

Economic Diversification Commission Meeting Wednesday 15, 2018 7PM Minutes
Due to technical difficulties the Audio is not available for this meeting.

Called to Order 7:05PM

Roll Call

Lee Hart – Excused

Colleen Stevens – Excused

Grant Uren – Present

Rhonda Wade – Present

Susan Love – Present

Keith Thomas – Present

Approval of Minutes - No corrections Grant Moved to Approve Second by Keith motion passed to approve minutes for January 18th and February 21, 2018.

Public Business from the Floor

None

New Business

1. Discussion Item: Subdivision Signs & Way-Finding

Martha – Signage with Kelsey Dock is on your I-Pads, they are going up in the New Harbor and Ferry Terminal.

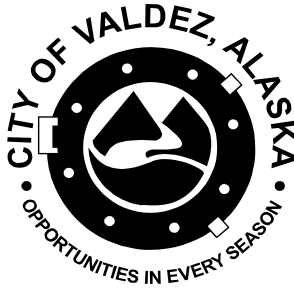
Jeremy Talbott – Exhibit A is Stan Stephens Plaza, if you look it is color coded Red, Yellow and Blue. Neighborhood explorer- true frame of things to do, go to bottom of template.

Martha – Signage proposed and new signage, Beautification Task Force is working on other signage around town, if you have input as to where you want signs or suggestions and comments let me know and I will pass it on to them.

Rhonda – I'd like to see new subdivision signs and smaller signs on various corners for Key points in town. Like where the grocery store is located, Public restrooms as example for key locations areas.

Keith agreed, he was approached at South Central and a guy asked him where the grocery store was.

Rhonda continued with a small sign to give directions to tourist by the Harbor, Kelsey Dock area and various parts of town like City Hall, Boat Harbor and the Post Office to name a few.



Martha asked what kind of sign design did they want, Fish, shaped metal, need to have consistency in the signage.

Grant stated that they have signs out at the Container Dock and they could be used as a test. They are 3 ½ foot long salmon cut outs.

Jeremy said the Wrap incorporated the signs/map stanchions, graphics they had maps with stars stating Library and various locations. When I have traveled to different areas like Ketchikan their wayfinding is easier, I'd like that for Valdez.

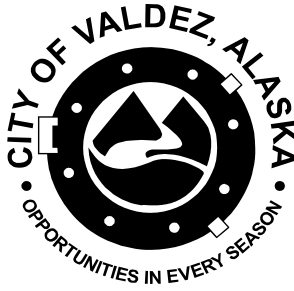
Rhonda – Waterfront signs would make it easier.

Jeremy – We need to watch what we put on the Kiosk space, we want people to leave and go into the community not stand there and read signs, and we want them to be dual purpose.

Discussion continued with Martha and Grant, Keith, Rhonda, Susan, Jeremy and Laurine Regan discussing signage. RV's need to give people directions like: go to corner and it will point out items of interest and directions. It was suggested by Grant to bring back the maps like they have displayed at FU KUNG and pass out to people as another avenue. It was strongly suggested to not have signs on the main Roads due to tourists stopping in the middle of the road to look at or take pictures. Tankers cannot stop on a dime and there have been issues lately of people stopping to take pictures of the arch. The shape of the signs was discussed possibly fish, bears, moose, rabbits and have local arts do the work. What should be on the signs was also discussed and that they should be uniform with information, an example of Valdez App with Stars and uniform generic symbols was shown. Martha said she would take the information back to the Beautification Task Force since they are working on Animals and large art projects so the theme could be carried out to the signs. It was brought up that we still want people to ask questions if needed and not just have signs to give information. Maybe tell them to go to Harbor, Library, City Hall or Post Office if they needed more information, keep the signs simple. Susan also wanted to make sure they covered trails.

Rhonda asked if anyone had any other new business.

There was a discussion about Cruise ships and the need to have something for the people to do and talk about so others would come here too. Jeremy stated that the most requested item is the tours across the bay at Alyeska. He has been discussing this with Scott Hicks and others but at this time they are not receptive to the idea. Jeremy stated he even asked if a bus that has been cleared thru security and the people stay on the bus could be permitted on Terminal, but the answer was still no. Grant asked what is the benefit for Alyeska and Rhonda stated Public Relations. Jeremy went on to say at this time we have the statue at Kelsey Dock and some interpretive signs will be added at a later date. Rhonda stated we need to give tourist something



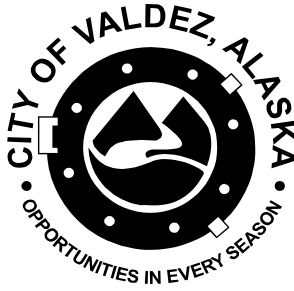
to do like they do in Seward with the Sea Life Center, they should have something besides the museum to do. Jeremy state we will have 13-14 cruise ships coming into Valdez. The possibility of have a boat tour that would explain the Alyeska terminal was proposed and maybe a Segway to getting access in the future. SERVS tours was also discussed or the possibility of tugs doing water shows. SERVS has some very impressive equipment when they set up could they include a public display. Everyone thought that if we are going to have Cruise ships coming we need to make sure they continue to come here and give them something to do. It was suggested to develop Mineral Creek Area as an outdoor adventure tour, with ATV's, a zip line, walking tours or even hikes to Stamp Mill or gold panning. It was also suggested that maybe tours of the Fish Hatchery, the Canneries, Hydro plant, rafting in the canyon and Glaciers. There was even talk about getting an Earthquake survivor documentation that people could watch or actors to act out and tell the story of the 64 quake. The possibility of a "Shake House" that shows how it feels to be in an Earthquake. Could that be something the City can purchase or would that be private company? Martha is working with the Museum to get better signage out at the Old Town site and maybe that could be an area that could be developed better.

Keith asked if the Beautification Task Force was doing anything about the dilapidated buildings in the center of town. Since the Cruise ships were coming is there anything we could do to make it look better. Martha explained the foreclosure process and discussion continued as to how we could "dress up" with fencing or something. There was discussion about the Nuisance Abatement position versus code revisions. It was decided that we are up against a time line and that this probably won't happen before the Cruise ships are here.

Outhouses were the next topic of discussion. Robe Lake and the Canyon were two areas that out houses are needed. If we want people to go to the areas and stay and not leave toilet paper and other things in public we should supply outhouses. Out at the Canyon the cave has become a giant toilet. Who do we talk to? Can something be put out there? It was discussed that portable toilets would be vandalized and maybe it would be better to have a concrete Forest Service type of Bathroom. Questions were brought up about whose land it was, how do we find out and who would maintain and service? Should it be monitored with cameras?

Reports:

1. Update Regarding Kelsey Dock Upland Improvements Phase 1
Martha and Jeremy gave an update on the progress at Kelsey Dock.
2. Business Climate Survey
One was done 3 years ago and will be updated
3. University Alaska Business Classes
Not well attended, conference rooms where not free and travel expenses where paid out. Classes were cancelled due to weather. Only 82 people attended the 10 – 12 classes that were offered.



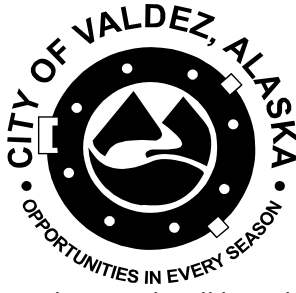
There was discussion that the idea for this was a good one just how we can get more businesses involved. Discussion then turned to luncheons and what type of constructive groups we could bring in. Should it be done monthly or quarterly? How can we help/train businesses in relation to tourism? If we familiarize them with the itinerary of tourism 2hr tour versus a 4hr tour as an example of what is needed. Business do not have the contacts or knowledge to give to tourists. Some things discussed were commission rates, blocks of rooms, ATV tours, how to handle a group of 20 people and the needs related to that. Trade Industry providers, IPW is an example to sell Valdez to them and they send people to you. It would benefit all businesses. If we did this quarterly then we could have an annual event. We should start small and grow or you could bring a person in to figure out how to get everyone involved.... Like Vitalize Alaska conference, they gave example of how to develop small businesses. Discussion continued with pros and cons. Theater conference was brought up as an example, Trade Fair or Builders fair were other examples.

Susan stated that the Cruise Ship season is short term, we need to make arrangements to meet with them and find out what they want and how it is done. Maybe a lunch meeting?

Jeremy stated that he was already talking with the Cruise lines. Martha said that we need to educate the businesses on what is wanted from the Cruise lines. She then went on to discuss the ideas of expos for brewery, transportation expo or something to plant the seed so we can grow businesses.

Rhonda made a suggestion to have digital signs like the College. If we have one on a street area to update events. Discussion continued on this topic.

The topic then switched to Conferences and how to get them to Valdez. Jeremy stated he will be attending a Cruise ship conference, they usually take 18 months to get a conference. 1 year to put it together and then 6 months to promote it. Grant wanted to know how we could set the goals and move forward with one. Martha said they are working on moving forward. Grant wanted to know if we could have a transportation conference next summer. Dutch Harbor has problems getting ships in and out, we could bring large steam ships here and pull from other areas. Increasing the labor force and make some upgrades to Kelsey Dock. It could also increase Longshoremen jobs. We could change from a spoke to a Hub in Valdez. Wharfage fees would be generated as one example. APL and Samson are some examples of Companies we could draw in. The Oilfield market is already here, we need to push for a Hub for seafood, add pontoons to existing docks. Susan stated we need a timeline and budget so we can rally and push it to Council. Keith thought that he heard that Edison Chouest was planning to build a ship yard with a travel lift. Jeremy said it was part of the Water front Masterplan to have an Industrial Park. Discussion then returned to Conferences and how would we transport the attendees. Would Valdez U Drive hustle them, would we have artists to promote or show off wares? Martha then stated that they were working on ideas for a Dolly/Trolley for events, having markets at the Kelsey dock when Cruise ships came in. Looking into Bands and Dances so the Community would also have something to



do. Jeremy then stated the Kelsey Dock will have heaters, covered space larger than what the Pringle had to offer, and lit up. Power for vendors. Phase 2 would be the Yellow Building which is going to Council meeting in September.

Rhonda then stated since there is no more business we are adjourned at 9:10.