From: Greg Adler
To: City Clerk
Cc: City Clerk
Subject: VITF 2.0 Preliminary Recommendations
Date: Monday, November 2, 2026 7:40:02 PM

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Dear City Clerk:

Thank you for the opportunity to comment as follows:

Item No. 2-Focus on increasing the quality of experiences, retail and food and beverage available to tourists to increase CBJ revenue rather than calling this “congestion." Visitors are the lifeblood of the CBJ. The so-called “congestion” is a missed opportunity to capture more local business. Get visitors into the Tongass to experience and connect to nature. Much more organized with trails that are easy to navigate. Expand activities at the whale sculpture, including food and beverage similar to Deckhand Dave’s. More activities at the seawalk such as art; in particular, indigenous art such as replica totems, more authentic indigenous experiences, get traffic onto Seward Street which has local businesses, paint the Juneau-Douglas bridge with formline to be a welcome bridge to the city; install a walk of indigenous fame in the sidewalks.

Item No. 4-more of the above. More visitors because there is no more beautiful place in the world. Emphasize the views of the Inside Passage, Tongass, snow-capped mountains, ribbon waterfalls, nature. Authentic hospitality.

Thank you,

Greg Adler
President
Goldstein Improvement Company