk/bike path might tip the balance for accepting the heliport location.

Ms. Linzmeier responded that it might work, if it goes all the way out. She noted that she is concerned about the noise, but her primary concern is safety.

Dennis Harris, 252 Distin Avenue, said he would be submitting extensive written comments prior to the deadline. He had read the report and thought a horrible product of a lousy process by a horrible consultant. He thought it should be thrown out. He said the buck stops with the Assembly. He urged that the Tourism Partnership not be adopted. He thought the web polls were an interesting idea, although they were self-selected, so not valid. He quoted from Poll #1 that 62% of the population felt that Juneau had reached its limit for cruiseships. He thought it was an obvious message that it was time to limit growth, and that is what the report should have addressed. He quoted the results of several other questions from the polls. He stated that the Plan does nothing many issues. He also expressed concern about the Plan in general as based on poll results.

Steve Behnke, 4545 Thane Road, read a letter from his wife, Larri Spengler pointing out an inaccurate reply to a question asked by Mr. Wheeler regarding language in the Plan about the heliport location. Mr. Harvey's response was much more vague than the actual language stated in the Plan. The language in the Plan did name Thane as a definite location. Egret Communications has made a leap based on the Baker Study and focuses the Tourism Plan on the narrow scope of that study. Instead of looking for the best sites for a heliport, or the best solution to the flightseeing noise, the questions were narrowly based on a northern site and a southern site. Were the right questions being asked in the Plan?

Mr. Behnke thought the likelihood was that none of the proposed sites were going to work. He submitted a draft of alternative language for the Plan for the management of helicopter noise. He did not think road improvements were the solution to the Thane site question.

He also summarized a letter from neighbors Grady Saunders and Gretchen Garrett, 1685 Thane Road. They are long-time Thane residents. The road needs extensive improvements. They are concerned about the impacts to Thane residents. They questioned cost issues. They urged the Assembly not to approve this part of the current proposal for a Thane heliport.

Ted Bradley, 148 Behrends and 2 South Douglas, asked about the load test mentioned in the Baker Study, with the sound monitored. How is the sound monitored? He asked that if this is done, monitors should be stationed on both sides of the Channel. He asked if the Upper Sheep Creek site would be monitored. He stressed that he is not anti-helicopter. If businesses were asked to move, there would be an expectation of incentive. Mr. Bradley wanted to know if there would be compensation for devalued private property due to heliport relocation.

Arnold Liebelt, 2.5 Mile, South Douglas, lives directly opposite of Sheep Creek. He did not know if it was appropriate for the City to be involved in the development of heliports. The CBJ should not be subsidizing the Industry for capital development. The City's job is responsible for regulating the industry and maintaining the quality of life for the community. He wanted to make the point that building the heliport at Thane is a very costly proposition and may result in a solution. The heliport solution does not solve the float plane noise. This is a larger problem. He questioned whether other options had been fully pursued prior to being rejected. He is concerned whether the Assembly has been willing to look at options other than building a new heliport. Regulations pertaining to the Industry have not been considered completely. He is also asking that the Assembly keep an open mind, and seriously consider everyone's concerns and comments. He asked the Assembly not lose sight of the major issue, which is the noise.

Steven Wright, 5670 Thane Road, wanted to thank Mr. Harvey for his presentation. He took issue with the comment that the JTP is not assuming the heliport will be built in Thane. He acknowledges the need for a Tourism Plan. The new heliport is not a necessity, and this issue needs to be examined prior to approval of a heliport at Thane or Montana Creek. He disagreed with earlier testimony that this proposal should be adopted. He was concerned about moving the heliport from one neighborhood to another. He also suggested the Airport as a better location. He did not agree that improving the road would justify the heliport site. He asked why there had not been more focus on the option of marine access for a DuPont site. This should be a serious consideration and would help with impacts on that area.

Jeff Goodell, 5121 Thane Road, expressed thanks for the opportunity to testify. He thought Mr. Harvey's proposal of hiring a Director from out of town was interesting. He understood taking that direction, in light of sacrificing the way of life currently enjoyed by Thane residents. He urged the Assembly to reconsider this Plan. He reported that based on communication with Amy Windred, ERA would rather be located on the backside of Douglas. He said Thane residents know what they have out there, and do not want to lose it.

Dixie Hood, 9350 View Drive, views the problem as the impact of 700,000 visitors on a town of 30,000. She was excited and optimistic about the Tourism Plan. She thinks it is possible to find common ground on the issues. The Assembly has opportunity to provide leadership and move into a new era of collaboration between industry and residents. The economic, social and environmental issues Juneau residents care about are at stake. She agreed with Mr. Harvey's perception of the polarization in this town. She also agreed with Ms. Johnson's statement about the importance of trust. She quoted from the Plan about the importance of comprehensive planning and broad community support vital to successful destination tourism. A supportive political majority is not enough. The citizens of Juneau want their concerns heard and taken seriously without being labeled as anti-tourism. She concluded with a request that tour operators be required to shut off motors while sitting in loading zones. Can this be added to the

Administrative Codes? In addition to the web poll, contract with the McDowell Group for a scientific poll going over some of the same issues, in the community.

Tom Schumacher, 5880 Thane Road, also opposed the heliport sites at DuPont or Sheep Creek. He has felt the overwhelming impact of tourism. He recognizes the city's attempts to deal with these impacts. His recommendation is to check the growth of tourism. The CBJ, the Forest Service and other bodies working together may have to deal with the issues of the volume of our tourism, and look at shrinking it.

Submitted by Carri Spengler
+ Steve Behnke

Substitute language for section 6.3.2, on heliport noise, in draft
tourism plan:

4545
Tham Red

5-7-02

Juneau Tourism Management Plan
April, 2002 Egret Communications/ARA Consulting Page 82

6.3 Impact Management Recommendations

6.3.2 Managing Helicopter Noise

The plan acknowledges the important work accomplished in the Alternative Heliport Site Analysis study and the community discussions conducted by the Assembly regarding that study. The plan also acknowledges the efforts of the helicopter operators to adopt and follow practices and routes that have reduced noise and the number of people impacted by that noise. The plan further acknowledges the data gathered by web polling which indicates that helicopter flightseeing noise does "bother" a significant portion of the Juneau population. Frequency and volume are both significant factors in noise irritation.

~~Following the recommendations of the noise study, and~~
~~understanding that relocation involves further study, time, and both~~
~~public and private sector investment, t~~The plan calls for the JTP to
continue the examination of all options for reducing helicopter
noise, including the potential for phased relocation of heliports.
~~Heliport relocation processes~~ This continuing search for options
will be coordinated by the City Manager's office in close partnership

with the JTP, and will be designed to collaboratively work with various stakeholders to find mutually workable solutions.

~~Relocation processes~~ The search for options will pay close attention to:

Reducing helicopter noise levels for residents

Fostering a healthy business environment for the operators

Assisting small operators (Coastal, Northstar) in ~~making~~
the move complying with options chosen

Protecting cooperating operators from uncooperative competition

Creating an environment that enables reasonable growth

Avoiding actions that substantially raise costs of operation

Ensuring a quality experience for visitors

Mitigating impacts caused by the ~~relocation~~ options chosen

Avoiding environmental damage, mitigation if required

~~The first phase will involve the development of a new heliport south of Juneau, probably in the vicinity of Dupont or Sheep Creek. The development will require~~ As part of the overall analysis of options, in looking at all relocation options, the evaluation process will assess

impact analysis, land transfers, zoning adjustments, potential road development and/or improvement, potential lightering and related development costs, construction of one or more helipads and support facilities, and mitigation of impacts on effected parts of the community. ~~Once complete, and after operational agreements and/or contracts are in place, ERA's flightseeing operations will move to the new heliport. The new heliport, and associated flight paths, will substantially reduce helicopter flightseeing noise.~~

~~The second phase will develop a northern heliport. The Alternative Heliport Site Analysis study points to Montana Creek as a target site. The process will concentrate on moving toward that site, but will collaborate on reasonable alternatives presented by operators and community early in the process. The development will require impact analysis, land transfers, zoning adjustments, road improvement, construction of one or more helipads and support facilities, and mitigation of impacts for nearby residences. Once complete, and after operational agreements and contracts are in place, TEMSCO, Coastal, and Northstar flightseeing operations will move to the new heliport facility. The new heliport, and associated flight paths, will substantially reduce helicopter flightseeing noise.~~

~~The cruise lines serving Juneau, as represented by Northwest Cruise Association, have indicated they will agree to voluntarily limit flightseeing sales to companies cooperating with the heliport relocation effort. Non-cooperating companies and new companies that don't locate at the designated flightseeing helipads will not be~~

~~eligible for on-board sales of flightseeing packages. The JTP will explore additional options to preclude the opportunity to set up a new flightseeing operation that does not base from one of the new heliport sites. encourage helicopter tour companies to cooperate with options ultimately selected to reduce helicopter noise, and to enforce compliance as well, if necessary and appropriate.~~

~~The CBJ and the JTP will press phase one forward with as much speed as possible, making every effort to move operations by the 2004 season. The CBJ and the JTP will move phase two forward more slowly, working to enable the move about one season after the southern site is operational.~~

~~Until relocation is complete~~ While the JTP examines all options to reduce helicopter noise, the helicopter flightseeing operators will work to reduce noise (both volume and coverage) through neighborly flying practices. The Juneau Tourism Partnership will forward community observations during each tourism season and will conduct a review of the issue in its impact session each fall. The operators will meet annually, after the review, and adjust routes and practices as needed. Each season the route and practices plan will be provided to the JTP, which will distribute to the public through the media and on a dedicated portion of the community tourism website operated by the JTP.

-----Original Message-----

From: Bremner Don [mailto:Don.Bremner@sealaska.com]

Sent: Sunday, May 05, 2002 10:26 AM

To: Borough Assembly

Cc: 'bobharvey@egretcommunications.com'

Subject: CBJ Tourism Plan Comment

Dear Mayor Smith and Members of the Assembly;

Thank you for the opportunity to comment on the Tourism Plan. I will be out of town on a family emergency when the public meeting takes place to adopt the plan so wanted to take a minute to share a couple of points:

1. In regard to having either Goldbelt, Sealaska, or T&HCC having a seat on the JTP Board should be a hands down yes! We are the representatives of Native culture in the community which is a fast growing product, and marketed as such. This is no different than arbitrarily having seats for individuals, or industry seats for members who represent the cruise boats, or transportation or land based attractions. It's the same thing, except we represent the voices of Native cultural products.
2. I know it is a difficult decision but at least in my mind in regard to the marketing contract I can see how important it is for the JCVB to continue with this role, but they have not shown what they will do to increase the value of year round tourism, or even to increase the value of staying in Juneau during the fall, winter, spring months. As I see it there is still space even during the summer months that can be filled.

Before moving forward with this it would seem like the JCVB would at least speak out publicly and be required to at least present an outline of a plan that will be pursued and not sit back and let the Assembly speak for them. Most interested citizens can go to the library and track the many Tourism plans done by CBJ, via the McDowell Group or Barb Sheinberg & Associates. Even looking at these many plans an average citizen can see that there is still room to improve marketing in the summer months, and most especially in the fall, winter, spring. It would not take people of their experience to at least speak out in public meetings and represent themselves with even an outlined plan. Otherwise, I would seriously look at contracting with a firm that is already plugged into markets that promote these seasons, and our type community.

3. If I recall there was some question about raising the bed tax to increase revenues, etc. I don't see this as a solution to the lack of proper marketing of Juneau. All this does is place the burden on the independent traveler that we are wanting to attract so they can come and stay in our local hotels more often throughout the year, and on a longer basis. Raising the bed tax places the pressure on individual hotels to perform more with less clients. It seems like if JCVB pursued clients with a very intense quality marketing effort today we could avoid increasing bed taxes.
4. Before any final manpower decisions are made it would seem appropriate to get from each person and organization signed commitments from them that they will implement CBJ rules, policy, codes, etc. in addition to any tourism plans that come out of this master plan presented by Egret Communications; and, it would seem appropriate that CBJ Assembly adopt Resolutions committing to a Tourism Mission statement, guidelines and principles such as presented by the Native Community in the addendum. It only seems appropriate to make a strong public declaration to announce our intentions to the world! so to speak.

Of course, again, my main interest is in seeing Native Culture represented in the plan, and CBJ is taking a very futuristic step in wanting to work with the Native community so this effort is very much appreciated. However, if Juneau does not succeed in the area of tourism we all do not succeed because local stores, restaurants, and hotels would not be able to offer the services and jobs that they do for our community members of Juneau and S.E. Alaska. I think it is important to keep it in front of our eyes that "Juneau is still the Hub of S.E. Alaska." There's no denying that so we have a greater responsibility to one another for success in our community, this is why I speak out, I don't know about the rest of the folks.

Thank you,
Don Bremner

-----Original Message-----

From: Rory Darling, Jan Moyer [mailto:kayaker@alaska.net]

Sent: Friday, May 03, 2002 8:44 AM

To: Borough Assembly

Subject: Support for the Tourism plan presentation on May 2

Just a short note to say that I support the main themes of the tourism plan as presented last night - that tourism is good as long as proactive mitigation steps are performed.

I especially liked the emphasis on moving the heliports. It was specific, built on a lot of previous work, and delivers significant benefit to large numbers of residents who have been patiently waiting for some relief. Surely there is no reason for further delay in moving them. In the many years that I have been involved in the issue, there is really no other workable alternative to achieve the mitigation indicated by your consultant as necessary for the development of Juneau as a better tourism "package".

I sincerely hope that you do not allow the heliport move to be sabotaged by Thane. In the broad context of the magnitude of the noise problem, the impacts they cite are minor (a bus every half hour as the "death of Thane"?) and can be addressed. The tactics in use are the same ones that got us to the present situation - a small group finds fault with a specific proposal, perpetuating the unacceptable status quo. I hope it is clear by now that there is no perfect solution to helicopter noise; it is time to make decisions for the broader good of the community. The plan outlines the incentive to make the move, the Baker study has done exhaustive work on the tradeoffs of different alternatives, and the replacement heliports are the answer. Time to accept that and make it happen.

Until mitigation in the form of the heliport move happens, severely impacted people like myself will not support the expansion aspects of the plan. I do support tourism as a necessary part of the economy, but will not do so until mitigation becomes a reality.

Thanks and good luck with it
Rory Darling
463.4861

**Public Testimony on Juneau Tourism Management Plan - Final Draft
(Committee of the Whole Meeting, May 2, 2002 – Draft Minutes)**

Larri Spengler, 4545 Thane Road, President, Thane Neighborhood Association. She recognized a number of people from Thane who were in attendance. She also commented that it was disheartening that several Assembly members had to leave prior to the public testimony. Speaking for the Thane Neighborhood, she said the Tourism Plan is a good idea. Planning is good as is protecting the community and being welcoming to visitors. She quoted a footnote in the plan about protecting the culture of different areas. She said there was irony in this because the language of the plan stated that there would be a heliport located in Thane. The overwhelming majority of Thane residents oppose the heliport in Thane. They urged that the Plan, which was developed not to trash Juneau, not be used to trash one individual area of Juneau. She requested that the assumption of locating a heliport in Thane be changed in the Plan to one which considers other possibilities.

Clara Sperl, 4708 Thane Road, talked about walking Thane Road daily, all through her 60s, 70s, and now in her 80s, and she wanted to be able to continue to walk Thane Road into her 90s. She expressed serious concern about the heliport in Thane, and how it would spoil Thane. The heliport and half-hour busses serving the heliport would kill Thane.

Walter Sperl, 4708 Thane Road, presented two questions regarding overall costs and would like information on the cost of digging a 6-mile trench through rock, to provide a water supply for Dupont. The second part of his question is why not locate the heliport to South Douglas? He felt that would eliminate the problems for Thane. He wanted to know why the South Douglas location was not considered.

Joyce Levine, 823, 6th Street, stated that she had not read the draft, and she was going on her gut. She supports the people in Thane. She did not feel the boat shuttle would be an answer as there would still be increased traffic to service the new businesses. As a bicyclist on the road, she thought the increased traffic would be extremely hazardous. Air and water quality need to be addressed in depth. The standards for fines on the cruise industry are too low to have an impact on them. Park and Ride options need to be considered and pushed. We are trying to figure out a way to set up tourism to bring more people in. We should be trying to figure out how to lower the volume and increase the quality.

Eldon Dennis, 5955 Thane Road, is in agreement with Larri about having the cart before the horse, in the assumption that there is going to be a heliport at Thane. That should have been a part of the JTP process. Moving the helicopters to another part of the community is not a solution, it simply transfers it. They need to be moved so they aren't in anybody's neighborhood. The only viable location is the backside of Douglas. The tourism industry should help fund it. If they operate from the backside of Douglas, maybe there could be some tax relief to keep business profitable. He would caution against labeling anyone who expresses concerns, as being anti-tourism, just because they are concerned with the impacts.

Marjorie Menzi, 6000 Thane Road, commended the City and Egret Communications for involving the public in developing the comprehensive plan for tourism. She especially liked the recommendation that there be a collaborative approach with the public and stakeholder groups in regard to the downtown waterfront. This area is a priceless resource that needs to be managed for all residents. As a resident of Thane, she was dismayed that Egret Communications assumed that the Baker study was a done deal. By assuming the City should move ahead with these recommendations, Egret has added its weight to a flawed conclusion that will dramatically impact the everyday lives of people who work and live there. Neither the Baker study nor the Egret report got it right regarding Thane. The people in Thane have chosen to live in a rural environment zoned for low-density residential development. They are part of Service Area One and pay the same mill rate as others in that Service Area, but do not receive the same services. They have not asked for much from the city, except for a bike path. The concerns expressed by

Thane residents about the major impacts of a heliport have seemingly been dismissed. The heliport recommendation should be deleted from the plan. The tax dollars that weren't spent on Thane in the last 50 years, should be used to find a better, remote place for a heliport.

Louise Champagne, 5115 Thane Road, spoke as a Thane Road stakeholder, and expressed appreciation for much of what the Assembly and the consultants had done. She was concerned about true collaboration, and that Thane would be a sacrificial lamb. Her suggestion is that the impacts of tourism be looked at similarly to a stress test. Look at how tourism effects each neighborhood. She compared Thane Road to the back Loop and Taku Blvd. Part of it may be equipped to handle the bus traffic, but certainly not all of it. The percentage of change should also be considered. If more traffic was put on Egan, no one would notice. Thane is essentially a Cul de Sac, and not equipped for this volume of traffic and impact.

Jeff Goodell, 5121 Thane Road, wanted to cast his vote with the Thane residents. His whole family was insulted by the idea of sacrificing Thane. Most everyone, who lives there, moved there for the characteristics of the Thane area. He expressed sympathy for the folks who are in the current helicopter zones. He recognized this as part of the impetus for moving the heliports. He did not agree with the reports that state that Thane or Dupont are the best places for the heliport. He asked for collaboration from the city to find a better, truly remote site. He asked that the target neighborhood not be Thane. He also thanked Amy Windred from ERA, and requested that the site not be at Thane.

Chris Prussing, 201 Seward, said that many earlier comments had not been incorporated into this proposal. She thought the Assembly felt the pressure to relieve the helicopter noise. The Baker Study was seen as a done deal, action needed to be taken without another study. If this Juneau Tourism Plan is designed to deal with this type of issue, of how to deal with a problem without destroying something else, why isn't the heliport not under the purview of the JTP, to be discussed or delayed for a more sensible solution? It still pits one neighborhood against another. This shouldn't be a done-deal part of the plan, but postponed along with everything else.

Paula Terrel, 5025 Thane Road expressed her pride at being a Thane resident. Thane residents have not tried to palm the problem off on anyone else, regardless of the pressure. They stood in support of Douglas in agreement of the little rock dump. She compared it to being on the losing end of the capital move. It is implied that it will be ok to move it to Thane because their population is small, as Juneau's is to Anchorage area. This is insulting to the people in Thane. She is frustrated with the use of the term "collaboration". The only collaboration she has been involved with has been with ERA. ERA is looking for other sites. They do not want the next site to be controversial. She thought the JTP is a great idea. It should have been done before the plan is put in place, before decisions are put in place.

Tim Bradley, 148 Behrends Avenue, spoke as a property owner on South Douglas and the conscious decision made to get away from things. His cabin on South Douglas offers the same tranquility as Thane. He stressed that people make the choices to invest in property for retirement, and it is asking too much to expect them to put up with the heliport on top of the existing level of float-plane noise. He asked that cabins in remote areas be considered too.

Jane Terry, 5045 Thane Road, wanted to suggest that the Thane process be used to return to a collaborative effort being put forth in this process. This is a good opportunity to prove concern for the citizenry and quality of life. This can be a prime example of working together with all the interests involved, and still preserve the quality of life in Thane.

Don Bremner, SeaAlaska Heritage Foundation, wanted to thank everyone for their hard work, and the folks from Thane. Bob didn't address the difference between intangible product (culture) and how it can be made into tangible one. Tlingit and Haida influence is voice of value product.

-----Original Message-----

From: shelagh sands [mailto:shelagh_sands@worldnet.att.net]

Sent: Thursday, May 02, 2002 3:21 PM

To: Borough Assembly

Subject: Thane road

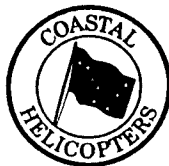
Dear Assembly Members,

I am a resident of Thane Road and am very concerned about the plan to build a heliport here. I walk the road five times a week and see all the recreational use this road gets from Thane residents and town resident. People use this road to bike, walk, run and come to the trails and beach here. This is a high recreation site for trails and beaches. I am concerned over the narrow road and potential tour buses and heavy traffic due to a heliport.

We in Thane already need to use this road to go by heavy tourist congestion yet you want to subject us to congestion on every inch of this road. The people who live downtown use this road to escape the heavy congestion downtown in the summer. Lunchtime many folks bike, walk and run here. Do not take a problem in Juneau and move it to another residential area and create a new problem.

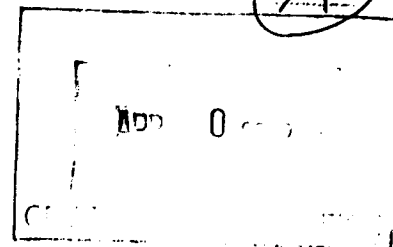
Why hasn't the back side of Douglas been considered and eaglecrest. It seems this would be a good use of the eaglecrest road in the summer to boost revenue for the ski area. Back douglas can provide a residential free zone for helicopters. Please don't move so quickly and ruin our neighborhood. Thane is a beautiful place and one of the great places in Juneau. If you must know of the noise that already exists here come out in the summer and listen to the float planes. Are we to suffer the brunk of the whole industry. You are not solving this problem by putting a heliport here and we as a neighborhood will higher lawyers if we must to stop it. There are other solutions. You have not researched this enough. Thank you for your time.

Shelagh Sands



COASTAL HELICOPTERS, INC.

LOCATED ON THE JUNEAU AIRPORT
8995 YANDUKIN DRIVE JUNEAU AK 99801
(907) 789-5600 FAX (907) 789-7076
e-mail: coastal@gci.net



April 29, 2002

Mayor Sally Smith
Juneau Assembly Members
155 South Seward Street
Juneau AK 99801

Dear Mayor Smith and Assembly Members:

Thank you for taking the time to review comments on the tourism plan. After having spent many hours reading and trying to think logically (rather than emotionally) about the Juneau Tourism Draft, I wish to make the following comments.

First let me say that I think the idea of a Juneau Tourism Partnership is excellent. After having said that, I wish to remind the Assembly that while I like the overall concept the "Devil can be, and often is, in the Details." I appreciate that Mr. Harvey and his team made an extraordinary effort to get members of all areas with interests in tourism (both those for and those negative towards tourism) to buy into his recommendations.

I apologize to Mr. Harvey if my silence when he asked me for approval prior to having read the draft, indicated acquiescence. I seldom buy from a catalog and try NEVER to buy a "pig in a poke."

Understanding that I may be considered by some to be an "obstructionist" or "negative" toward improvements, let me say that is not my intent; however, I feel compelled to make what I hope will be constructive comments. There are areas that I think need to be called to your attention.

Postives:

- 1) As I understand the JTP's proposal for helicopters, at this time I see no problem with the proposed helicopter plan.
- 2) I understand there have been changes in the original draft that will allay many concerns about the JCVB marketing function. Assuming those changes have been made, that is positive.
- 3) The idea of making training available to tour operators is good. JCVB at one time had a tour operator training program that was very good. Concerns related to this area are listed below.
- 4) Performing Arts Center – I truly love the PAC in Anchorage and would love it if Juneau had one equally as outstanding. In the long term, if we keep the capital, continue to grow tourism, and develop other local income to pay for it so we can

afford such a project, I will be passing out petitions and will be first in line to vote for it.

- 5) Like the idea (page 82) of drawing additional residents and visitors from neighboring communities into downtown Juneau to boost Juneau's economy.
- 6) The fall tourism forum is a good idea. We seem to spend most of our fall and winter in some kind of meeting and an organized, informative forum can be productive for all of us.

Concerns:

- 1) The JTP BUDGET (pages 60 & 61). I am sure you are onto that – but wish to reiterate that \$500,000 to start a new city department, especially in our current financial situation, does not seem to be the best expenditure of funds. I won't go into detail about my objections to this budget, but will be happy to discuss them with you if you wish.
- 2) The "Special Projects Officer" in the new organization chart (page 49) does not seem to have responsibility detailed in the "New Responsible Party" charts on page 50 through 54. It may be there, but I checked each page several times and didn't find it. If there is no real necessity for this "officer," I suggest it be deleted.
- 3) Training – (page 77) I think it is wonderful to have tour operator and guide training available. JCVB used to have tour training programs that were very good (maybe they still do). I would like more definition on intent. Would not want to be required to send my employees for CBJ "certification" before they can come face to face with a tourist. Voluntary training is one thing – required by the city is yet another.
- 4) Destination Lodges (pages 77 and 78) "amending the plan to designate areas for small scale lodging (bed and breakfasts, small hotels of up to 25 rooms) ..." I think B & B's are wonderful and think they should be encouraged. My confusion comes from the language. There are several B&B's in Juneau who have struggled in the last couple of years from lack of clientele. Am not quite sure what the intent of this part of the plan is. Would like to have more explanation. If we improve the numbers of destination travelers, I bet there will be enough local entrepreneurs who will locate places to put them. Why do we have to "designate areas?"
- 5) Page 100 speaks to building a new community away from Juneau so visitors will not be shuttled into downtown. Where would that "new cruise destination off Juneau's road grid" be? Is he talking about building a cruise community such as the ships have developed in the Pacific Islands that belongs to the cruise ship companies? Would that be a Juneau development or a cruise line development? What happens to Juneau's current downtown tour shops? Also, I remember Goldbelt indicated they have plans to build a tour community on their own property. I don't think the City should supercede their efforts.
- 6) Am concerned that after only a few months in Juneau Mr. Harvey feels he is the correct person to designate (by name) those to be appointed to a Board of Directors for a new city Department. I have no problem, personally, with any of those named, but the city has a standard procedure for appointing boards and commissions and that procedure should be followed.

- 7) The Poll - I wrote Bob Harvey about my concerns on the validity of the JPT Draft Poll. The choices were: 1) I like it 2) I don't like it because it is pro/anti tourism 3) I don't like it because it is pro/anti community. There was no option for: "I think it is a bad solution."

Even though I have reviewed the entire document, there are probably areas I missed or did not understand on the first reading. I will continue to review during the hearing phase, and you will probably hear from me again (surprise). I understand there have been some changes to the first draft so many of my concerns may have been answered already.

With a concerted effort among all of us, maybe we can get a viable, acceptable tourism plan without our elected officials abdicating their responsibility or without a lot of trauma to the community.

Sincerely,

A handwritten signature in cursive script that reads "Dot Wilson". The "D" is large and loops around the "ot".

Dorothy S. Wilson

Box 211235
Auke Bay, AK 99821-1235
May 28, 2002

Assembly Members
City/Borough of Juneau
154 South Seward Street
Juneau, AK 99801

Comments on
Juneau Draft Tourism
Management Plan
April 2002

To the Assembly:

Summary of key idea:

The disenchanteds have chosen not to participate in the tourism planning process!

The cruise ship safety valve strategy (Page 125) could rejuvenate all as it encompasses economic benefits and the quality of life issues. Any consideration of an alternate destination within Juneau is quite a long-range plan. Please consider it.

The rest of this letter supports the key idea above.

We have spent much time on this plan. The 39 written comments, the public oral comments, informal opinion and newspaper articles will influence your discussions and decisions. I'll try not to repeat what has already been stated (except for the two paragraphs in italics below).

I am concerned about the cruise ship safety valve mechanism, downtown waterfront revitalization, funding issues, and an overall plan.

They are so interconnected that one cannot address them separately.

The idea of a cruise ship safety valve strategy (Page 125 in April, 2002 Final Draft) needs to be considered now. The development of a new cruise destination off Juneau's road grid but within the same general destination could result in a win-win situation.

Since the report indicates that Juneau has reached near capacity and since we are developing a proactive, rather than reactive, approach, this new destination strategy could mitigate some of the disparate attitudes about tourism here.

(From my letter dated April 16, 2002)

Sixty-two percent (62%) of the respondents in Poll 1, Question 1, believe that Juneau has about all, or more than, the cruise ship passengers it can handle. Fifty-three percent (53%), Question 14, would prefer to reduce or limit to current levels the number of cruise ship numbers/arrivals.

In Poll 4, Question 10, sixty-one percent (61%) believe the plan is not fair and effective in balancing tourism and other community interests in downtown Juneau.

I believe the time to consider the safety valve strategy and a decision about an alternative destination is now. We need to take the initiative in providing "a quality product to the

industry while deriving needed economic benefits and ensuring that community quality of life is not compromised.” (Page 125)

The budget does not have any funding or mechanism to consider this alternative. I have not heard any discussion up to this time about this cruise safety valve strategy and its potential implementation. I *have* heard mention of a (downtown) dock extension design.

The downtown revitalization plan sounds wonderful. How exciting to have a waterfront we can be proud of! However, where will the money come from to do this? Will the Juneau Tourism Partnership (JTP) have the authority to decide whether funds will be spent on downtown waterfront revitalization *or* a new cruise destination within Juneau?

As I try to organize my thoughts on this, the main issue is the **lack of an overall plan for tourism**. We seem to go from project to project. The funding of the Marine Park/Steamship Wharf Improvements generated much discussion about the fees to be charged for the next three years and their intended uses. Fine, but how will we pay for other projects in the time period? I suggest a funding mechanism that retains in the Juneau Assembly the power to make the determination of the projects that will benefit our community, while dealing fairly with both the businesses that strive to operate commercial ventures here and the citizens who live here.

As Assembly members, you represent all of the citizens of the City/Borough of Juneau, not just the organized ones! The importance of long-range planning, consideration of

disparate viewpoints (including those of the disenchanted citizens) and the financing of the plans cannot be separated.

Thank you for your consideration.

Sincerely,

Sara H. Willson