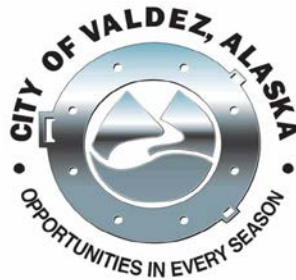


City of Valdez

*212 Chenega Ave.
Valdez, AK 99686*



Meeting Minutes

Friday, June 12, 2020

12:00 PM

Regular Meeting

Civic Center

Economic Recovery Task Force

I. CALL TO ORDER

Council Member Sharon Scheidt called the meeting to order at 12:05 pm.

II. ROLL CALL

Members Present: Council Member Sharon Scheidt, Mike Wells, John Duhamel, Mike Williams, Will Stark, Colleen Stephens, Dave Dengel

Also Present:

City Manager Mark Detter, City Clerk Sheri Pierce, Economic Director Martha Barberio, Jim Shirrell (Ad-Hoc Member) and Dawson Moore (Ad-Hoc Member)

III. DISCUSSION ITEMS

1. Goals of Mayor's COVID-19 Economic Recovery Task Force

Council Member Sharon Scheidt discussed the goals of the Task Force. She briefed the group on the work session that Council had the night before and stated that Council was not in favor of waiving harbor and utility fees.

2. Summer Promotions for Local Business

City Manager Mark Detter defined economic recovery. In the short term businesses should do the best they can to operate. Mike Wells stated that Valdez Fisheries and the fishing industry in Valdez anticipate a normal season while operating within COVID mandates and conscientious practices.

Suggestions for promotions were discussed such as larger prizes for the Fish Derby, providing marketing and communication incentives for local businesses, and developing a grant program for local businesses based on proof of need. Will Stark stated he felt this would help, however a year round incentive may be necessary since impacts to businesses may not be realized until later in the year.

Colleen Stephens stated that she believed Intra-state travel should be approached cautiously, but that she supported in-state travel. She agreed with Mr. Stark that there are short term gaps which need to be filled but to keep in mind there is the long term to consider as well. Council Member Scheidt stated that she was told that unemployment in Valdez was up 30%. All agreed that the focus of the task force should be on local business and non-profits since individuals have received short term assistance.

Economic Director Martha Barberio stated that she was working on a Marketing Campaign with Thompson & Company to do 6 videos targeting Alaska families to visit Valdez. It will be on Facebook, Instagram, U-tube and will run thru September.

She thought the roll out would happen around June 15th and could possibly be thru VCVB, but needed to speak to them. Sharon Anderson from VCVB stated that they are rolling out Discover Valdez on Radio ads in Anchorage and Fairbanks. Google Ads have Hotel & B&B Promo codes.

Mike Williams stated that if these ads go out around June 20th, we will not see results until July or later. He stated that local businesses should be given marketing money now in order receive a timely return.

3. Measuring COVID-19 Impacts

Attachments: [SURVEY DATA RAIN COAST](#)

City Manager Mark Detter further discussed the Marketing Campaign and suggested that recipients be required to spend it within 30 days. He suggested that businesses that are having problems obtaining PPE could work with the city to find a reliable supply chain.

Further discussion was had regarding creation of a grant program for local business, supplementing the Fish Derby, and waiving fees for businesses located at the airport or other places which have been forced to close to the public.

Councilmember Scheidt summarized that after discussion today, the goals of the task force are to promote Valdez, work on a marketing grant and move item #4 on the agenda to the next meeting.

4. Updates on Local Tax Collections and Potential Tax Relief.

Moved to next meeting.

IV. ADJOURNMENT

Councilmember Scheidt adjourned the meeting at 2:06 PM.