

Date: September 27, 2017  
To: Martha Barberio  
From: Dave Barquist  
Re: Appointments to Valdez Vision Committee

As we discussed during our visit, we have compiled a suggested list of the possible members of the Vision Committee – the advisory committee that would serve as our sounding board during the preparation of Vision Valdez. This memo is provided to outline the types of people that we feel would represent the City as a whole and that would give us feedback from a number of different perspectives.

Suggested Vision Committee Size: 9-13 members

## RESPONSIBILITIES

- Meet as a group with the consultant team.
- Provide feedback to in-progress work documents.
- Serve as ambassadors for the process in the Community.
- Engage the Community at local events and collect feedback on the process.
- Provide recommendations to the City Planning and Zoning Commission and the City Council.

## MEETINGS/OPERATION

- The Vision Committee can be selected by the City Economic Development Director, in conjunction with the City Manager, or by appointment of the City Council.
- The Committee will be an Ad Hoc committee and the term of the members' service shall be for the duration of the Vision project unless otherwise deemed necessary by the City.
- Meetings of the Vision Committee are to be publicly advertised and open to the public. Meetings summary minutes shall be provided after each meeting.
- The City Economic Development Director will represent staff during meetings, and may include other staff in Committee meetings as deemed appropriate. Staff members will not be voting members of the Committee.

## SUGGESTED COMMITTEE MEMBERS

In order for the Vision Committee to represent the entire City of Valdez, we suggest the members be considered for appointment based on achieving diversity and inclusiveness.

Although the following recommendation is not mandatory, we suggest that members be selected based on involvement in the following interest areas:

Category	No. of Members	Areas of Interest
Business	1-2	Various City business owners including retail, tourism, utility, services
Oil	1-2	Alyeska or related companies, e.g. SERV
Recreation/Tours	1	Outfitters/Tour Guides, Heli-skiing and outdoor recreation, e.g. Leviation 49
Port/Bay Users and Coast Guard	1-2	Marine related interests such as Crowley or Edison Chouest, commercial fishing operations e.g., Fish Central
Hospitality	1-2	Hotel or Restaurant owners, managers or closely associated individuals
Health Care	1	Health care interests such as the hospital, Senior Center or other medical profession that provides care for Valdez residents
Education	1	From the Valdez K-12 education system – could be PTA representative, teacher, or administrator. Also one from PWSC
Arts and Culture	1	Any other arts related interests
Youth	1	Student from the high school or PWS college. Should be under 25 years old.
<b>Total</b>	<b>9-13</b>	

Ranges are provided because there is crossover that occurs between groups, meaning that depending on the person, they may be able to easily represent multiple groups within the community. The make-up of the Committee will be important and we want to represent all components of the community while keeping in mind that the ideal size to maximize efficiency and productivity is around 9 – 13 people.

Based on the people that we have met in Valdez thus far, we can assist you by making suggestions, however, we feel it is important to appoint individuals to this Committee that are not already heavily involved in City Commissions, and that can be honest and objective in their deliberations. Preferably, this Committee is equally male and female, and representative of the Valdez demographic.

Our hope would be to have this Committee in place by the time of our second site visit, which we anticipate will be either mid-November or early December 2017. The timing of this visit will coincide with the presentation of research findings by Northstar Destination Strategies.

We trust this will assist you in coming up with potential Committee members. If we can be of further assistance in this process, please call.