

HB

582

February 9, 1972

Honorable William A. Egan  
Governor of Alaska  
Pouch A  
Juneau, Alaska 99801

Dear Governor Egan:

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As Chairman of your Tourism Advisory Board, I am submitting this brief report on our meeting in Juneau, February 3-4, 1972. Eleven of the twenty-five members attended and participated in the discussions. All Board members greatly appreciated your taking time from your busy schedule to speak with us on Friday morning.

Our agenda included a review of travel related legislation by Representative Mike Miller, a report by the new Travel Director Guy Russo on future prospects for the visitor industry and a progress report from Bill Morris and Bert Esmond on the expansion programs of the Marine Transportation Division.

The Board discussed the proposed reorganization of the Alaska Travel Division and noted your introduction of HB 581 and HB 582 which would place the Division and Board within the Office of the Governor. The Board felt that the Division had functioned creditably within the Department of Economic Development but we would not oppose a transfer, providing all former functions were also transferred. Specifically, the Board recommended that the Community Matching Grant Program be made a part of the Travel Division if the Division is to be moved. If the momentum of the Travel Division's program is to be maintained, the program must be fully funded and staffed.

Because we recognize the unique position of the Travel Division as the State's promotional arm, we propose that a Sales Promotional Fund, not to exceed \$3,000, be included in the budget. This money would be used to defray unusual but necessary expenditures incurred by the Director and the Convention Coordinator in promoting travel to Alaska.

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Recognizing that the number of campers visiting Alaska will continue to grow, we strongly urge that all affected departments re-examine their programs in order to keep pace. We suggest improvement of existing camper sites and construction of new facilities.

Tour ship visitors will continue to play an important part in the Alaska travel scene. The Board noted the need for improved port facilities and felt that perhaps State or municipal officials might wish to consider the creation of port authorities.

The members reaffirmed their position that the Tourism Advisory Board be streamlined to more effectively carry out its duties. We recommend that the Board be reduced to nine members, one of whom would be either the executive director or an officer of the Alaska Visitors Association.

Additionally, we urge the annual appointment of a recognized travel authority from outside Alaska to serve in an ex-officio capacity. Although we propose three meetings a year, the ex-officio member would only be invited to attend one in order to keep travel cost to a minimum.

The Board further recommended that the Tourism Advisory Board be established in line with other boards and commissions in so far as travel and per diem are concerned. We estimate that under this proposal the Board could be totally funded with an annual appropriation of \$7,500.

It appears the most effective way of implementing our recommendations on streamlining the Board would be to incorporate the provisions in your bill, HB 582. We urge you do so.

This summarizes our actions and recommendations. Should you have any specific questions, I would be happy to discuss them in more detail with you.

Sincerely,

Don Dickey, Chairman  
Tourism Advisory Board

cc: Guy Russo  
Tourism Advisory Board

February 13, 1970

Honorable Keith H. Miller  
Governor of Alaska  
State Capitol Building  
Juneau, Alaska 99801

Dear Governor Miller:

As Chairman of your Tourist Advisory Board, I am pleased to report that the Board held a meeting here in Juneau on the afternoon of February 5. The attendance was small primarily because eight members' terms had expired on January 31, 1970, and the meeting notice was not given as early as we would like since we had not received confirmation from the Senate and House as to when the travel presentation would be given to the joint session. This date, in past years, has determined the winter meeting date for the TAB and the Alaska Visitors Association.

The following Board members, in addition to myself, were in attendance:

Joyce Gallaher, Nome  
Celeste Corde, Ketchikan  
Al Parrish, Fairbanks  
Bob Chernich, Anchorage  
Jim Dodson, Jr., Anchorage  
Don Berry, Juneau

Also attending was Bill Schafer, Director of the Alaska Travel Division, with his staff members Mike Miller, Eric McNewell and Dutch Borr. Mr. Jay Rockey and Mr. Don Kraft of our advertising firm Murray/Kraft/Rockey, Inc. were also in attendance as observers, as was Mr. Yoshio Katsuyama, Director of the Alaska State Office in Tokyo.

Attached is a copy of the memorandum which was sent to all Advisory Board members advising them of the meeting and indicating the agenda items. All of these items were reported on by the appropriate individuals and discussion was held on each item.

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The agenda item which consumed the majority of our time and discussion was the future of the Tourist Advisory Board. It was the unanimous decision of the Board to recommend to you that the Board, as it exists today, be dissolved and that a new Board under the same name be structured to make it a little more meaningful and responsive to the Alaska travel industry. The Board, therefore, respectfully requests your consideration of the following:

Total membership of the new Board would be eleven: seven members to be appointed by you; two members from the Alaska Visitors Association who would be the President and Executive Director and who would automatically be members of the Board by virtue of their positions; and two members outside of Alaska, appointed by you, who are prominent in the tourist industry, nationally or internationally, and who have no economic ties whatever with Alaska and the travel industry in Alaska. The Board further feels that the Tourist Advisory Board should be established as other Boards and Commissions are insofar as travel and per diem reimbursement are concerned. It is felt that the Board should meet at least three times per year, one of which would be in Juneau. The other meetings could be anywhere in the State. The two advisory or ex officio members would be called to meet with the Board only once a year.

It was felt that the smaller board of people who are vitally interested in the tourist industry could be very helpful to your office. There are state agencies other than the travel division that are directly or indirectly involved in the tourist industry such as Parks and Recreation, Highways, Department of Labor, and others. As recommendations are received by your office, they can be evaluated and put into the proper channels for action.

Based on holding three meetings per year, the new Board could be totally funded with an appropriation of \$10,000.

Also attached is a suggested press release covering the newly constituted Board and the action of the prior Tourist Advisory Board. Attached in addition is a list of prospective Board members, names and addresses.

We respectfully request your favorable consideration of this proposal. I would be pleased to discuss this with you personally if you should desire, and would be happy to assist in drafting any

Keith M. Miller, Governor

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necessary legislation.

Sincerely,

Don Dickey, Chairman  
Tourist Advisory Board

attachments

Prospective Board Members:

Mr. Don Dickey  
Alaska State Chamber of Commerce  
208 NBA Building  
Juneau, Alaska 99801

Mr. ... E. Ellis  
Box 1059  
Ketchikan, Alaska 99901

Mr. Dean Williams  
1401 Martin Road  
Juneau, Alaska 99801

Mrs. Neil Bergt  
% Interior Airways  
Fairbanks, Alaska 99701

Mr. Jim Binkley  
P. O. Box G  
Fairbanks, Alaska 99701

Mrs. Joyce Gallaher  
Box 875  
Nome, Alaska 99762

Mr. Jim Dodson, Jr.  
Bcx 4-1146  
Spennard, Alaska 99503

Mr. Mel Harris  
Pan American Airways  
Fairbanks, Alaska 99701

Mr. Hans Beckerworth  
General Manager  
Hickel Hotels  
Anchorage, Alaska 99501

Alaska Visitors Association

Mr. John Munroe, President  
and  
Mr. Frank Seymour, Executive Director

Prospective Advisors

Mr. Edward Barnet, Head  
School of Travel Industry Management  
College of Business Management  
University of Hawaii  
Honolulu

Mr. Bob Sullivan, Executive Director  
San Francisco Convention Bureau  
San Francisco, California



February 26, 1970  
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JUNEAU--Serious consideration is being given by the office of Governor Keith H. Miller to reduce the size of the Tourist Advisory Board from 25 members to a 9-member board, it was announced today.

In a report to the Governor following a two-day meeting in Juneau, the Tourist Advisory Board recommended the new structure.

The report proposes seven Alaskans to be appointed by the Governor and two ex officio members to be appointed from the ranks of national or international tourism. Of the seven Alaskan members, it is recommended that two would come from the newly reorganized Alaska Visitors Association, namely the President and the Executive Manager; the ex officio members would be travel promotion leaders and experts who have no direct economic ties with the Alaska travel industry but whose expertise in the field could be especially valuable to the State.

The Tourist Advisory Board was authorized by the Legislature in 1959, establishing the 25-man board with overlapping three-year terms. At that time, it was under the Department of Commerce. Later, legislative action moved the board to the Department of Economic Development.

September 4, 1970

The Honorable Keith H. Miller  
Governor, State of Alaska  
Pouch A  
Juneau, Alaska 99801

Dear Governor Miller:

In just two weeks September 17-19, the Alaska Visitors Association will hold their annual conference in Eetchikan. As Chairman of your Tourist Advisory Board, I have been invited to speak as a panel participant on the role of State and private cooperation in the promotion of Alaska tourism. In order to intelligently discuss the subject, I feel it is necessary that I have some understanding as to the present and future status of this board.

You will recall that on February 13, following our last meeting, I wrote suggesting a complete revision of the board. In order that we might more effectively serve you and fulfill our responsibility, the board recommended reducing the existing 25 members to a 9 member board plus two outside advisors for a total of 11. We suggested that 7 members be appointed by you--that two members of the Alaska Visitors Association, namely the president and executive director, would automatically be members of the board and two members outside of Alaska would be appointed by you because of their prominent role in the tourist industry but having no economic ties in Alaska and the travel industry in our state. On February 26, your office issued a news release indicating you were giving serious consideration to our recommendations. Because I have not heard specifically what your intentions are for the future of this board, I am writing for clarification.

I realize if you were to restructure the board to the smaller size and, if for the first time travel and per diem were to be provided as was proposed, your appointments and proposals would undoubtedly require legislative confirmation next session. My purpose in writing you at this time is to remind you of our recommendations and to learn what action you propose so that I might inform the AVA delegates during my presentation. I am attaching a copy of our recommendations and the news release referred to in this letter.

May I have your thinking, Governor?

Sincerely,

Don Dickey, General Manager

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