

**VISITOR INDUSTRY TASK FORCE**  
**THE CITY AND BOROUGH OF JUNEAU, ALASKA**  
December 17, 2019 12:05 PM  
City Hall, Assembly Chambers

**I. CALL TO ORDER/ROLL CALL**

**II. APPROVAL OF AGENDA**

**III. APPROVAL OF MINUTES**

- a. December 3, 2019 Visitor Industry Task Force Action Minutes

**IV. MEETING GOAL**

- a. **Address the charging question:** *Is the current approach to managing the visitor industry adequate to make Juneau an attractive place to live and to visit?*
  - i. Understand who manages what activities related to tourism in Juneau
  - ii. Learn about various management approaches
  - iii. Identify areas of weakness in management and opportunities for additional collaboration

**V. PRESENTATIONS ON TOURISM MANAGEMENT**

- a. **Tourism Best Management Practices History and Summary – S. Kirby Day, Holland America Group**
- b. **Managing Commercial Activity at the Waterfront – Scott Hinton, CBJ Docks & Harbors**
- c. **Cruise Ship Scheduling – Drew Green, Cruise Line Agencies of Alaska**
- d. **Whale Sense Program – Suzie Teerlink, NOAA**
- e. **Mendenhall Glacier Visitation Management – James King, USFS**
- f. **Other CBJ Tourism Management Permitting – Michele Elfers, CBJ Parks & Recreation**

**VI. DISCUSSION**

- a. *Is there consistency and coordination in management strategy across the community?*
- b. *Are there areas and facilities that lack management or are not managed appropriately?*
- c. *Are there areas or uses where we should focus more discussion on management?*

**VII. PUBLIC INPUT**

- a. Meetings scheduled January 11, 2020 at 10am and January 16, 2020 at 5:30pm in the Assembly Chambers
- b. January as Public Input month
  - i. Oral comment sessions

- ii. Survey
- iii. Social Media, Radio, Publications, Table Top comment cards
- iv. Other suggestions for outreach and input

## **VIII. ADJOURNMENT**

### **Next Meeting:**

- A. January 7, 2020 12:05pm – 1:30pm Facilitated Workshop
  - a. Identify specific questions for public input
  - b. Create strategy and timeline for charging questions, final report topics and outline

Note: Agenda packets are available to review online at <https://juneau.org>

ADA accommodations available upon request: Please contact the City Clerk's office 72 hours prior to any meeting so arrangements can be made to have a sign language interpreter present or an audiotape of the Assembly's agenda made available. The Clerk's office telephone number is 586-5278, TDD 586-5351, email: [city.clerk@juneau.org](mailto:city.clerk@juneau.org).



# Visitor Industry Task Force

December 12, 2019





# Meeting Goal

Charging Question: *Is the current approach to managing the visitor industry adequate to make Juneau an attractive place to live and to visit?*

- Understand who manages what activities related to tourism in Juneau
- Learn about various management approaches
- Identify areas of weakness in management and opportunities for additional collaboration

# Presentations

- Tourism Best Management Practices History and Summary – S. Kirby Day, Holland America Group
- Managing Commercial Activity at the Waterfront – Scott Hinton, CBJ Docks & Harbors
- Cruise Ship Scheduling – Drew Green, Cruise Line Agencies of Alaska
- Whale Sense Program – Suzie Teerlink, NOAA
- Mendenhall Glacier Visitation Management – James King, USFS
- Other CBJ Tourism Management Permitting – Michele Elfers, CBJ Parks & Recreation

# Mendenhall Glacier Visitor Center Master Plan

## A Vision for the next 50 years







- 700,000 annual visits
- Retreating glacier
- Safety and resource protection
- Opportunities to see the glacier and enjoy public lands







- Hub and spoke concept
- Site entrance features expanded vehicle facilities, a new Welcome Center with site information, retail space, food service and restrooms





- Lake shore trail
- Expanded interpretive space and theater
- Three new trailheads





- Lake and Glacier access with boat transportation across the lake, new trails and visitor facilities that are expandable and moveable on the far side of the lake





- Steep Creek with new elevated walkways, wildlife viewing opportunities, safety improvements and creek restoration



- Public input from
  - Six public meetings
  - Public survey
  - Focus groups including locals, tour providers, environmental community, and out-of-town visitors
- Next steps:
  - National Environmental Policy Act (NEPA) analysis process, further public meetings
  - Design
  - Project website: <https://www.mgra-mgvc.us>
  - Further information: James King, Regional Director, Recreation, Lands & Minerals 907-586-8877, [james.g.king@usda.gov](mailto:james.g.king@usda.gov)



# Discussion

We have heard about:

- On the ground –pedestrian flow, vehicles, traffic, streets, parks, trails and facilities
- On the water – best practices, wildlife, boat traffic
- On the docks – cruise scheduling, tours, operations
- In the air – helicopters, planes and tours
- At the glacier – federal approach to management

# Discussion Questions

- *Is there consistency and coordination in management strategy across the community?*
- *Are there areas and facilities that lack management or are not managed appropriately?*
- *Are there areas or uses where we should focus more discussion on management?*



# Public Input

- Meetings scheduled January 11, 2020 at 10am and January 16, 2020 at 5:30pm in the Assembly Chambers
- January as Public Input Month
  - Oral comment sessions
  - Survey
  - Social Media, Radio, Publications, Table Top comment cards
  - Other suggestions for outreach and input



# TBMP

**Tourism Best Management Practices**  
Making Tourism Work for Juneau



## OVER 20 YEARS OF MAKING TOURISM WORK FOR JUNEAU!

### 2019 Tourism Best Management Practices Participants

49th Fathom Charters  
Above and Beyond Alaska  
Admiralty Air Service  
Adventures in Alaska  
Airboat Alaska  
AJ Juneau Dock LLC.  
AJ Mine/Gastineau Mill Enterprises  
AK Brews Cruise  
Alaska Fish & Chips Company  
Alaska Fjordlines  
Alaska Galore Tours  
Alaska Humpback Adventures  
Alaska Independent Coach Tours  
Alaska Juneau Mining Company  
Alaska Knifeworks  
Alaska Luxury Tours  
Alaska Rainforest Sanctuary LLC  
Alaska Seaplanes  
Alaska Sea to Shore  
Alaska Shirt Company  
Alaska Travel Adventures  
Alaska Weddings on Ice  
Alaska X  
Alaskan Dream Cruises  
Alaskan Fudge Company  
Alaska's Capital Inn  
Allen Marine Tours  
Alpaca International  
Amalga Distillery  
Azamara Club Cruises  
Bear Creek Outfitters  
Boheme  
Book Alaskan Tours  
Capital Cab  
Capital City Sightseeing  
Caribou Crossings  
Carnival Cruise Lines  
Celebrity Cruises  
Celebrity Jewelers  
CBJ Docks and Harbors Department  
Changing Tides  
Chum Fun Charters  
Coastal Helicopters  
Crew International Tours  
Cruise Line Agencies of Alaska  
Cruise Lines Intl. Assoc. - AK  
Crystal Cruises

Cunard Line  
Custom Juneau Tours/My Juneau Ride  
Cycle Alaska  
Diamonds International of Alaska  
Diamonds Intl. Watch and Design  
Disney Cruises  
DLux Rides  
Dolphin Jet Boat Tours  
Eaglecrest Ski Area  
Effy Jewelry Juneau  
Evergreen Taxi  
Experience Juneau  
First Student  
Franklin Dock Enterprises  
Gastineau Guiding Company  
Glacier Bear Coffee & Tea  
Glacier Gardens Rainforest Adventure  
Glacier Taxi and Tours  
Gold Rush Dog Tours  
Goldbelt Mount Roberts Tramway  
Goldbelt Security Services  
Goldbelt Seadrome Marina  
Hangar on the Wharf  
Harv and Marv's Outback Alaska  
Holland America Line  
House of Russia  
Jayleen's Alaska  
Juneau Food Tours  
Juneau Guided Tours  
Juneau Jeep Adventures  
Juneau Limousine Services  
Juneau Mercantile and Armory  
Juneau Outfitters  
Juneau Pedicab  
Juneau Rainforest Garden  
Juneau Ranger District  
Juneau Sportfishing  
Juneau Taxi & Tours  
Juneau Tours  
Juneau Trading Company  
Last Chance Tours  
Linblad Expeditions  
Liquid Alaska Tours  
Lost in Alaska Adventures  
Macaulay Salmon Hatchery

Mendenhall Taxi  
Milano Diamond Gallery  
Moore Charters  
M&M Tours of Juneau  
Norwegian Cruise Line  
NorthStar Helicopters  
NYK Cruises  
Oceania Cruises  
Pack Creek Bear Tours  
Pier 49 Seafood Station  
Ponant Cruise Line  
Princess Cruises  
R and C Shuttles  
Red Dog Saloon and Mercantile  
Regent Seven Seas Cruises  
Roma - Bistro on the Wharf  
Royal Caribbean Cruise Line  
Royal Hyway Tours  
Rumrunner Charters  
Seabourn Cruise Line  
Silverbow Inn  
Silversea Cruises  
Southeast Stevedoring Corporation  
Taku Glacier Lodge  
Taku Taxi  
TEMSCO Helicopters  
The Local Guy Charters & Sightseeing  
The Narrows Bar  
The Salmon Shoppe  
Thunder Cloud 9  
Travel Juneau  
Tracy's King Crab Shack  
Trove  
Twisted Fish  
UnCruise Adventures  
Unplugged Adventures  
Viking Ocean Cruises  
Ward Air  
Whale SENSE  
Whale Tales  
Willy's Wee Haul  
Windstar Cruises  
Wings Airways  
Woo Hoo Tours

**Participating Companies:**  
**136 Total Employees**  
**Represented: 3,090**

The CBJ Assembly recognizes all who contribute to the success of this program.

For details about

Tourism Best Management Practices Program, please visit

[www.juneau.org/tourism](http://www.juneau.org/tourism) or [www.tbmp.info](http://www.tbmp.info)

**TBMP Hotline 586-6774**

**hotline@traveljuneau.com**





## TBMP Hotline Year Over Year Comparison, by Call Type

### 2019 Season (May through September)

|                        | May      | June     | July     | August   | September | Season    |
|------------------------|----------|----------|----------|----------|-----------|-----------|
| <b>2000</b>            |          |          |          |          |           |           |
| Cruise Ship Noise      | 3        | 7        | 4        | 4        | 2         | 20        |
| Cruise Ship Emissions* | 12       | 19       | 34       | 13       | 7         | 85        |
| Flightseeing           | 18       | 35       | 26       | 15       | 10        | 104       |
| Vehicles               | 13       | 6        | 4        | 5        | 6         | 34        |
| Other                  | <u>3</u> | <u>0</u> | <u>2</u> | <u>0</u> | <u>0</u>  | <u>5</u>  |
| Total Calls            | 49       | 67       | 70       | 37       | 25        | 248       |
| <b>2001</b>            |          |          |          |          |           |           |
| Cruise Ship Noise      | 1        | 2        | 2        | 3        | 0         | 8         |
| Cruise Ship Emissions* | 4 (10)   | 5 (24)   | 7 (39)   | 4 (17)   | 0         | 20        |
| Flightseeing           | 23       | 23       | 24       | 13       | 1         | 84        |
| Vehicles               | 9        | 17       | 14       | 10       | 1         | 51        |
| Other                  | <u>6</u> | <u>3</u> | <u>5</u> | <u>1</u> | <u>2</u>  | <u>17</u> |
| Total Calls            | 39       | 45       | 45       | 27       | 4         | 180       |
| <b>2002</b>            |          |          |          |          |           |           |
| Cruise Ship Noise      | 2        | 4        | 4        | 3        | 2         | 15        |
| Cruise Ship Emissions* | 1 (4)    | 1 (10)   | 1 (6)    | -3       | -2        | 3         |
| Flightseeing           | 6        | 8        | 12       | 9        | 3         | 38        |
| Vehicles               | 2        | 6        | 2        | 6        | 1         | 17        |
| Other                  | <u>2</u> | <u>1</u> | <u>2</u> | <u>6</u> | <u>0</u>  | <u>11</u> |
| Total Calls            | 13       | 20       | 21       | 24       | 6         | 84        |
| <b>2003</b>            |          |          |          |          |           |           |
| Cruise Ship Noise      | 5        | 9        | 3        | 3        | 2         | 22        |
| Cruise Ship Emissions* | 0        | 1        | 1        | 0        | 0         | 2         |
| Flightseeing           | 5        | 22       | 11       | 7        | 5         | 50        |
| Vehicles               | 6        | 11       | 8        | 4        | 2         | 31        |
| Other                  | <u>2</u> | <u>5</u> | <u>3</u> | <u>3</u> | <u>1</u>  | <u>14</u> |
| Total Calls            | 18       | 48       | 26       | 17       | 10        | 119       |
| <b>2004</b>            |          |          |          |          |           |           |
| Cruise Ship Noise      | 1        | 2        | 3        | 1        | 0         | 7         |
| Cruise Ship Emissions* | 5        | 2        | 0        | 2        | 0         | 9         |
| Flightseeing           | 22       | 36       | 40       | 44       | 1         | 143       |
| Vehicles               | 5        | 6        | 6        | 6        | 4         | 27        |
| Other                  | <u>7</u> | <u>4</u> | <u>2</u> | <u>1</u> | <u>1</u>  | <u>15</u> |
| Total Calls            | 40       | 50       | 51       | 54       | 6         | 201       |
| <b>2005</b>            |          |          |          |          |           |           |
| Cruise Ship Noise      | 0        | 4        | 2        | 2        | 2         | 9         |
| Cruise Ship Emissions* | 2        | 0        | 0        | 0        | 0         | 3         |
| Flightseeing           | 8        | 17       | 22       | 18       | 4         | 69        |
| Vehicles               | 10       | 14       | 12       | 13       | 0         | 49        |
| Other                  | <u>3</u> | <u>0</u> | <u>1</u> | <u>3</u> | <u>0</u>  | <u>7</u>  |

## TBMP Hotline Year Over Year Comparison, by Call Type

### 2019 Season (May through September)

|                        |          |               |          |          |          |           |
|------------------------|----------|---------------|----------|----------|----------|-----------|
| Total Calls            | 23       | 35            | 37       | 36       | 6        | 137       |
| 2006                   |          |               |          |          |          |           |
| Cruise Ship Noise      | 0        | 1             | 1        | 0        | 0        | 2         |
| Cruise Ship Emissions* | 0        | 0             | 1        | 0        | 0        | 1         |
| Flightseeing           | 10       | 13            | 15       | 4        | 1        | 43        |
| Vehicles               | 12       | 4             | 11       | 6        | 1        | 34        |
| Other                  | 1        | 2             | 5        | 0        | <u>1</u> | 9         |
| Total Calls            | 23       | 20            | 33       | 10       | 3        | 89        |
| 2007                   |          |               |          |          |          |           |
| Cruise Ship Noise      | 2        | (10ther)<br>7 | 0        | 3        | 0        | 12        |
| Cruise Ship Emissions* | 3        | 0             | 2        | 1        | 0        | 6         |
| Flightseeing           | 6        | 5             | 6        | 7        | 5        | 29        |
| Vehicles               | 11       | 13            | 7        | 7        | 3        | 41        |
| Other                  | <u>4</u> | <u>2</u>      | <u>1</u> | <u>2</u> | <u>1</u> | <u>10</u> |
| Total Calls            | 26       | 27            | 16       | 20       | 9        | 98        |
| 2008                   |          |               |          |          |          |           |
| Cruise Ship Noise      | 2        | 5             | ** 0     | 1        | 1        | 9         |
| Cruise Ship Emissions* | 0        | 0             | 0        | 0        | 0        | 0         |
| Flightseeing           | 4        | 6             | 7        | 4        | 1        | 22        |
| Vehicles               | 7        | 6             | 11       | 5        | 3        | 32        |
| Other                  | 1        | 1             | 6        | 0        | 0        | 8         |
| Total Calls            | 14       | 18            | 24       | 10       | 5        | 71        |
| 2009                   |          |               |          |          |          |           |
| Cruise Ship Noise      | 1        | 1             | 0        | 1        | 4        | 7         |
| Cruise Ship Emissions* | 3        | 1             | 0        | 0        | 0        | 4         |
| Flightseeing           | 1        | 6             | 7        | 2        | 1        | 17        |
| Vehicles               | 6        | 25            | 17       | 9        | 3        | 60        |
| Other                  | 1        | 2             | 2        | 2        | 0        | 7         |
| Total Calls            | 12       | 35            | 26       | 14       | 8        | 95        |
| 2010                   |          |               |          |          |          |           |
| Cruise Ship Noise      | 0        | 0             | 0        | 1        | 1        | 2         |
| Cruise Ship Emissions* | 1        | 1             | 0        | 0        | 0        | 2         |
| Flightseeing           | 1        | 1             | 4        | 0        | 0        | 6         |
| Vehicles               | 7        | 8             | 4        | 5        | 1        | 25        |
| Other                  | 4        | 0             | 0        | 0        | 1        | 5         |
| Total Calls            | 13       | 10            | 8        | 6        | 3        | 40        |
| 2011                   |          |               |          |          |          |           |
| Cruise Ship Noise†     | 9        | 0             | 0        | 1        | 0        | 10        |
| Cruise Ship Emissions* | 1        | 1             | 0        | 0        | 0        | 2         |
| Flightseeing           | 3        | 3             | 0        | 0        | 0        | 6         |
| Vehicles               | 4        | 4             | 6        | 11       | 1        | 26        |
| Other                  | 2        | 1             | 0        | 1        | 1        | 5         |
| Total Calls            | 19       | 9             | 6        | 13       | 2        | 49        |



## TBMP Hotline Year Over Year Comparison, by Call Type

### 2019 Season (May through September)

| 2012                   |     |      |      |        |           |       |
|------------------------|-----|------|------|--------|-----------|-------|
| Cruise Ship Noise      | 0   | 0    | 0    | 2      | 1         | 3     |
| Cruise Ship Emissions* | 0   | 0    | 0    | 0      | 0         | 0     |
| Flightseeing           | 8   | 0    | 3    | 5      | 0         | 16    |
| Vehicles               | 8   | 4    | 6    | 7      | 7         | 32    |
| Other                  | 1   | 1    | 2    | 1      | 0         | 5     |
| Total Calls            | 16  | 5    | 11   | 15     | 8         | 56    |
| 2013                   |     |      |      |        |           |       |
| Cruise Ship Noise      | 0   | 0    | 0    | 0      | 0         | 0     |
| Cruise Ship Emissions* | 0   | 0    | 0    | 0      | 0         | 0     |
| Flightseeing           | 3   | 3    | 1    | 0      | 1         | 8     |
| Vehicles               | 2   | 3    | 2    | 8      | 2         | 17    |
| Other                  | 1   | 1    | 3    | 3      | 1         | 9     |
| Total Calls            | 6   | 7    | 6    | 11     | 4         | 34    |
| 2014                   | May | June | July | August | September | Total |
| Cruise Ship Noise      | 0   | 0    | 0    | 0      | 0         | 0     |
| Cruise Ship Emissions* | 0   | 0    | 0    | 0      | 0         | 0     |
| Flightseeing           | 1   | 0    | 0    | 0      | 0         | 1     |
| Vehicles               | 3   | 2    | 1    | 5      | 1         | 12    |
| Other                  | 2   | 7    | 6    | 1      | 1         | 17    |
| Total Calls            | 6   | 9    | 7    | 6      | 2         | 30    |
| 2015                   | May | June | July | August | September | Total |
| Cruise Ship Noise      | 1   | 1    | 0    | 0      | 0         | 2     |
| Cruise Ship Emissions* | 0   | 0    | 0    | 0      | 0         | 0     |
| Flightseeing           | 3   | 0    | 2    | 0      | 0         | 5     |
| Vehicles               | 3   | 4    | 5    | 3      | 0         | 15    |
| Other                  | 3   | 2    | 1    | 5      | 0         | 11    |
| Total Calls            | 10  | 7    | 8    | 8      | 0         | 33    |
| 2016                   | May | June | July | August | September | Total |
| Cruise Ship Noise      | 0   | 0    | 0    | 0      | 0         | 0     |
| Cruise Ship Emissions* | 0   | 0    | 0    | 0      | 0         | 0     |
| Flightseeing           | 4   | 0    | 3    | 6      | 1         | 14    |
| Vehicles               | 5   | 7    | 5    | 3      | 1         | 21    |
| Other                  | 0   | 6    | 3    | 1      | 0         | 10    |
| Total Calls            | 9   | 13   | 11   | 10     | 2         | 45    |
| 2017                   | May | June | July | August | September | Total |
| Cruise Ship Noise      | 0   | 0    | 0    | 0      | 0         | 0     |
| Cruise Ship Emissions* | 0   | 2    | 1    | 1      | 1         | 0     |
| Aircraft               | 1   | 3    | 5    | 3      | 0         | 0     |
| Vehicles               | 6   | 5    | 18   | 6      | 0         | 0     |
| Other                  | 5   | 1    | 6    | 1      | 1         | 0     |
| Total Calls            | 12  | 11   | 30   | 11     | 2         | 66    |
| 2018                   | May | June | July | August | September | Total |
| Cruise Ship Noise      | 0   | 0    | 0    | 0      | 0         | 0     |



## TBMP Hotline Year Over Year Comparison, by Call Type

### 2019 Season (May through September)

|                        |     |      |      |        |           |       |
|------------------------|-----|------|------|--------|-----------|-------|
|                        |     |      |      |        |           |       |
| Cruise Ship Emissions* | 1   | 3    | 1    | 1      | 0         | 6     |
| Aircraft               | 2   | 1    | 2    | 0      | 0         | 5     |
| Vehicles               | 8   | 6    | 3    | 6      | 3         | 26    |
| Other                  | 2   | 1    | 7    | 0      | 5         | 15    |
| Other: Whale Watching  | 0   | 1    | 1    | 0      | 0         | 2     |
| Total Calls            | 13  | 12   | 14   | 7      | 0         | 54    |
| 2019                   | May | June | July | August | September | Total |
| Cruise Ship Noise      | 3   | 5    | 3    | 1      | 0         | 12    |
| Cruise Ship Emissions* | 2   | 0    | 0    | 1      | 0         | 3     |
| Aircraft               | 3   | 2    | 7    | 4      | 1         | 17    |
| Vehicles               | 9   | 6    | 10   | 6      | 2         | 33    |
| Other                  | 4   | 1    | 5    | 1      | 1         | 12    |
| Other: Whale Watching  | 3   | 4    | 4    | 3      | 1         | 15    |
| Kudos                  | 0   | 0    | 1    | 0      | 0         | 1     |
| Total Calls            | 24  | 18   | 30   | 16     | 5         | 93    |

† In May 2011 Disney Cruise Line's Disney Wonder called in Juneau for the first time and was unfamiliar with the TBMP noise guidelines as they applied to the Gastineau Channel.

In 2006 a number of previous records were broken for rain fall. May – 4.56"; June – 5.93"; July – 4.43"; August – 11.02"; September – 13.01". The flightseeing industry was especially impacted by this bad weather.

\* As of 2001 callers were asked to report emission concerns directly to the Alaska Department of Environmental Conservation (DEC). Calls left on the message line were forwarded to DEC and are included in the total calls shown for Cruise Ship Emissions in parentheses. However, only the calls left on the message line are included in the Total Calls.

\*\* Two calls on the July 2008 Summary and Comparison were logged under cruise ships. On this report they have been linked with the Other category as Other Vessel complaints.