



**Blueprint Downtown Steering Committee Meeting Agenda
Zoom Webinar & Telephonic**

September 2, 2021, 6:00 p.m.

Steering Committee Members Present:

Karena Perry, Chair
Betsy Brenneman
Kirby Day
Michael Heumann
Laura Martinson

Ricardo Worl
Patty Ware
Nathaniel Dye
Iris Matthews
Tahlia Gerger

Steering Committee Members Absent:

Daniel Glidmann
Jill Ramiel

Staff:

Beth McKibben, Project Manager
Alexandra Pierce, Planning Manager

Assembly Members:

Loren Jones

I. Roll Call

The meeting was called to order at 6:05 PM

II. Approval of Minutes

None.

III. Public Participation

None.

IV. Steering Committee Updates

Ms. Brenneman told the committee about the "Out Town" grant from the Arts and Humanities Council for \$75,000. The purpose of the grant is for design and planning for the Áak'w Kwáan Village. Juneau received one of 65 grants nationwide. There will be a six member steering committee.

V. Topic Chapter 2

a. Top Five

Ms. McKibben directed the committee to the revised "top five" language and priority order as agreed to at the previous meeting.

Ms. Brenneman said she thinks “unhoused” isn’t addressed clearly enough and that its buried within the priorities.

Ms. Perry felt that unhoused is addressed in “housing for all”.

Ms. Matthews recalled the committee agreeing to leave unhoused as part of the larger top 5.

Ms. Ware concurred with Ms. Matthews.

Mr. Day agreed. He voiced concern that the integrated tourism management plan needs to be defined and that the metric does not measure marketing.

Ms. McKibben stated the suggested metric was language that she had worked on with Travel Juneau and that it is measurable. She asked Ms. Pierce if the CBJ annual tourism survey would be a useful metric.

Ms. Pierce supports the use of the annual tourism survey as a metric.

Ms. Ware asked if the survey was for locals. Yes.

Ms. Brenneman suggested the top five be named –the top five what.

Ms. McKibben explained the original concept was to list the top five priority actions. But through the work of the committee the top five became top five concepts or groups of actions.

Mr. Worl suggested top five priorities.

Mr. Day agreed.

Ms. Brenneman stated that “key ideas” seems wimpy and she would like stronger language. They seem more like goals to her.

After much discussion, the committee agreed to call them “goals”.

b. Metrics

Mr. Huemann said he likes the suggested metrics for housing. He suggested measuring sales data by season, linear feet of seawalk constructed annually. He would like to be able to measure housing loss and why parking surveys are helpful.

Ms. Martinson suggested metrics related to tourism, such as occupancy rates, how many rooms available, rental car availability, traffic patterns on trails and forest service cabins.

Ms. Ware likes the idea of adding the tourism survey. She suggested tracking TBMP data because it will show if tourism management is working. She suggested adding information to the plan that will let readers know about the ability to call TBMP and make reports.

Mr. Day suggested measuring TBMP hotline calls, the tourism survey and the integrated tourism management plan listed in the top five.

Ms. Brenneman said a “my turn” article suggested measuring the number of cruise ship guests per day, per week, per season. This would aid in better scheduling.

Ms. Matthews suggested the metric is did the integrated tourism management plan happen or not.

Ms. Pierce agreed, but pointed out using the data collected from the annual tourism survey will track the success of the integrated tourism management plan.

Ms. Martinson stated the travel experience is important and that data is not being collected.

Ms. Brenneman asked if the group had decided to only come up with metrics for the top five priorities. She reminded the committee that there are recommended actions in support of growing the independent travel market. She also stated that it would be helpful for the plan to list or recommend metrics that would be helpful to measure the success of implementing the plan but is not reasonably available now. She would like sales tax data, homelessness data, and the number of blighted buildings.

Ms. McKibben explained that a lot of data is available, including sales tax and homelessness, but breaking it out to be Blueprint specific is not currently an option. She reminded the committee that we want to set ourselves up for success and pick metrics that are either already being collected or can easily be collected and can be tied to either goals or actions in the plan.

Ms. Matthews suggested picking one or two metrics for each of the goals.

Ms. Martinson stated that what gets measured gets done. She supports the idea of adding needed metrics to the plan.

Ms. Brenneman suggested adding an action specific to evaluate what other metrics are needed.

Ms. Pierce supported this idea and suggested the plan focus on tracking what is available now and suggesting that we could track much more data over time.

Discussion continued touching on economic data, transportation data, unsheltered data, policy data. Additionally, a downtown coordinator will want to make more data driven decisions and will likely begin to look for ways to collect more downtown specific data, and identify what are the barriers to collecting downtown specific data.

The committee agreed that staff would provide list of metrics discussed at this meeting, and send their comments to staff.

VI. First Look – Chapter 1 & 3, Action tables Chapters 3-7

Ms. McKibben provided the committee with drafts of chapters 1 and 3 as a first look of the document in the publisher format, as well as an updated draft of the action tables for chapters 3-7.

VII. Committee Comments

Mr. Worl asked about the process from here.

Ms. McKibben explained that the entire document will put into publisher and provided to the committee for review before going out for a public review. Once public comments have been received the committee will review the comments and make changes to the plan document before moving it to the Planning Commission for a public hearing, and ultimately to the Assembly for adoption.

VIII. Adjournment

The meeting was adjourned at 8 pm.

Next Meeting Date:, October 7, 2021, 6 p.m., Zoom Webinar & Telephonic