

ALASKA TOURISM MARKETING BOARD

AGENDA

March 23, 2017 | 9:00 am AST | Juneau, AK

- | | |
|---|------------------------|
| 1) Call to Order | Colleen Stephens |
| 2) Roll Call | Andrea Rayt |
| 3) Introduction of Guests | Colleen Stephens |
| 4) Approval of Agenda | Colleen Stephens |
| 5) Approval of Meeting Minutes | Colleen Stephens |
| 6) Comments from Chair | Colleen Stephens |
| a) Legislative update | |
| 7) Comments from ATIA CEO | Sarah Leonard |
| a) RFP process | |
| b) Marijuana policy | |
| 8) Comments from DCCED | Brittney Cioni-Haywood |
| 9) Public Comments | Colleen Stephens |
| 10) FY17 Marketing Program Update | Jillian Simpson |
| a) Financials | |
| b) Program updates | |
| 11) Research Committee | Deb Hickok |
| a) AVSP VII Results- Heather Haugland | |
| b) State Tourism Office Website User and Conversion Study | |
| c) Conversion Study | |

LUNCH Noon-1:00 pm

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|--|------------------------|
| 12) Visitor Metrics and Goals | James Minton |
| 13) Website Committee | Ruth Rosewarne Kimerer |
| a) Committee report and directives | |
| 14) Advertising/Public Relations Committee | Patti Mackey |
| a) Fulfillment piece | |
| b) Alaska Media Road Show update | |



- 15) Travel Trade & International Committee
a) Committee report
b) Cruise development update- Tanya Carlson

Deborah Hansen

- 16) Direction to Committees

Colleen Stephens

- 17) Closing Comments

Colleen Stephens

- 18) Adjournment

Colleen Stephens

Go- To Meeting Instructions

Online: <https://global.gotomeeting.com/join/897142085> or

Telephone: (571) 317-3122 /**Access Code:** 897-142-085

