From: Rebecca Embler
To: City Clerk
Subject: Visitor Industry Task Force comment
Date: Thursday, November 5, 2026 3:05:32 PM

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Dear Visitor Industry Task Force Chair and Members,

I am writing to express my gratitude and commendation for all the work that the Visitor Industry Task Force (VITF), associated CBJ members and the Juneau public has contributed to improve our community and ensure tourism continues to be a sustainable and integral part of our town. I moved to Juneau to work seasonally in tourism over 7 years ago, and now have a career and own my own house here.

Over the past few years, there have been monumental achievements made that help to ensure both locals and visitors alike can continue to experience this beautiful setting and diverse community that we are so fortunate to call home. The accomplishments like the MOU are a testament to the balanced approach that has been taken in order to benefit the majority of our residents, and is how we should continue to work together as we take on new issues and develop new solutions. My recommendation is that the VITF be continued in some manner as we move past this current stage, so we can continue to hear the voices of all industries and individuals moving forward, developing a way to consistently educate ourselves on varying viewpoints and new information as this industry continues to inevitably change. A focused committee like this task force has proven to make a difference, so I think it is only reasonable to encourage that impact and success in implementing it as a permanent part of our community.

Again thank you for your time, and for making a difference!
Rebecca Embler