



**Office of the Mayor**  
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### **Visitor Industry Task Force 2.0 - Mayor's Charge:**

There is created within the City and Borough of Juneau (CBJ) a ten-member Visitor Industry Task Force (VITF). The committee is composed of two Assemblymembers and seven members representing the various facets of the community. The proposed members of the public are Kirby Day, Kirska Hughes-Skandijis, Sarah Lowell, Matt Catterson, Meilani Schijvens, Adrienne (Ren) Scott, Shem Sooter (Docks & Harbors Liaison) and Jeremy Timothy. Ella Adkison shall serve as chair and Neil Steininger shall serve as Assembly liaison. The committee shall elect a vice chair from among its members at its first meeting.

#### **Purpose**

The purpose of the committee shall be to provide helpful advice to the Assembly and to advance community thinking on a range of visitor industry topics, including:

1. Revisit and update 2020 VITF recommendations and provide direction on ongoing policies and processes.
  - a. Refine recommendations that have not yet been accomplished. Some of the recommendations are very broad. The Task Force will review these recommendations and delete or refine those that are no longer feasible. New recommendations should be clear and achievable.
  - b. Some recommendations have become ongoing processes. Formally identify and define these activities.
2. Identify opportunities for managing impacts including infrastructure projects and policy directions.
  - a. Crowding and congestion downtown and in Auke Bay.
    - i. Identify barriers and pinch points causing congestion.
    - ii. Develop recommendations for moving visitors throughout downtown.
    - iii. Develop recommendations for traffic management and ship scheduling to help ease congestion.
  - b. Flightseeing
    - i. Panel discussion on past efforts and regulatory environment.
    - ii. Review existing documentation and past efforts and understand the legal and jurisdictional landscape around flightseeing.
    - iii. Make recommendations on operational or infrastructure improvements to help mitigate noise issues.
  - c. Whale watching
    - i. Review information on the legal and jurisdictional landscape around whale watching and what CBJ can and can't do to regulate whale watching.
    - ii. Review options and recommend a permitting or other regulatory program for whale watching in Juneau.
3. Develop a structure for revolving loan program to encourage investment in projects including clean energy, emission reduction, and other impact mitigation capital investments.

- a. Review program structure and administration.
  - b. Set loan program parameters.
4. Within a larger regional strategy discussion, develop a broad 10-year tourism direction for Juneau.
  - a. Review existing data including surveys and other sources. Discuss role of tourism in shaping local and regional economy.
  - b. Consider long-term criteria for Juneau including the specific conditions for Juneau to consider growth.
5. Identify visitor industry revenue opportunities
  - a. Review and compare CBJ's current fees and charges against benchmarks from other communities identified in the global fees study conducted by Port Communities of Alaska.
  - b. Make recommendations for potential fee changes based on findings.

### **Timeline**

The members shall serve until completion of their tasks which are proposed to be completed and reported to the Assembly by June 15, 2026. The committee shall expire within six months of this date unless extended. The committee shall report to the Assembly Committee of the Whole as scheduled by the Deputy Mayor.

### **Meetings, Officers, Records, Quorum, Staff Support**

The committee shall determine its meeting schedule according to its workload and at the call of the chair. All meetings shall be open to the public and advertised through the Municipal Clerk's office. A majority of the committee members shall constitute a quorum for the transaction of its business. The committee shall follow the procedures used by the Assembly for transaction of its business, as interpreted by the City Attorney as necessary. The committee shall keep a record of its meetings, transactions, findings, determinations and written public comments received, which shall be filed with the Municipal Clerk and be open to public inspection at reasonable times. The City Manager and City Attorney will provide staff support and assistance to the task force as appropriate.

Dated: November 26, 2025



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Beth A. Weldon, Mayor City and Borough of Juneau