



**City of Gustavus**  
P.O. Box 1  
Gustavus, AK 99826  
Phone: (907) 697-2451

# General Meeting Packet

February 11, 2019



# **GUSTAVUS CITY COUNCIL**

## **GENERAL MEETING**

### **FEBRUARY 11, 2019**

### **7:00PM AT CITY HALL**

#### **Gustavus City Council:**

##### **Mayor (Seat C):**

**Calvin Casipit**

**calvin.casipit@gustavus-ak.gov**

**Term Expires 2020**

##### **Vice Mayor (Seat G):**

**Susan Warner**

**susan.warner@gustavus-ak.gov**

**Term Expires 2021**

##### **Council Member (Seat A):**

**Cheryl Cook**

**cheryl.cook@gustavus-ak.gov**

**Term Expires 2019**

##### **Council Member (Seat B):**

**Jake Ohlson**

**jake.ohlson@gustavus-ak.gov**

**Term Expires 2019**

##### **Council Member (Seat D):**

**Mike Taylor**

**mike.taylor@gustavus-ak.gov**

**Term Expires 2020**

##### **Council Member (Seat E):**

**Erin Ohlson**

**erin.ohlson@gustavus-ak.gov**

**Term Expires 2021**

##### **Council Member (Seat F):**

**Brittney Cannamore**

**brittney.cannamore@gustavus-ak.gov**

**Term Expires 2021**

#### **Gustavus City Hall:**

**City Administrator-Tom Williams**

**administrator@gustavus-ak.gov**

**City Clerk-Karen Platt**

**clerk@gustavus-ak.gov**

**City Treasurer-Phoebe Vanselow**

**treasurer@gustavus-ak.gov**

1. Call to Order
2. Roll Call
3. Approval of Minutes
  - A. 01-14-2019 General Meeting
4. Mayor's Request for Agenda Changes
5. Committee/Staff Reports
  - A. Gustavus Visitor Association
  - B. The Rookery at Gustavus: Preschool & Child Care Programs
  - C. DRC
  - D. Clerk
  - E. Financial
  - F. City Administrator
6. Public Comment on Non-Agenda Items
7. Consent Agenda
  - A. Certificate of Records Destruction
  - B. Glacier Bay Lodge Liquor License Renewal
  - C. Clove Hitch Café Liquor License Renewal
  - D. **Introduce FY19-15NCO Amendment of Lands Department Budget**
  - E. **Introduce FY19-16NCO Funding of 2019 Capital Project**
8. Ordinance for Public Hearing
  - A. **FY19-13NCO Amendment of Department Budgets (Introduced 01-14-2019)**
  - B. **FY19-14 Title 4.13.060 and 4.13.070 Amendment (Introduced 01-14-2019)**
9. Unfinished Business:
  - A. Intertie Update presented by Glacier Bay National Park Superintendent, Philip Hooge
10. New Business
  - A. **Approve Resolution CY19-04 Providing for the Cost of Living Pay Adjustment for City of Gustavus Employees in Regular Positions in FY20**
  - B. **Introduction of City Ordinance FY19-17 Title 6 Section 6.04.060-Civil Work Permit Required for Work in City-Maintained Road Easements and Rights-of-Way**
  - C. Approve Project Scoping Document for Library Expansion Design & Engineering
  - D. Approve Pit Run Gravel Contracts
  - E. Adopt Cooperative Resource Management Agreement between The City of Gustavus and State of Alaska Department of Natural Resources Division of Mining, Land and Water
  - F. Water Action Special Committee
11. City Council Reports
12. City Council Questions and Comments
13. Public Comment on Non-Agenda Items
14. Executive Session
15. Adjournment



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# Approval of Minutes

**GUSTAVUS CITY COUNCIL  
GENERAL MEETING MINUTES  
January 14, 2019**

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**1. CALL TO ORDER:**

A General Meeting of the Gustavus City Council is called to order on January 14, 2019, at 7:00pm by Vice Mayor Warner. There are nine (9) members of the public in attendance at Gustavus City Hall.

**2. ROLL CALL:**

Comprising a quorum of the City Council the following are present:

Mayor Casipit-Excused Absence  
Vice Mayor Warner  
Council Member Cook  
Council Member J. Ohlson  
Council Member Cannamore  
Council Member E. Ohlson  
Council Member Taylor

There are 6 members present, and a quorum exists

**3. APPROVAL OF MINUTES:**

**A. 12-10-2018 General Meeting**

**B. 12-18-2018 Special Meeting**

**C. 01-08-2019 Special Meeting**

MOTION: Council Member Cannamore moves to approve the General Meeting Minutes from 12-10-2018, Special Meeting Minutes from 12-18-2018 and Special Meeting Minutes from 01-08-2019

SECONDED BY: Council Member Cook

PUBLIC COMMENT: None

COUNCIL COMMENT: None

Hearing no objections, the motion passes by unanimous consent

**4. MAYOR'S REQUEST FOR AGENDA CHANGES:**

Hearing no objections, Vice Mayor Warner announced the agenda as set

**5. COMMITTEE REPORTS/STAFF REPORTS:**

**A. Gustavus Public Library-**Jen Gardner provided a written and oral report

**B. Gustavus Volunteer Fire Dept.-**Travis Miller provided a written and oral report

**C. Financial-**Phoebe Vanselow provided an oral quarterly report along with the monthly reports

**D. City Administrator-**Tom Williams provided a written and oral report

**6. PUBLIC COMMENT ON NON-AGENDA ITEMS:**

1) Jim Kearns, Fairweather Adventures-State Dock, Breakwater request to CoG

2) John Howell-Council and Staff Appreciation

3) Kelly McLaughlin-Request for City to provide drinking water to the school. Noted other possible contamination through fire truck water collection, Site Characterization timeline.

4) Jim Kearns-Gustavus Visitors Association (GVA) hired Noel Farevaag as Administrative Assistant and Marketing Director. Suggested GVA and CoG approach DOT addressing breakwater issue. GVA requests \$5000 to accommodate budget shortfall request.

**7. CONSENT AGENDA**

**A. Certificate of Records Destruction**

**B. NCO FY19-13 Amendment of Department Budgets**

**C. FY19-14 Title 4.13.060 and 4.13.070 Amendment**

MOTION: Council Member E. Ohlson moves to approve the Consent Agenda

SECONDED BY: Council Member Cannamore

PUBLIC COMMENT: None

COUNCIL COMMENT: None

Hearing no objections, the Consent Agenda is passed by unanimous consent

**8. ORDINANCE FOR PUBLIC HEARING**

**A. FY19-11NCO for AMLIP Capital Improvement Current transfer (Introduced 12-10-2018)**

MOTION: Council Member Taylor moves to approve FY19-11NCO for AMLIP Capital

Improvement Current transfer (Introduced 12-10-2018)

SECONDED BY: Council Member J. Ohlson

PUBLIC HEARING: None

COUNCIL COMMENT: None

ROLL CALL VOTE ON MOTION:

YES: Cook, Warner, J. Ohlson, E. Ohlson, Cannamore, Taylor

NO: 0

MOTION **PASSES**/FAILS **6/0**

**B. FY19-12NCO for new AMLIP account (Introduced 12-10-2018)**

MOTION: Council Member Cook moves to approve FY19-12NCO for new AMLIP account (Introduced 12-10-2018)

SECONDED BY: Council Member E. Ohlson

PUBLIC HEARING: None

COUNCIL COMMENT: None

ROLL CALL VOTE ON MOTION:

YES: E. Ohlson, Cannamore, J. Ohlson, Cook, Taylor, Warner

NO: 0

MOTION **PASSES**/FAILS **6/0**

**9. UNFINISHED BUSINESS**

**A. CY19-01 Award Remainder of the Endowment Fund Earnings for 2019**

MOTION: Council Member Cannamore moves to approve CY19-01 Awarding Remainder of the Endowment Fund Earnings for 2019

SECONDED BY: Council Member J. Ohlson

PUBLIC COMMENT:

1) Lori Trummer

COUNCIL COMMENT:

1) Warner

2) Cook

3) Taylor

4) J. Ohlson

ROLL CALL VOTE ON MOTION:

YES: Warner, Cook, Taylor, Cannamore, J. Ohlson, E. Ohlson

NO: 0

MOTION **PASSES**/FAILS **6/0**

**B. Federal Lands Access Program Plan and Design Grant (FLAP)**

MOTION: Council Member Cook moves to Direct the City Administrator to notify the Federal Highways Administration, Western Federal Lands Highway Division that the City is not able to participate in the federal Lands Access Program project.

SECONDED BY: Council Member Taylor

PUBLIC COMMENT: None

COUNCIL COMMENT:

- 1) Cook
- 2) Taylor
- 3) E. Ohlson
- 4) J. Ohlson

ROLL CALL VOTE ON MOTION:

YES: Cannamore, Warner, E. Ohlson, Cook, J. Ohlson, Taylor

NO: 0

MOTION **PASSES**/FAILS      **6/0**

**10. NEW BUSINESS:**

**A. CY19-02 Submission of Capital Improvement Funding Request to the Alaska Legislature**

MOTION: Council Member E. Ohlson moves to approve CY19-02 Submission of Capital Improvement Funding Request to the Alaska Legislature

SECONDED BY: Council Member Cook

PUBLIC COMMENT: None

COUNCIL COMMENT: None

ROLL CALL VOTE ON MOTION:

YES: E. Ohlson, Cannamore, Warner, Taylor, Cook, J. Ohlson

NO: 0

MOTION **PASSES**/FAILS      **6/0**

**B. CY19-03 Pertaining to the Authorized Investments of, the Investment Allocations of, and Establishing Appropriate Benchmarks to Measure Performance of the City's Endowment Funds**

MOTION: Council Member Mike Taylor moves to approve CY19-03 Pertaining to the Authorized Investments of, the Investment Allocations of, and Establishing Appropriate Benchmarks to Measure Performance of the City's Endowment Funds

SECONDED BY: Council Member Cannamore

PUBLIC COMMENT: None

COUNCIL COMMENT:

- 1) Taylor

ROLL CALL VOTE ON MOTION:

YES: Cook, Taylor, Warner, Cannamore, J. Ohlson, E. Ohlson

NO: 0

MOTION **PASSES**/FAILS      **6/0**

**C. Gustavus Community Center Request for 60-Day Extension to their 3-Year Endowment Fund Grant**

MOTION: Council Member Cannamore Moves to approve Gustavus Community Center Request for 60-Day Extension to their 3-Year Endowment Fund Grant

SECONDED BY: Council Member Cook

PUBLIC COMMENT: None

COUNCIL COMMENT: None

ROLL CALL VOTE ON MOTION:

YES: E. Ohlson, Cook, Taylor, J. Ohlson, Warner, Cannamore

NO: 0

MOTION **PASSES**/FAILS      **6/0**

**11. CITY COUNCIL REPORTS:**

- 1) Cook-Endowment Fund Grant application process

- 2) J. Ohlson-As directed by Mayor Casipit at the December 18, 2018 Special Meeting, Jake met with former CoG employee regarding community service suggestion. Former CoG employee agreed to the suggestion.

**12. CITY COUNCIL QUESTIONS AND COMMENTS:**

- 1) Cook-Breakwater direction
- 2) Taylor-Breakwater costs. Possible CIP Request for 2020
- 3) Warner-Number of Council Meetings

**13. PUBLIC COMMENT ON NON-AGENDA ITEMS: None**

**14. EXECUTIVE SESSION:**

**15. ADJOURNMENT:**

Hearing no objections, Vice Mayor Warner adjourns the meeting at 8:45pm.



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# Mayor's Request for Agenda Changes



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# Committee/Staff Reports

# GVA REPORT 4th QUARTER 2018

The GVA has 39 active members and has begun our yearly membership drive. We have nine complimentary listings. The businesses and organizations are listed in the FY20 marketing plan.

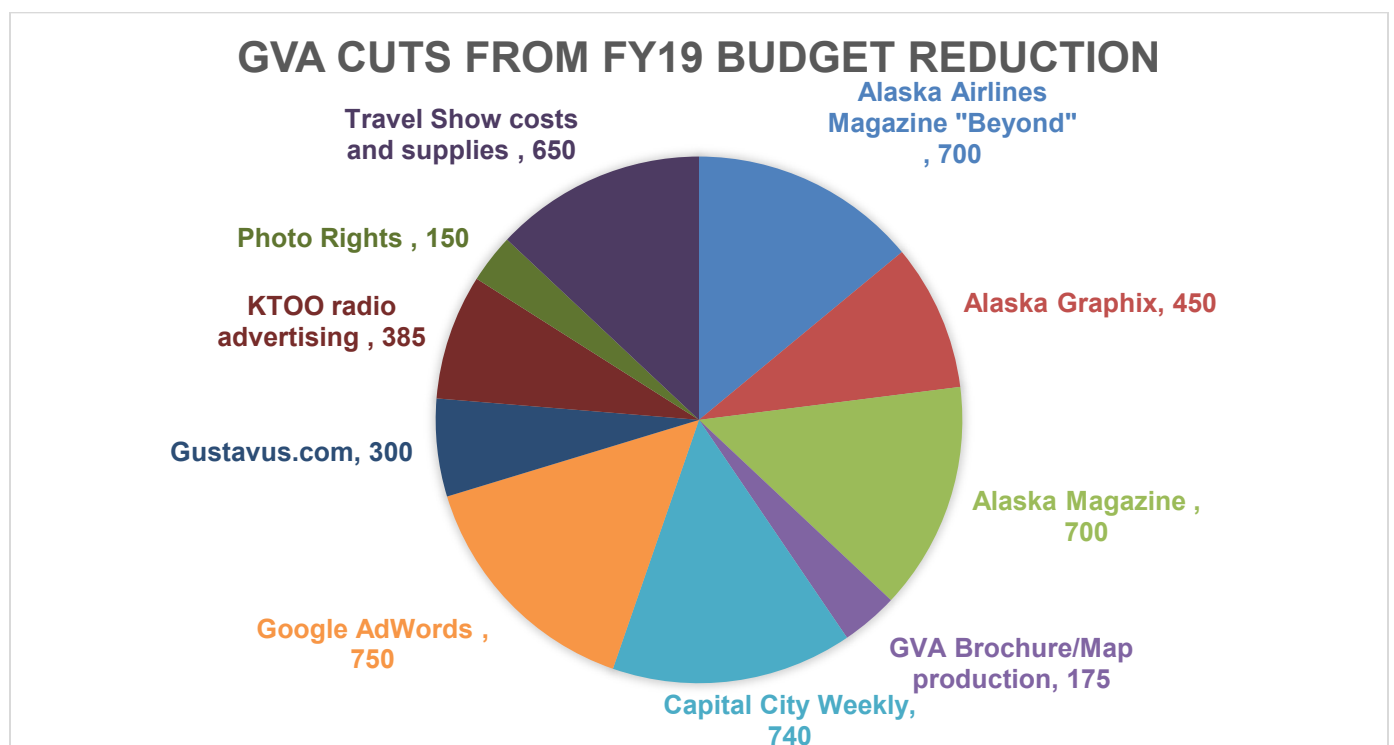
The GVA board has voted to change our pricing structure as follows:

1. A new membership in GVA is \$150 per entity per fiscal year
2. A renewal membership is \$125 per entity per fiscal year
3. The membership fee entitles each entity to be listed under a single category on the GVA website and as many sub-categories under that category as are applicable.

## **FY18-19 GVA Budget Cuts**

As noted in the 3<sup>rd</sup> Quarter report, due to a \$5000 reduction in the proposed budget, the GVA board has cut expenses in our marketing.

Jim Kearns has officially requested that the Council reconsider this and approve the additional \$5000 for the current fiscal year. If approved, the additional \$5000 would be spent as follows:



## Reapplying for Non-Profit Status with the IRS

As noted in the 3<sup>rd</sup> quarter report, we reapplied for our 501(c)(3) status. We are expecting to hear from the IRS by March 24, 2019. However, due to the Federal Government shutdown, we are unsure if that date is still valid.

## Visitor Contacts by Phone, Email, and Social Media

For the 4th Quarter the Administrator/Marketing Director fielded 24 visitor calls, 27 visitor emails, and mailed out 24 GVA brochure letters to potential visitors.

Questions received from visitor contacts in the 4th Quarter:	
Accommodations	Getting to Gustavus
Area Information	Maps and brochures
Trip planning	RV parking
Hunting info	Glacier Bay National Park
Bud's Rent a Car	Transportation around Gustavus
Responses from visitor contacts when asked, "How did you hear about GVA?"	
Google Search	2
Internet search "Gustavus"	2
Internet search	6
NPS-GLBA website	10
Unknown (no answer was received)	31
<b>Total</b>	<b>51</b>

## First & final summer of the New Gustavus Visitors Center:

The use of the old Alaska Seaplanes building was terminated by the State of Alaska. Any building at the airport must be conducting aviation business. Although Alaska Seaplanes received the notification in August, it was not presented to the GVA until mid-January. Alaska Seaplanes will allow us to store brochures and other items in the building. The board will discuss alternative options in the following months.

## GVA statement by James Kearns

The Gustavus Visitor Association has been in operation for a long time. It was organized and managed by individuals who were 1. Members of the association, 2. Who had tourism related businesses, 3. Who wanted to increase visitation to Gustavus to help their businesses, the businesses of the other members, and ultimately the whole community

As business owners, they put together a marketing program that did just that. It increased visitation to Gustavus. It helped keep Glacier Bay Lodge as an operating entity. And it helped bring more tourism businesses to Gustavus as a result. There is no doubt that there has been and is a connection between the number of visitors to Gustavus and GVA's efforts.

As per our current marketing plan, we have ads in a number of tourism related publications, signage in Gustavus, memberships in state and regional tourism associations, we attend several travel shows, we put together and manage a [gustavus-ak.com](http://gustavus-ak.com) website, we publish and distribute a Gustavus map/brochure, and we maintain(at least try to maintain) an administrator/marketing director to attend to the details of running a non-profit, to directing the above activities, and to provide a human voice to respond to phone inquires and a personal response to email inquires.

Now, which of these things does not warrant funding?

With the exception of Mike Taylor in the NPS VIS and Erin Olsen, a member of the GVA who offers camping sites, nobody else on the council is in the tourism business. So I wonder why they are better suited than the GVA board(everyone of them are exclusively in the tourism business) to decide what is effective in bringing visitors to Gustavus and what should be therefore funded?

Certainly there are budget constraints that must be considered, but the GVA has not in any recent years even come close to using or even asking for 50% of the collected bed tax. In fact before I volunteered to serve as president, the GVA did not receive any of those funds for 3 or 4 years. That I do not understand!

However, even with all this being said, I certainly do believe that with sufficient funding, more than the anecdotal data we currently use, can be collected to show the connection between the things that the GVA currently does and the exposure that Gustavus receives for the traveling public and even possibly, the number of visitors who come to our area. Although there are factors, like how visitors are treated when they come, that play a huge part of our continued success.

So, I am not writing this to be contentious, nor to demean anyone's character, nor to diminish any of the valuable efforts, expertise, or dedication of the members of the city administration, but I do encourage the city to respect the efforts and expertise of the people of the Gustavus Visitor Association when they develop their annual budget.

# MARKETING GUSTAVUS

The Gustavus Visitors Association (GVA) performs a marketing campaign for the community of Gustavus, specifically the tourism segment. In discussions with its Board and Administrators, I suggested several techniques that may assist in capturing information that would improve effectiveness and provide the City Council with measurable data. These suggestions were provided by over twelve years of experience with local government economic development and four years of personal business marketing.

The GVA's existing method of measuring the effectiveness of its advertising campaign, as explained to me during a Board meeting, is to count the number of times its website is being accessed, the number of inquiries to the GVA, and how well its members are doing (i.e. rooms booked, charters booked, etc.). While this method will produce information that could be used to make a conclusion it does not take into account other possibilities for the results. For example, recent success by members could be attributed to a strong economy that has encouraged travel nation wide rather than how many times a business was clicked on the Internet.

To better understand how potential visitors are making decisions, and thereby improving potential for better results for its members, alternate methods could be used. In meetings with the current and previous Administrator, I suggested that a survey-based effort may be the most effective given GVA's operating parameters. This strategy is commonly used and has been the conclusion of many research projects. Attached is a paper from the University of Massachusetts Amherst for the Travel and Tourism Research Association in 2012. The entire paper is interesting. However, I have inserted a few examples of how measuring tourism advertising is most productive.

## METHODS

The goal of this study is to establish the foundations of the DAR model by assessing the degree to which the various travel components (i.e., facets) of the overall trip are influenced by travel advertising. A second goal of the study is to assess the degree to which these travel decisions influence the amount of money spent during the visit to the destination. **This latter goal is important in that it is argued that the goal of a destination marketing program is to increase revenue, not just attract tourists.** To achieve these goals, two sets of analyses were conducted. Specifically, frequency analysis was conducted of the key variables believed to be influenced by the tourism advertising campaign: the destination decision, attractions, restaurants, events, shopping, accommodations, and visitor centers. Then using multivariable regression analysis, an advertising expenditure model was developed whereby overall visitor spending (log transformed) was the dependent variable and the decision

to visit, attend or purchase the travel 'product' which was included in the promotional materials (yes/no) were the independent variables. The expenditure model also included several exogenous variables, such as trip characteristics (vacation, weekend getaway, visiting friends and relatives, or business along with length of stay at the destination) and traveler characteristics (the number of previous trips to the destination, and travel party size).

Travelers' responses to destination advertising were obtained using an online survey of American travelers who had requested travel-related information from five different states and regional tourism offices located throughout the United States between April 2010 and April 2011. The web-based travel survey was distributed to all inquirers based upon the date of contact (within 3 months of the request for travel information) and the destination from which information was requested. It is important to note that the advantages of online surveys (e.g., low cost, fast response, and wide accessibility of the Internet) enable tourism advertising researchers to send questions to the population of people who requested travel information, and, therefore, largely eliminate the use of complex structured sampling procedures (Hwang & Fesenmaier, 2004). It is argued, however, that this approach enables us to obtain a sizeable sample which assures robustness of the parameter estimates (i.e., underlying behavioral response), which in turn enables us to evaluate the relative impact of the hypothesized variables on advertising response.

The online survey was delivered to 41,328 American travelers with a structured questionnaire and directed to respondents (18 years and older) obtained in the origin state. This aspect of the methodology is important in that it avoids selection bias based on destination, which leads to a more precise analysis of tourist demand as it includes not only those people who travel and purchase, but also those who do not. In order to increase response rate, we followed a three-step process: (1) an initial invitation was sent out along with the URL of the survey; (2) four days later, a reminder was delivered to those who had not completed the survey; and, (3) the final request for participation was sent out to those who had not completed the survey one week later. An 'Amazon.com' gift card valued at \$100 was provided to one winner for each destination as an incentive to participate in the study. These efforts resulted in 3,023 responses; however, after controlling for missing values the final data includes 2,885 complete responses, which represents a 6.98 percent response rate.

## RESULTS

Of the 2,885 completed responses, 86.8 percent of the responders indicated that they traveled at least once in the 12 months prior to completing the questionnaire, and 42.3 percent visited the targeted destination at least once during this time. As shown in Table 1, the results indicate that of those respondents that traveled to the advertised destination at least once, only 14.7 percent were influenced to visit the destination by the advertising campaign.

Furthermore, the analysis indicates that destination advertisements have a **much stronger influence on other travel decisions**. Importantly, 58.4 percent of the travelers were influenced by advertisements to visit a featured attraction, 48.4 percent of the travelers were influenced to visit advertised restaurants and 37.8 percent of the travelers were influenced to attend a featured event.

**Table 1**

**Advertising Influence on Individual Trip Decision Facets**

Trip Decision Percent of Travelers Influenced by Destination Advertising

- Destination choice 14.7%
- Visiting a featured attraction 58.4%
- Visiting a featured restaurant 48.4%
- Attending a featured event 37.8%
- Visiting a featured store or shop 35.1%
- Staying at featured accommodations 36.2%
- **Visiting a visitor center 25.1%**

Last, the results of the multiple regression analysis indicate that media channel in which visitors obtain their travel related information significantly “influences” total visitor spending. That is, **those travelers using destination websites** (in contrast to those not using destination websites for information search) **tend to spend significantly less than the average visitor**.

**IMPLICATIONS**

This study has proposed a facets-based destination advertising response (DAR) model that considers the effects of tourism advertising campaigns on several aspects/components of the trip, arguing that it is a significantly better model for evaluating destination advertising campaigns. Importantly, the results of this study clearly demonstrate that most travelers decide where to visit *without* regard to destination advertising, and therefore should not be the focus of the destination advertising campaign. Additionally, the results confirm that travel advertising does affect a host of other travel-related decisions. Further, the results of the visitor expenditure analysis suggests that destination advertising should highlight attractions, restaurants, and accommodations as visitors responding to these programs tend to spend significantly more than average. Finally, these findings suggest that destinations interested in increasing economic impact should target the weekend getaway segment, first time visitors, and large travel parties.

# MEASURING TOURISM ADVERTISING: THE DESTINATION ADVERTISING RESPONSE (DAR) MODEL

Jason L. Steinmetz

*National Laboratory for Tourism & eCommerce, School of Tourism and Hospitality Management, Temple University*

Sangwon Park

*School of Hospitality and Tourism Management, University of Surrey*

Daniel R. Fesenmaier

*National Laboratory for Tourism & eCommerce, School of Tourism and Hospitality Management, Temple University*

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Steinmetz, Jason L.; Park, Sangwon; and Fesenmaier, Daniel R., "MEASURING TOURISM ADVERTISING: THE DESTINATION ADVERTISING RESPONSE (DAR) MODEL" (2016). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 40.

<https://scholarworks.umass.edu/ttra/2012/Oral/40>

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# MEASURING TOURISM ADVERTISING: THE DESTINATION ADVERTISING RESPONSE (DAR) MODEL

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## ABSTRACT

*This study proposes a facets-based destination advertising response (DAR) model that integrates the principal components or decisions of a trip. The proposed DAR framework is discussed and its adequacy for evaluating destination marketing campaigns is assessed. The results of this study indicate that while most travelers decide where to visit without regard to destination advertising, travel advertising significantly affects many trip-related decisions, which in turn, affect the level of visitor expenditures.*

**Keywords:** *conversion studies, facets-based model, advertising response, travel decision making*

## INTRODUCTION

Conversion studies have long been used by destination marketing organizations (DMOs) to evaluate the effectiveness of advertising campaigns and other marketing efforts such as destination websites. Traditional conversion studies yield a conversion ratio, which is the percentage of travelers who visit a destination after requesting travel information. The conversion ratio is then used to gauge the efficiency - effectiveness of advertising campaigns, the economic impact of travelers to the destination, and the advertising campaigns return on investment (Pratt, McCabe, Cortes-Jimenez, & Blake, 2010). One of the major criticisms of traditional conversion studies is that many travelers have already decided to visit a destination before requesting information, which implies that the DMO's advertising campaigns may have little influence on most travelers' decisions to visit the destination. Another important criticism of traditional conversion studies is that the tourism destination is viewed as a single product,

when in fact the tourism destination (which is reflected in the trip planning process) is made up of numerous facets (i.e., aspects of the trip that must be planned) including accommodations, attractions, dining, events, and shopping. In face of these limitations, the Destination Advertising Response (DAR) model is proposed as a means to more effectively evaluate DMO advertising campaigns. The proposed DAR model is a facets-based advertising model that considers the influence of a destination's advertising campaign on each aspect of the trip and estimates its contribution to overall visitor spending. The goal of this study is to provide an overview of this model and to assess its adequacy for evaluating destination marketing campaigns.

## **LITERATURE REVIEW**

Many approaches to assessing tourism advertising have been developed including true and quasi-experimental design, econometric modeling, aggregated buyer-purchaser modeling, and conversion analysis (McWilliams and Crompton, 1997; Woodside, 1990). While conversion analysis, which is an analysis of individual's responses to advertising campaigns in terms of destination awareness, visitation and visitor expenditures, remains the most widely used technique for evaluating tourism advertising campaigns, it has several key limitations. First, an underlying assumption of traditional conversion studies is that individuals request information in order to help them make a decision about whether or not to travel to the destination (Burke & Gitelson, 1990). However, a number of studies have found that only a small portion of inquirers use the information to make a travel decision and that the majority of travelers has decided to visit the destination *prior* to being exposed to destination advertising (Burke & Gitelson, 1990; Kim, Hwang, & Fesenmaier, 2005; Woodside, 1990). Furthermore, these studies indicate that effective tourism advertising may not lead to destination visits in the short-run, but it may expose an individual to the destination and/or create a positive image of the destination that results in an eventual visit (Kim, et al., 2005). Additionally, conversion studies along with other methods for evaluating the effectiveness of tourism advertising campaigns tend to focus solely on destination choice. However, studies show that travel planning is often a highly complex process which requires a number of decisions in addition to the destination, including travel party, accommodations, length of trip, attractions, and activities (Fesenmaier & Jeng, 2000). As such, it is argued that destination advertising evaluation should consider the role of each of these facets in affecting the nature of the visit (Hyde, 2008; Pan & Fesenmaier, 2006; Roehl & Fesenmaier, 1992).

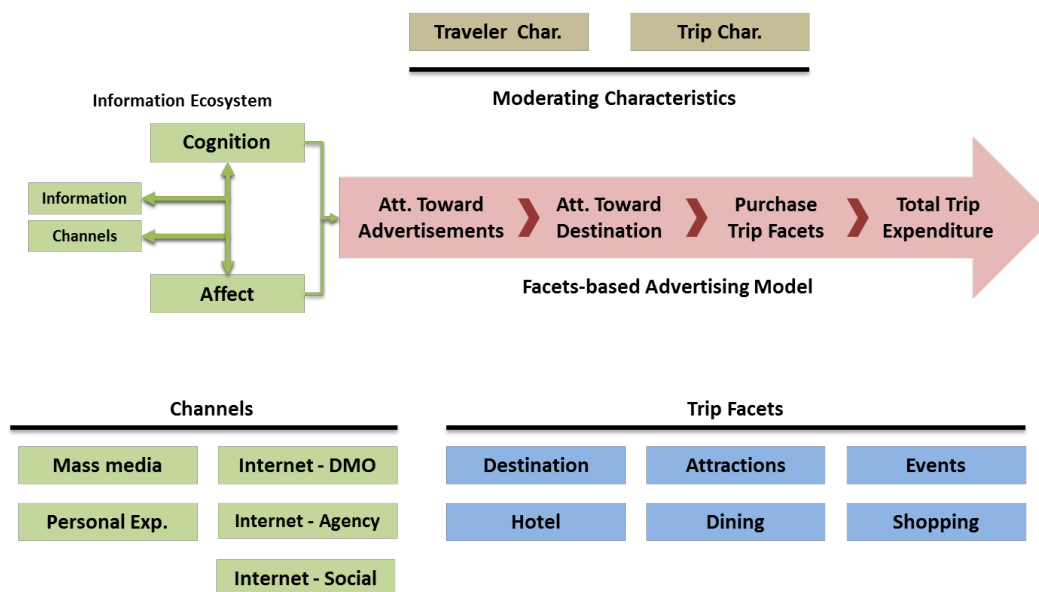
## **MODEL DEVELOPMENT**

The complexity of the travel decision process seems to be implicitly recognized by DMOs when one considers that the promotional materials and websites of many DMOs include information on a wide range of activities related to the destination (Gretzel, Yuan, & Fesenmaier, 2000). Further, this effort toward addressing the information needs of travelers explicitly acknowledges that visitor expenditures occur across all these activities. However, it also appears that the approaches used by DMOs in measuring the effectiveness of their advertising do not reflect this multi-facet perspective. It is argued, therefore, that a facets-based advertising response model is needed in order to more effectively estimate the responsiveness of travelers to destination advertising. In contrast to the traditional conversion model which focuses largely on destination choice, the proposed DAR model explicitly acknowledges that each facet of the

destination (especially choice of overnight accommodations, attractions, restaurants and shopping venues) can be influenced separately through advertisements and that visitor expenditures associated with these decisions may significantly contribute to expenditures within the destination.

It is also posited that destination advertising response can be considered a hierarchical process that can be described as a four stage process (see Figure 1). In the first stage the potential visitor is exposed to destination advertising which results in an attitude towards the advertising. In the second stage this attitude towards the destination advertising influences the individual's attitude towards the destination. These first two stages are drawn from advertising response models for consumer goods such as those developed by MacInnis and Jaworski (1989) and Mehta (1994). In the third stage of destination advertising response, the individual considers whether or not to visit the advertised destination, as well as whether or not to make time for and/or purchase reservations for (or somehow plan for attending) individual trip components. Examples of individual trip components include overnight accommodations, attractions or special events that might be visited, or restaurants that might be patronized. These trip decisions typically follow a strong hierarchical structure whereby travel decisions of higher priority, such as destination, budget, and accommodations, are made in the earlier stages of travel, and past decisions influence future choices (Choi, Lehto, Morrison, & Jang, 2011; Park, Wang & Fesenmaier, 2011). In the final stage of the destination advertising response model, the travel-related decisions are evaluated in terms of their overall contribution to total trip expenditures. Importantly, the model also considers the role of traveler characteristics, such as travel party size and previous experience at the destination, and trip characteristics, such as business versus leisure travel and length of trip, moderate the destination advertising response process, as these characteristics affect the relationships between advertising and the respective trip decisions.

**Figure 1**  
**The Destination Advertising Response (DAR) Model**



## METHODS

The goal of this study is to establish the foundations of the DAR model by assessing the degree to which the various travel components (i.e., facets) of the overall trip are influenced by travel advertising. A second goal of the study is to assess the degree to which these travel decisions influence the amount of money spent during the visit to the destination. This latter goal is important in that it is argued that the goal of a destination marketing program is to increase revenue, not just attract tourists. To achieve these goals, two sets of analyses were conducted. Specifically, frequency analysis was conducted of the key variables believed to be influenced by the tourism advertising campaign: the destination decision, attractions, restaurants, events, shopping, accommodations, and visitor centers. Then using multivariable regression analysis, an advertising expenditure model was developed whereby overall visitor spending (log transformed) was the dependent variable and the decision to visit, attend or purchase the travel 'product' which was included in the promotional materials (yes/no) were the independent variables. The expenditure model also included several exogenous variables, such as trip characteristics (vacation, weekend getaway, visiting friends and relatives, or business along with length of stay at the destination) and traveler characteristics (the number of previous trips to the destination, and travel party size).

Travelers' responses to destination advertising were obtained using an online survey of American travelers who had requested travel-related information from five different states and regional tourism offices located throughout the United States between April 2010 and April 2011. The web-based travel survey was distributed to all inquirers based upon the date of contact (within 3 months of the request for travel information) and the destination from which information was requested. It is important to note that the advantages of online surveys (e.g., low cost, fast response, and wide accessibility of the Internet) enable tourism advertising researchers to send questions to the population of people who requested travel information, and, therefore, largely eliminate the use of complex structured sampling procedures (Hwang & Fesenmaier, 2004). It is argued, however, that this approach enables us to obtain a sizeable sample which assures robustness of the parameter estimates (i.e., underlying behavioral response), which in turn enables us to evaluate the relative impact of the hypothesized variables on advertising response.

The online survey was delivered to 41,328 American travelers with a structured questionnaire and directed to respondents (18 years and older) obtained in the origin state. This aspect of the methodology is important in that it avoids selection bias based on destination, which leads to a more precise analysis of tourist demand as it includes not only those people who travel and purchase, but also those who do not. In order to increase response rate, we followed a three-step process: (1) an initial invitation was sent out along with the URL of the survey; (2) four days later, a reminder was delivered to those who had not completed the survey; and, (3) the final request for participation was sent out to those who had not completed the survey one week later. An 'Amazon.com' gift card valued at \$100 was provided to one winner for each destination as an incentive to participate in the study. These efforts resulted in 3,023 responses; however, after controlling for missing values the final data includes 2,885 complete responses, which represents a 6.98 percent response rate.

## RESULTS

Of the 2,885 completed responses, 86.8 percent of the responders indicated that they traveled at least once in the 12 months prior to completing the questionnaire, and 42.3 percent visited the targeted destination at least once during this time. As shown in Table 1, the results indicate that of those respondents that traveled to the advertised destination at least once, only 14.7 percent were influenced to visit the destination by the advertising campaign. Furthermore, the analysis indicates that destination advertisements have a much stronger influence on other travel decisions. Importantly, 58.4 percent of the travelers were influenced by advertisements to visit a featured attraction, 48.4 percent of the travelers were influenced to visit advertised restaurants and 37.8 percent of the travelers were influenced to attend a featured event.

**Table 1**  
**Advertising Influence on Individual Trip Decision Facets**

Trip Decision	Percent of Travelers Influenced by Destination Advertising
Destination choice	14.7%
Visiting a featured attraction	58.4%
Visiting a featured restaurant	48.4%
Attending a featured event	37.8%
Visiting a featured store or shop	35.1%
Staying at featured accommodations	36.2%
Visiting a visitor center	25.1%

The second stage of the analysis used multiple regression analysis to assess the marginal impact of the trip decisions on overall visitor expenditures and the results are summarized in Table 2. As can be seen, the overall  $MR^2 = .338$  which indicates that the various components of the DAR model have a significant impact on visitor expenditures. Importantly, advertisements that influenced travelers to visit featured attractions, restaurants, and hotels had positive and significant influences on visitor spending. The other travel decisions considered in the study, including the destination decision, as well as decisions regarding special events, shopping, and visitor centers, were not statistically significant factors influencing visitor expenditures. The analysis also indicates that trip characteristics and traveler characteristics have a significant impact on total visitor expenditure. Specifically, day trips and trips of only one night have statistically significant negative impacts on visitor spending. Weekend getaways increase visitor spending, while visits to family and friends decreases visitor spending. Additionally, travelers visiting a destination for the first or second time tend to spend more than average, and visitor spending also increases as the size of the travel party increases. Last, the results of the multiple regression analysis indicate that media channel in which visitors obtain their travel related information significantly “influences” total visitor spending. That is, those travelers using destination websites (in contrast to those not using destination websites for information search) tend to spend significantly less than the average visitor.

**Table 2**  
**Facets-based Travel Expenditure Regression Analysis**

		B	SE B	$\beta$	Sig.
Info Eco-system	(Constant)	5.575	.237		.000**
	Visited websites	-.275	.068	-.177	.000**
	Dest. decision after seeing info	-.011	.065	-.005	.871
Travel Decision Facets	Influenced on destination choice	-.052	.084	-.017	.539
	Influenced to visit an attraction	.294	.070	.134	.000**
	Influenced to visit a restaurant	.159	.069	.073	.021*
	Influenced to visit an event	.087	.068	.039	.202
	Influenced to shop	.100	.075	.044	.183
	Influenced to stay at a hotel	.191	.068	.084	.005**
	Influenced to visit a visitor center	-.121	.075	-.048	.105
Trip Characteristics	Vacation	-.062	.073	-.027	.400
	Weekend Getaway	.177	.073	.078	.015*
	Special/sporting event	.128	.097	.037	.183
	Visit family/friends	-.331	.070	-.148	.000**
	Business	.236	.129	.052	.068
	Day trip	-1.112	.185	-.315	.000**
	One night	-.570	.177	-.188	.001**
	Two nights	-.287	.169	-.120	.091
	3-5 nights	.122	.164	.052	.455
	6-10 nights	.059	.174	.017	.726
Traveler Characteristics	No prior visits in past 3 years	.523	.225	.065	.020*
	1 prior visit in past 3 years	.336	.108	.104	.002**
	2 -5 prior visits in past 3 years	.115	.081	.052	.153
	6 – 10 prior visits in past 3 years	.087	.088	.034	.325
	2 persons	.206	.102	.095	.043*
	3 – 5 persons	.285	.104	.127	.006**
	6 or more persons	.843	.150	.186	.000**

MR<sup>2</sup>=.338, \*p<.05, \*\*p<.001

## IMPLICATIONS

This study has proposed a facets-based destination advertising response (DAR) model that considers the effects of tourism advertising campaigns on several aspects/components of the trip, arguing that it is a significantly better model for evaluating destination advertising campaigns. Importantly, the results of this study clearly demonstrate that most travelers decide where to visit *without* regard to destination advertising, and therefore should not be the focus of the destination advertising campaign. Additionally, the results confirm that travel advertising does affect a host of other travel-related decisions. Further, the results of the visitor expenditure analysis suggests that destination advertising should highlight attractions, restaurants, and accommodations as visitors responding to these programs tend to spend significantly more than average. Finally, these findings suggest that destinations interested in increasing economic impact should target the weekend getaway segment, first time visitors, and large travel parties.

## RECOMMENDATIONS FOR FUTURE RESEARCH

Having examined the foundations of the DAR model, future research should consider how each travel decision should be integrated into destination advertising campaigns in order to optimize awareness (i.e., attention, comprehension, etc.) and visitor expenditure. For example, future research could look into questions such as the types of advertisements and media channels most effective for influencing visits to attractions, and whether those conditions are equally effective in influencing decisions to visit hotels, restaurants or other destination facets. Also, as the use of mobile technology continues to gain in popularity among travelers, the DAR model may be expanded to consider other moderating variables that influence destination advertising response, such as trust, flexibility and situational variables related to the temporal and physical distance from a trip decision.

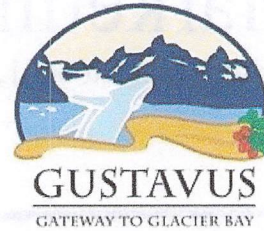
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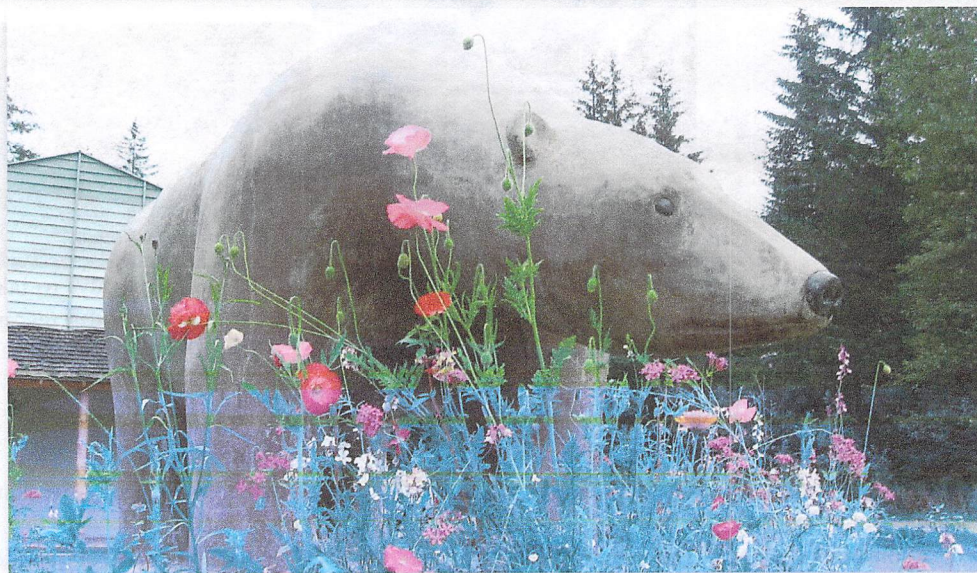
# Gustavus Visitors Association Marketing Plan



Gateway to Glacier Bay National Park

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# Marketing Plan FY 17

Fiscal Year: October 1, 2017 thru September 30, 2018

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## Mission and Goals

### GVA Organization Mission:

The Gustavus Visitors Association (GVA) is a Destination Marketing Organization (DMO) working to enhance the local economy by promoting and marketing Gustavus and Glacier Bay as a visitor destination.

### GVA Marketing Goals and Objectives:

Effective use of the GVA Brand: The Gustavus Visitors Association adopted the brand image and logo: 'Gateway to Glacier Bay' and the above logo which has been incorporated



into our print and online media advertisements. GVA emphasizes advertising buys to take advantage of online advertising which helps gather more statistics about visitor interest in Gustavus to measure our success. Specific goals include:

- Increase occupancy levels in local Lodges, Inns and B&B's.
- Increase the contribution of visitor business to the local economy.
- Provide services to members that result in marketing success for GVA members and for the community.
- Establish GVA as a leader in destination marketing locally, regionally and statewide through technological innovation, high quality marketing programs, and hospitality.

## Organizational Structure

Non-profit corporation.

The Gustavus Visitors Association was incorporated as a 501c(3) non-profit corporation in January of 2005. There is a five-member Board of Directors that meet monthly - except during the summer. According to GVA By-laws, every fall the Board reviews and adopts a fiscal year budget for the period: October 1 - September 30 of the following year. The Board submits its request for use of a portion of bed tax revenues to the City in February, along with the Marketing Plan which must by Ordinance be approved by the City Council.

GVA Board goals for the Annual Marketing Budget are to continue funding for Google AdWords, continuing various print ads, website upkeep/updates, and funding for participation in two Juneau trade shows for FY18.

### **Funding Sources:**

The Gustavus Visitors Association is funded both by a city bed tax of 4%, of which GVA can receive up to half, and GVA membership dues which contribute on average \$4000 a year to membership support services. Actual percentages of bed tax received from the City of Gustavus by the GVA is around 28% with the exception of FY 11 and FY 16. Bed tax totals reflect about 33% of what visitor industry sales brings to the City, with beds, meals and tours being roughly equal in amounts per day. Fishing and custom charters cost almost double the average tour, therefore they are the highest value visitor, reflected mostly in sales tax revenue and fish box tax. So the visitor industry supports up to 50% of the City's tax revenue in most years.

	FY11	FY12	FY13	FY14	FY15
Sales Tax	170,816	301,756	299,698	600,119	321,480
Bed Tax Revenue	50,068	57,116	63,873	63,685	56,165
Fish Box tax	19,630	10,440	10,360	23,570	11,380
GVA/Percentage	16,000/31.9%	16,000/28.0%	18,000/28.1%	18,000/28.2%	20,000/35.6%
Membership dues	4,425	4,260	4,075	4,125	3,625

## **Statewide Tourism Industry**

Travel to Alaska has gradually shifted to a majority cruise ship experience. Gustavus needs to continue to differentiate itself to attract independent travelers. Boomers are looking for “experiences,” the next generation of nature lovers must be attracted and international visitors should be able to find us. Charter fishing operation is subject to federal and state management. Client numbers will reflect current conditions.

Target friends and family market in SE by attending travel shows in Juneau, use resources of Travel Juneau and ATIA, define Tlingit outreach. Use the internet to level our playing field and market to the world. Be a point of contact for visitors to imagine and enact their experience.

### **Challenges:**

Cruise ship visitation is dominant in our market. This directly affects both local businesses and also National Park operations and is driving current Glacier Bay Lodge (GBL) operational difficulty. Cruise ships bring 400,000 head tax paying visitors to Glacier Bay National Park yearly, 25,000 visit by land tour. This is unlikely to change. Gustavus should focus on retaining the independent market, being the gateway access point for land visitors, developing new ways to capitalize on cruise ship visitation by building relationships with Icy Strait Point and Hoonah, develop our “gateway to message” for cultural tourism with the new Tribal House, continue to serve our ferry visitors.

The Glacier Bay Lodge Concession Contract signed for a 10 year period in 2016, provides visitors to our community, support for operations and a vital link to the Park. GVA continues to watch this contract, as it does not seem to be totally fixed, as one would think. GVA helped resolution by promoting the “public” part of the discussion on access, viability, innovation, best business practices, local knowledge and member business advocacy. GVA took the lead in enumerating the losses to our community of GBL closure. Yearly bed tax income to the City of Gustavus of \$50,000 to \$70,000, as well as \$100,000 sales tax continues to be threatened. Boat tour operations, whale watching, essential air service and kayak options were at risk, as well as visitor satisfaction and length of stay within our community. Access to our National Park by our target visitor would have been curtailed and national, regional and statewide marketing strength weakened. Glacier Bay Lodge operations continue to be a foundation for Gustavus as a partnership with local businesses.

Glacier Bay National Park: GVA has been an active participant in visioning the next decade of front country plan, promoting input by visitors and as a member of planning meetings. GVA distributed wild blueberry muffins (1200) at the Tribal House dedication providing a tangible positive memory for all participants. Cruise ship visitation awareness, public dock access and usage, and cruise ship head tax income are issues GVA followed this year. GVA continues to provide a community based perspective on Concession operations including taxation, economic impact, personal/business usage and visitor access and satisfaction in the

National Park. GVA followed the contract award to signature Spring 16, for GBL operation and bringing it back to a thriving central part of the Glacier Bay National Park experience. GVA maintains connections with Icy Strait Point operations and is developing community tourism opportunities presented by the Tribal House and the humpback whale skeletal display on the Tlingit Trail in Bartlett Cove.

### **Opportunities:**

Develop visitor statistics from the exit poll McDowell Group performed summer 16 when published spring 17. Consider a study of economic benefits of the visitor industry to Gustavus.

Internet Usage: The use of the internet for travel research and booking travel services continues to grow. The McDowell Group Study on SE Alaska travel industry estimates that 85% of the 113 million adults using the Internet consider themselves travelers. Over six in ten (65%) use the Internet for making travel reservations. The most popular items to purchase online are airline tickets and overnight accommodations. One-third pay or make their reservations using search engine sites. The growing use of the social networking and cell phones presents an opportunity for Gustavus to reach the national and international travel market. Our website is [www.gustavusak.com](http://www.gustavusak.com)

Gustavus continues to provide visitors with an exceptional vacation experience with the following 'Consumer Promises': Gustavus: Gateway to Glacier Bay National Park; wild open spaces; beauty of temperate forest; outstanding view of mountain and wildflower filled fields; miles of sandy beaches with protected waters; untethered access to the wild, friendly folks, easy biking and hiking; and breathtaking vistas. These distinguish Gustavus from the competition.

### **Other Marketing/Promotion Plans:**

- Social Media: Continue to develop GVA's Facebook presence. Likes number 576 up 80 in FY 16, 10,000 visits to Facebook for year
- Support of local events: GVA hosted Return to Homeland blueberry muffins
- Signage: Maintain signage at beach kiosk and other kiosks around Gustavus
- Map, discussion about adding ALL Gustavus businesses on the local printed map
- Website: AdWords and our online presence open the virtual door to our Community providing vital information about access, services, transportation, recreation and links in addition to featured visitor services. It is mobile optimized and SEO updated.
- 2330 mobile visits to website yr. /10,000 total. 25% traffic is referral from other sites like: DOT (ferry- 2x higher than the rest), NPS, Gustavus.com, ATIA, JCVB, Culture Trip (international article about Gustavus Inn). 50% is directly from a search, 25% is looking at pages within the site.

## **Membership Services and Community Outreach:**

Member Services Mission: Provide opportunities through print advertising, Internet services and educational workshops for GVA members to strengthen their marketing possibilities. In providing these services, the GVA will retain our current membership level and add additional members.

There are 33 business members and 8 complimentary members as of September, 2016.

Membership dues provide an opportunity for the private sector to support destination marketing and allow participation in GVA's marketing programs. We have retained new members added when working on the Glacier Bay Lodge Contract and added 4 more this year.

GVA provides a number of avenues for members to market themselves to potential and on-site travelers: Distribution of brochures at visitor center information sites  
Access to travel trade and consumer leads through ATIA and JCVB, Access to co-op advertising opportunities

Other services provided to members include:

- Voting rights for board of directors election
- Access to educational programs
- Annual meetings and GVA Marketing Plan review.
- Online web training and optimization by Booking Suite, ATIA, JCVB, for assistance with online presence and social media.

## **Tourism Industry Facts and Statistics:**

Number of non-cruise visitors to Glacier Bay National Park in 2011: 25,494

*Source: National Park Service. "Business Opportunity CC-GLBA001-14. Glacier Bay National Park and Preserve. A Concession Business Opportunity to Operate Lodging, Tour Boat, Food and Beverage, Retail and Other Services."*

Number of residents in 2015: 533 *Source, ADOLWD*

Bed Tax paid in 2012 at 4%: \$57,512 (or, \$1,917,067 in taxable room night sales)

Bed, Sales and Fish box Tax paid 2010 to June 16 in City of Gustavus: Freedom of Information request to City of Gustavus, Sept 16.

Average stay of a visitor in Gustavus: 3.1 days

Average length of stay by airplane visitors was 3.8 days in 2011

*Source: Alaska Visitor Volume and Profile, Summer 2011 (Prepared by McDowell Group for DCCED)*

Average spending by an independent visitor per day including airfare, activities (including fishing), food and lodging in Gustavus: \$350/day *Source: Gustavus Inn guesstimate*

Daily spending by a leisure traveler in Alaska: \$168/day

*Source: Alaska Visitor Volume and Profile, Fall/Winter 2011-12 (Prepared by McDowell Group for DCCED)*

Average spending by a charter fishing client: \$650/day *Source: websites of operators in Gustavus*

**Estimated economic impact of the visitor industry by independent visitors to Gustavus and Glacier Bay (not exclusive charter fishers).**

Assume a 100 day season @ approximately 70% occupancy, for 25,000 persons x \$350 = \$5 Million

Estimated economic impact of the charter fishing industry for a 120 day season @ approximately 80% occupancy (guess of 50 clients a day) @ \$650/day = \$3.3 Million

**Partnerships and Memberships**

GVA partners with a majority of other CVB's in the state. This enables GVA to have a listing in their Vacation Planners and place the brochure in a strategic CVB's in SE. We are members of these two organizations. Membership dues and advertising fees are outlined in the budget on page 8.

- Juneau Convention and Visitors Bureau (JCVB)
- Alaska Travel Industry Association (ATIA/DCCED)

These memberships allow GVA to remain up to date on the latest industry news and trends and grants GVA access to useful targeted industry information and statistics. ATIA and JCVB are both strategic partnerships for marketing Alaska and the Southeast region.

## Measuring Program Effectiveness:

The goal of GVA Board of Directors is to provide a framework for measuring the effectiveness of the tourism marketing plan by such things as:

- Continuing to develop a database of tourism related information (i.e. available facilities, capacity, occupancy levels, tax revenue, seasonal demand, etc.) that can be used as a benchmark to guide decisions on budgeting.
- Continuing to develop methods of tracking the results of advertising and other direct marketing efforts in order to evaluate spending decisions.
- Analysis of data collected during the year to help determine methods of monitoring trends in Gustavus.

### GVA Budget History-Actual vs. Budgeted

Fiscal Year	Actual Revenue	Actual Expense	Budgeted Revenue	Budgeted Expense
FY10-FY11	20,425	24,548	21,050	25,000
FY11-FY12	20,260	18,568	20,500	20,550
FY12-FY13	22,075	16,516	22,500	24,650
FY13-FY14	22,125	24,862	22,000	29,485
FY14-FY15	23,625	24,098	24,000	27,285
FY15-FY16	5,975	14,508	24,000	27,285

## GVA 2017-2018 Final Budget Submitted to City (fiscal year: October 1-September30)

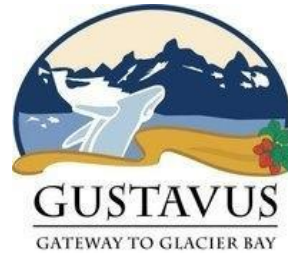
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<b>Income</b>	
City Tax Revenue	20,000.00
Membership Dues	4,300.00
<b>Total Income</b>	<b>24,300.00</b>
<b>Gross Profit</b>	<b>24,300.00</b>
<b>Expense</b>	
<b>Administration</b>	
Equipment	0.00
Postage	0.00
Supplies	90.00
Teleconference	270.00
<b>Total Administration</b>	<b>360.00</b>
<b>Contractor Work</b>	
Administrative	3,500.00
<b>Total Contractor Work</b>	<b>3,500.00</b>
<b>Fees/Licenses</b>	<b>100.00</b>
<b>Marketing</b>	
<b>Advertising-General</b>	
Brochure Distribution	100.00
Graphic Design/Map	250.00
Marketing Director	8,500.00
Advertising-General - Other	0.00
<b>Total Advertising-General</b>	<b>8,850.00</b>
<b>ATIA email leads</b>	<b>0.00</b>
<b>Memberships</b>	
ATIA/Travel Alaska	500.00
JCVB/Juneau Guide	200.00
SE AK Tourism Council (SATC)	0.00
<b>Total Memberships</b>	<b>700.00</b>
<b>Online Advertising</b>	
Google AdWords	770.00
Gustavus.com	200.00
GVA Website	1,800.00
JCVB Online	780.00
<b>Total Online Advertising</b>	<b>3,550.00</b>
<b>Print Media</b>	
Alaska Air/ Alaska Magazine Ads	700.00

Alaska Magazine ads	400.00
ATIA response postcard	0.00
Brochure	3,319.42
JCVB Travel Planner	770.00
Local HRS. Flyer	100.00
Milepost	1,200.00
Print Media - Other	<u>0.00</u>
Total Print Media	6,489.42
Supplies	0.00
Travel Show	700.00
Marketing - Other	<u>6.90</u>
Total Marketing	20,296.32
Special Projects	
Community Projects	<u>1,500.00</u>
Total Special Projects	1,500.00
Utilities	
cell phone	1,380.00
local internet	0.00
Phone - 2454	<u>180.00</u>
Total Utilities	<u>1,560.00</u>
Total Expense	<u>27,316.32</u>
Net Income	<u><u>-3,016.32</u></u>

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# Gustavus Visitors Association Marketing Plan FY18



Gateway to Glacier Bay National Park

James Kearns, Chair  
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# Marketing Plan FY18

Fiscal Year: July 1, 2018 through June 30, 2019

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## Mission and Goals

### GVA Organization Mission:

The Gustavus Visitors Association (GVA) is a Destination Marketing Organization (DMO) working to enhance the local economy by promoting and marketing Gustavus and Glacier Bay as a visitor destination.



### GVA Marketing Goals and Objectives:

Effective use of the GVA Brand: The Gustavus Visitors Association adopted the brand image and logo: 'Gateway to Glacier Bay' and the above logo which has been incorporated into our print and online media advertisements. GVA emphasizes advertising buys to take advantage of online advertising which helps gather more statistics about visitor interest in Gustavus to measure our success. Specific goals include:

- Increase occupancy levels in local Lodges, Inns and B&B's.
- Increase the contribution of visitor business to the local economy.
- Provide services to members that result in marketing success for GVA members and for the community.
- Establish GVA as a leader in destination marketing locally, regionally and statewide through technological innovation, high quality marketing programs, and hospitality.

## Organizational Structure

Non-profit corporation.

The Gustavus Visitors Association was incorporated as a 501c(3) non-profit corporation in January of 2005. There is a five-member Board of Directors (from now addressed as 'Board') that meet monthly - except during the summer. According to GVA By-laws, every fall the Board reviews and adopts a fiscal year budget for the period: October 1 - September 30 of the following year. (Our fiscal year is changing this year to July 1 to June 30 of the following year to coincide with the City of Gustavus', (from now addressed as 'City') fiscal year.) The Board submits its request for use of a portion of bed tax revenues to the City, along with the Marketing Plan which must by Ordinance be approved by the City Council.

GVA Board goals for the Annual Marketing Budget are to fund website promotions through GVA's websites, Google AdWords and Facebook, various print and commercial ads, maintain website upkeep/updates, maintain membership of marketing groups, and funding for participation in two Juneau trade shows for FY18.

### Funding Sources:

The Gustavus Visitors Association is funded both by a city bed tax of 4%, of which GVA can receive up to half, and GVA membership dues which contribute on average \$4000 a year to membership support services. Actual percentages of bed tax received from the City of Gustavus by the GVA is around 28% with the exception of FY 11 and FY 16. Bed tax totals reflect about 33% of what visitor industry sales brings to the City, with beds, meals and tours being roughly equal in amounts per day. Fishing and custom charters cost almost double the average tour, therefore they are the highest value visitor, reflected mostly in sales tax revenue and fish box tax. The visitor industry supports up to 50% of the City's tax revenue in most years.

	FY11	FY12	FY13	FY14	FY15
Sales Tax	170,816	301,756	299,698	600,119	321,480
Bed Tax Revenue	50,068	57,116	63,873	63,685	56,165
Fish Box Tax	19,630	10,440	10,360	23,570	
GVA/Percentage	16,000/31.9%	16,000/28.0%	18,000/28.1%	18,000/28.2%	20,000/35.6%
Membership dues	4,425	4,260	4,075	4,125	3,625

## Statewide Tourism Industry

Travel to Alaska has gradually shifted to a majority cruise ship experience. Gustavus needs to continue to differentiate itself to attract independent travelers. Boomers are looking for “experiences,” the next generation of nature lovers must be attracted and international visitors should be able to find us. Charter fishing operation is subject to federal and state management. Client numbers will reflect current conditions.

Target friends and family market in SE by attending travel shows in Juneau, use resources of Travel Juneau (formerly the Juneau Convention and Visitors Bureau), SATC (Southeast Alaska Tourism Council- Alaska’s Inside Passage) and ATIA, define Tlingit outreach. Use the internet to level our playing field and market to the world. Be a point of contact for visitors to imagine and enact their experience.

### Challenges:

Cruise ship visitation is dominant in our market. This directly affects both local businesses and also National Park operations and is driving current Glacier Bay Lodge (GBL) operational difficulty. Cruise ships bring 400,000 head tax paying visitors to Glacier Bay National Park yearly, 25,000 visit by land tour. This is unlikely to change. Gustavus should focus on retaining the independent market, being the gateway access point for land visitors, developing new ways to capitalize on cruise ship visitation by building relationships with Icy Strait Point and Hoonah, develop our “gateway to message” for cultural tourism with the new Huna Tribal House, continue to serve our ferry visitors.

The Glacier Bay Lodge Concession Contract signed for a 10 year period in 2016, provides visitors to our community, support for operations and a vital link to the Park. GVA continues to watch this contract, as it does not seem to be totally fixed, as one would think. GVA helped resolution by promoting the “public” part of the discussion on access, viability, innovation, best business practices, local knowledge and member business advocacy. GVA took the lead in enumerating the losses to our community of GBL closure. Yearly bed tax income to the City of Gustavus of \$50,000 to \$70,000, as well as \$100,000 sales tax continues to be threatened. Boat tour operations, whale watching, essential air service and kayak options were at risk, as well as visitor satisfaction and length of stay within our community. Access to our National Park by our target visitor would have been curtailed and national, regional and statewide marketing strength weakened. Glacier Bay Lodge operations continue to be a foundation for Gustavus as a partnership with local businesses.

Glacier Bay National Park: GVA has been an active participant in visioning the next decade of the front country plan, promoting input by visitors and as a member of planning meetings. GVA distributed wild blueberry muffins (1,200) at the Huna Tribal House dedication providing a tangible positive memory for all participants. Cruise ship visitation awareness, public dock access and usage, and cruise ship head tax income are issues GVA followed this year. GVA continues to provide a community based perspective on Concession operations including taxation, economic impact, personal/business usage and

visitor access and satisfaction in the National Park. GVA followed the contract award to signature Spring 16, for GBL operation and bringing it back to a thriving central part of the Glacier Bay National Park experience. GVA maintains connections with Icy Strait Point operations and is developing community tourism opportunities presented by the Huna Tribal House and the humpback whale skeletal display on the Tlingit Trail in Bartlett Cove.

### **Opportunities:**

Develop visitor statistics from the exit poll McDowell Group performed summer 2016 when published spring 2017. Consider a study of economic benefits of the visitor industry to Gustavus.

Internet Usage: The use of the internet for travel research and booking travel services continues to grow. The McDowell Group Study on SE Alaska travel industry estimates that 85% of the 113 million adults using the Internet consider themselves travelers. Over six in ten (65%) use the Internet for making travel reservations. The most popular items to purchase online are airline tickets and overnight accommodations. One-third pay or make their reservations using search engine sites. The growing use of the social networking and cell phones presents an opportunity for Gustavus to reach the national and international travel market. Our website is [www.gustavusak.com](http://www.gustavusak.com)

Gustavus continues to provide visitors with an exceptional vacation experience with the following 'Consumer Promises': Gustavus: Gateway to Glacier Bay National Park; wild open spaces; beauty of temperate forest; outstanding view of mountain and wildflower filled fields; miles of sandy beaches with protected waters; untethered access to the wild, friendly folks, easy biking and hiking; and breathtaking vistas. These distinguish Gustavus from the competition.

### **Other Marketing/Promotion Plans:**

- Social Media: Continue to develop GVA's Facebook and Instagram presence.
- Support of local Gustavus events
- Maintain signage at beach kiosk and other kiosks around Gustavus
- Print large maps of GVA's new map layout containing the City of Gustavus' suggested changes.
- Updating GVA's website GustavusAK.com; working with site managers of Gustavus.com on improving inquiry contacts
- Continued membership with ATIA, Travel Juneau and SATC
- Working to advertise on 7 theater screens in Juneau with Alaska Grafix
- Currently working with the owner and managers of Alaska Seaplanes on the use of the old Excursions building and leased parking area for this summer as a new Gustavus Visitors Center.

## **Membership Services and Community Outreach:**

Member Services Mission: Provide opportunities through print advertising, Internet services and educational workshops for GVA members to strengthen their marketing possibilities. In providing these services, the GVA will retain our current membership level and add additional members.

As of September 2017, there are 40 business members and 8 complimentary members.

Membership dues provide an opportunity for the private sector to support destination marketing and allow participation in GVA's marketing programs. We have retained new members added when working on the Glacier Bay Lodge Contract and added 10 more this year.

GVA provides a number of avenues for members to market themselves to potential and on-site travelers: Distribution of brochures at visitor center information sites

Access to travel trade and consumer leads through ATIA and Travel Juneau, Access to co-op advertising opportunities

Other services provided to members include:

- Voting rights for board of directors election
- Access to educational programs
- Annual meetings and GVA Marketing Plan review.
- Online web training and optimization by Booking Suite, ATIA, Travel Juneau, for assistance with online presence and social media.

## **Tourism Industry Facts and Statistics:**

Number of non-cruise visitors to Glacier Bay National Park in 2011: 25,494

*Source: National Park Service. "Business Opportunity CC-GLBA001-14. Glacier Bay National Park and Preserve. A Concession Business Opportunity to Operate Lodging, Tour Boat, Food and Beverage, Retail and Other Services."*

Number of residents in 2017: 544 *Source, ADOLWD*

Bed Tax paid in 2012 at 4%: \$57,512 (or, \$1,917,067 in taxable room night sales)

Bed, Sales and Fish box Tax paid 2010 to June 16 in City of Gustavus: Freedom of Information request to City of Gustavus, Sept 16.

Average stay of a visitor in Gustavus: 3.1 days

Average length of stay by airplane visitors was 3.8 days in 2011

*Source: Alaska Visitor Volume and Profile, Summer 2011 (Prepared by McDowell Group for DCCED)*

Average spending by an independent visitor per day including airfare, activities (including fishing), food and lodging in Gustavus: \$350/day *Source: Gustavus Inn guesstimate*

Daily spending by a leisure traveler in Alaska: \$168/day

*Source: Alaska Visitor Volume and Profile, Fall/Winter 2011-12 (Prepared by McDowell Group for DCCED)*

Average spending by a charter fishing client: \$650/day *Source: websites of operators in Gustavus*

**Estimated economic impact of the visitor industry by independent visitors to Gustavus and Glacier Bay (not exclusive charter fishers).**

Assume a 100 day season @ approximately 70% occupancy, for 25,000 persons x \$350 = \$5 Million

Estimated economic impact of the charter fishing industry for a 120 day season @ approximately 80% occupancy (guess of 50 clients a day) @ \$650/day = \$3.3 Million

## **Partnerships and Memberships**

GVA partners with a majority of other CVB's in the state. This enables GVA to have a listing in their Vacation Planners and place the brochure in a strategic CVB's in SE. We are members of these three organizations. Membership dues and advertising fees are outlined in our annual budget.

- Travel Juneau (formerly the Juneau Convention and Visitors Bureau)
- Alaska Travel Industry Association (ATIA/DCCED)
- Southeast Alaska Tourism Council-Alaska's Inside Passage (SATC)

These memberships allow GVA to remain up to date on the latest industry news and trends, exclusive advertising opportunities, promoting and marketing, and brochure distribution. They grant GVA access to useful targeted industry information and statistics. ATIA and Travel Juneau are both strategic partnerships for marketing in Alaska and the Southeast region.

### Measuring Program Effectiveness:

The goal of GVA Board of Directors is to provide a framework for measuring the effectiveness of the tourism marketing plan by such things as:

- Continuing to develop a database of tourism related information (i.e. available facilities, capacity, occupancy levels, tax revenue, seasonal demand, etc.) that can be used as a benchmark to guide decisions on budgeting.
- Continuing to develop methods of tracking the results of advertising and other direct marketing efforts in order to evaluate spending decisions.
- Analysis of data collected during the year to help determine methods of monitoring trends in Gustavus.

GVA Budget History-Actual vs. Budgeted				
Fiscal Year	Actual Revenue	Actual Expense	Budgeted Revenue	Budgeted Expense
FY11-FY12	20,260	18,568	20,500	20,550
FY12-FY13	22,075	16,516	22,500	24,650
FY13-FY14	22,125	24,862	22,000	29,485
FY14-FY15	23,625	24,098	24,000	27,285
FY15-FY16	5,975	14,508	24,000	27,285
FY16-FY17	5,400	16,491.62	24,000	24,000
FY17-FY18	No information given since GVA has not completed this fiscal year.			

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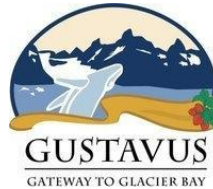
# Gustavus Visitors Association

## FY20 Marketing Plan

Fiscal Year: July 1, 2019 – June 30, 2020

Jim Kearns, President  
P.O. Box 167, Gustavus, AK 99826  
[www.gustavusak.com](http://www.gustavusak.com) info@gustavusak.com

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### GOALS

The Gustavus Visitors Association is a group of businesses and individuals with the sole purpose of advancing tourism and the economic health in our community. We accomplish this by striving to:

#### **GVA Organization Mission:**

The Gustavus Visitors Association (GVA) is a Destination Marketing Organization (DMO) working to enhance the local economy by promoting and marketing Gustavus and Glacier Bay as a visitor destination.

### OBJECTIVES

- Implement a plan to update our website that will capture data that the City of Gustavus wants to see, and that the GVA needs to see.
- To implement marketing research tools that provide quantifiable results. This will provide the GVA information that can be utilized year to year, as the position of the Admin/Marketing Director is ever changing hands.
- Build confidence with the CoG City Council that our projects are productive and provide a profitable investment of City funds.

## MEMBERSHIP AND BOARD MAKEUP

GVA Board	
Jim Kearns	President
Deb Woodruff	Vice President
Leah Okin Magowen	Secretary
Robynn Jones	Treasurer
Trisha Dawson	Member-at-large

GVA Active Membership:
1. Aimee's Guest House
2. Alaska Airlines
3. Alaska Coastal Energy/Sea Level Transport
4. Alaska Discovery/Mtn Travel Sobek
5. Alaska Geographic
6. Alaska Mountain Guides & Climbing School
7. AP&T
8. Alaska Seaplanes
9. Annie Mae Lodge
10. Aramark
11. Blue Bucket Bed & Breakfast
12. Blue Heron Bed & Breakfast
13. Bud's Rent a Car
14. Budget Cabin Rentals
15. Clove Hitch Café
16. Cottonwood Lodge & Cabin Rentals
17. Cross Sound Express/Taz
18. Fairweather Adventures at Glacier Bay
19. Fireweed Gallery
20. Glacier Bay's Bear Track Inn
21. Glacier Bay Construction
22. Glacier Bay Country Inn
23. Glacier Bay Natural Foods
24. Glacier Bay Photo Tours
25. Glacier Bay Sea Kayaks
26. Glacier Bay Sportfishing
27. Gustavus Inn
28. Harris Air
29. Inner Sea Discoveries

30. Salmon River Electric
31. Salmon River Business Center
32. Sentinel Coffee
33. Snug Harbor
34. Spirit Walker Expeditions
35. Stellar Botanical Health
36. Strawberry Point Taxi & Tours
37. TLC Taxi
38. Wild Alaska Inn at Glacier Bay
39. Woodwind Adventures

#### Complimentary Listings:

1. Church of Jesus Christ of Latter-Day Saints
2. Gustavus Chapel
3. Gustavus Community Clinic
4. Gustavus Dray
5. Glacier Bay National Park and Preserve
6. Gustavus Public Library
7. Holy Family Catholic Church
8. St. Jacob of Alaska Orthodox Christian Chapel
9. The Rookery at Gustavus

#### TOURISM STATISTICS

##### Estimates of residents

The State of Alaska and US Census bureau estimate the 2017 population of Gustavus to be 544. Source: ALASKA POPULATION OVERVIEW 2017 [live.laborstats.alaska.gov/pop/estimates/pub/chap4.pdf](https://live.laborstats.alaska.gov/pop/estimates/pub/chap4.pdf)

Southeast is the most visited region in Alaska, capturing 67 percent of the overall market [www.alaskatia.org/marketing/AVSP%20VII/Full%20AVSP%20VII%20Report.pdf](https://www.alaskatia.org/marketing/AVSP%20VII/Full%20AVSP%20VII%20Report.pdf)

The GVA does not have accurate numbers for the requested impact which includes average stay, average spending, and Tourism impact. We could surmise the impact One of the biggest challenges is the changing marketing director year to year, coupled with no effective plan to measure the impact. The Marketing Director/Admin position has limited hours and is forced to gain statistics from visitors Statewide. In order to capture data, we are devising a strategy for measurable and accurate results. This strategy will be our base for reporting the required statistics to the City of Gustavus.

In order to focus the information on Gustavus only, we are looking into the following options.

- Creating a more interactive, user friendly and website
- Surveys. We have begun the process of finding an online survey platform, so that we may capture, analyze and act on insights.
  - As of this report, I have had a conference with one online analytics software developer; Qhaltrics. The company offers a wide variety of options for capturing data, and its baseline pricing for non-profit and municipal organizations is \$1500/year.

Since the Marketing Director position started in January, I have been seeking avenues to create a broader presence online. To date, I have sought information from the following:

- Srprs.me is a travel agent that organizes surprise holidays for travelers. Prospective travelers visit the company's website and select their holiday criteria. Once complete, they are shown a price tariff of what their trip will cost per day. After uploading personal and payment details, they are booked. To a 'destination unknown!' This isn't a marketing strategy to attract low budget buyers. It is for Millennials with a mid to high income who want to visit a new location.
- Utilizing TripAdvisor to fullest extent possible. Not only by maintaining a presence with timely posts and photos, but by asking our visitors to post reviews of their visit.

Travelers are opting to purchase experiences over things. Skift Research's 2018 U.S. Affluent traveler Survey 'found that 67% of affluent travelers would rather spend their money on activities than on a nicer hotel, up 8% from last year.' Choosing experiences is a travel trend that is shown across all generations and demographics.

*Source: Treksoft Travel Trends report 2019*

This year, the board and the marketing director will be devising a strategy for measurable and accurate results. This strategy will be out base for reporting the required statistics to the City of Gustavus.

#### **OTHER MARKETING PLANS:**

- GVA advertises on Facebook (Gus the Bear) and Instagram (Gustavus Visitors Association).
- GVA will join or retain memberships with the following publications: ATIA, JCVB/Juneau Guide and SE AK Tourism Council.
- GVA will produce and print a current brochure.
- GVA will update and maintain the GVA website
- GVA will provide a person (Marketing Director) to accept, receive and respond to inquiries and requests for information resulting from the website, the associations, and the publications listed above.
- GVA will provide an administrator to keep track of memberships, provide administrative support to the members and provide administrative support to the GVA board.
- GVA will maintain signage at the beach kiosk and will install a visitor Kiosk at the Airport. We are

seeking approval from Alaska Seaplanes, Harris Air and Alaska Airlines and are considering a kiosk at the CBJ airport, although the logistics of maintaining a presence there are problematic.

**Commented [NF1]:** I know we haven't spoken of this, but I have been thinking about it. I can delete, edit or keep. Let me know what you all think.

#### **FY 19 BUDGET**

- Current Budget vs. Actual - Attached as APPENDIX A

#### **BUDGET REQUEST OF CITY**

- Attached as APPENDIX B

8:45 AM

02/01/19

Cash Basis

**Gustavus Visitors Association**  
**Profit & Loss Budget vs. Actual**  
**July 1, 2018 through February 1, 2019**

	Jul 1, '18 - Feb 1, 19	Budget	\$ Over Budget
<b>Income</b>			
CityTax Revenue	20,000.00	25,000.00	-5,000.00
Membership Dues	1,275.00	4,375.00	-3,100.00
<b>Total Income</b>	<b>21,275.00</b>	<b>29,375.00</b>	<b>-8,100.00</b>
<b>Gross Profit</b>	<b>21,275.00</b>	<b>29,375.00</b>	<b>-8,100.00</b>
<b>Expense</b>			
<b>Administration</b>			
Equipment	104.99	100.00	4.99
Postage	12.58	50.00	-37.42
Supplies	209.95	110.00	99.95
Teleconference	9.99	210.00	-200.01
<b>Total Administration</b>	<b>337.51</b>	<b>470.00</b>	<b>-132.49</b>
<b>Contractor Work</b>			
Administrative	2,612.50	4,775.00	-2,162.50
Marketing Director	4,106.25	12,996.67	-8,890.42
<b>Total Contractor Work</b>	<b>6,718.75</b>	<b>17,771.67</b>	<b>-11,052.92</b>
<b>Fees/Licenses</b>	<b>650.00</b>	<b>100.00</b>	<b>550.00</b>
<b>Marketing</b>			
<b>Advertising-General</b>			
Alaska Grafix	0.00	450.00	-450.00
Graphic Design	0.00	300.00	-300.00
<b>Total Advertising-General</b>	<b>0.00</b>	<b>750.00</b>	<b>-750.00</b>
<b>Equipment</b>	<b>51.49</b>	<b>100.00</b>	<b>-48.51</b>
<b>Memberships</b>			
ATIA/Travel Alaska	390.00	350.00	40.00
JCVB/Juneau Guide	400.00	400.00	0.00
SE AK Tourism Council (SATC)	600.00	600.00	0.00
<b>Total Memberships</b>	<b>1,390.00</b>	<b>1,350.00</b>	<b>40.00</b>
<b>Online Advertising</b>			
Facebook Boost	0.00	100.00	-100.00
Google Adwords	-69.65	750.00	-819.65
Gustavus.com	0.00	300.00	-300.00
GVA Website	1,110.91	2,450.00	-1,339.09
JCVB Online	0.00	195.00	-195.00
Online Advertising - Other	80.68	0.00	80.68
<b>Total Online Advertising</b>	<b>1,121.94</b>	<b>3,795.00</b>	<b>-2,673.06</b>
<b>Print Media</b>			
Alaska Airlines Magazine	0.00	700.00	-700.00
Alaska Magazine ads	660.00	700.00	-40.00
Brochure	0.00	995.00	-995.00
Capital City Weekly	0.00	740.00	-740.00
Milepost	1,116.00	2,320.00	-1,204.00
Photography use rights	0.00	150.00	-150.00
<b>Total Print Media</b>	<b>1,776.00</b>	<b>5,605.00</b>	<b>-3,829.00</b>
<b>Radio Advertising</b>			
KTOO Radio	0.00	385.00	-385.00
<b>Total Radio Advertising</b>	<b>0.00</b>	<b>385.00</b>	<b>-385.00</b>
<b>Supplies</b>	<b>58.40</b>	<b>100.00</b>	<b>-41.60</b>
<b>Travel Show</b>	<b>-150.00</b>	<b>1,655.00</b>	<b>-1,805.00</b>
<b>Total Marketing</b>	<b>4,247.83</b>	<b>13,740.00</b>	<b>-9,492.17</b>

8:45 AM

02/01/19

Cash Basis

**Gustavus Visitors Association**  
**Profit & Loss Budget vs. Actual**  
**July 1, 2018 through February 1, 2019**

	Jul 1, '18 - Feb 1, 19	Budget	\$ Over Budget
Special Projects			
Community Projects	800.00	0.00	800.00
Total Special Projects	800.00	0.00	800.00
Utilities			
cell phone	510.17	1,545.00	-1,034.83
Phone - 2454	0.00	45.00	-45.00
Total Utilities	510.17	1,590.00	-1,079.83
Total Expense	13,264.26	33,671.67	-20,407.41
Net Income	8,010.74	-4,296.67	12,307.41

**Gustavus Visitors Association**  
**FY20 Budget Proposal to City of Gustavus**  
July 2019 through June 2020

	Jul '19 - Jun 20	Budget	\$ Over Budget
<b>Income</b>			
CityTax Revenue	0.00	30,000.00	-30,000.00
Membership Dues	0.00	4,375.00	-4,375.00
<b>Total Income</b>	0.00	34,375.00	-34,375.00
<b>Gross Profit</b>	0.00	34,375.00	-34,375.00
<b>Expense</b>			
<b>Administration</b>			
Equipment	0.00	200.00	-200.00
Postage	0.00	50.00	-50.00
Supplies	0.00	150.00	-150.00
Teleconference	0.00	210.00	-210.00
<b>Total Administration</b>	0.00	610.00	-610.00
<b>Contractor Work</b>			
Administrative	0.00	7,800.00	-7,800.00
Marketing Director	0.00	13,000.00	-13,000.00
<b>Total Contractor Work</b>	0.00	20,800.00	-20,800.00
<b>Fees/Licenses</b>			
Banking	0.00	180.00	-180.00
Fees/Licenses - Other	0.00	200.00	-200.00
<b>Total Fees/Licenses</b>	0.00	380.00	-380.00
<b>Marketing</b>			
<b>Advertising-General</b>			
Alaska Grafix	0.00	450.00	-450.00
Graphic Design	0.00	300.00	-300.00
<b>Total Advertising-General</b>	0.00	750.00	-750.00
<b>Memberships</b>			
ATIA/Travel Alaska	0.00	400.00	-400.00
JCVB/Juneau Guide	0.00	400.00	-400.00
SE AK Tourism Council (SATC)	0.00	600.00	-600.00
<b>Total Memberships</b>	0.00	1,400.00	-1,400.00
<b>Online Advertising</b>			
GVA Website	0.00	4,055.00	-4,055.00
<b>Total Online Advertising</b>	0.00	4,055.00	-4,055.00
<b>Print Media</b>			
Alaska Airlines Magazine	0.00	700.00	-700.00
Brochure	0.00	1,000.00	-1,000.00
Capital City Weekly	0.00	740.00	-740.00
<b>Total Print Media</b>	0.00	2,440.00	-2,440.00
<b>Radio Advertising</b>			
KTOO Radio	0.00	400.00	-400.00
<b>Total Radio Advertising</b>	0.00	400.00	-400.00
<b>Supplies</b>			
Travel Show	0.00	100.00	-100.00
	0.00	2,000.00	-2,000.00
<b>Total Marketing</b>	0.00	11,145.00	-11,145.00

**Gustavus Visitors Association**  
**FY20 Budget Proposal to City of Gustavus**  
July 2019 through June 2020

	Jul '19 - Jun 20	Budget	\$ Over Budget
Utilities			
cell phone	0.00	1,440.00	-1,440.00
Total Utilities	0.00	1,440.00	-1,440.00
Total Expense	0.00	34,375.00	-34,375.00
Net Income	0.00	0.00	0.00

# The Rookery at Gustavus



FY 2018-19 Q2 Report: October 1<sup>st</sup> – December 31<sup>st</sup>, 2018

Submitted January, 2019 by Erin Ohlson, CEO

[GustavusRookery@gmail.com](mailto:GustavusRookery@gmail.com) ; (907) 697-3010



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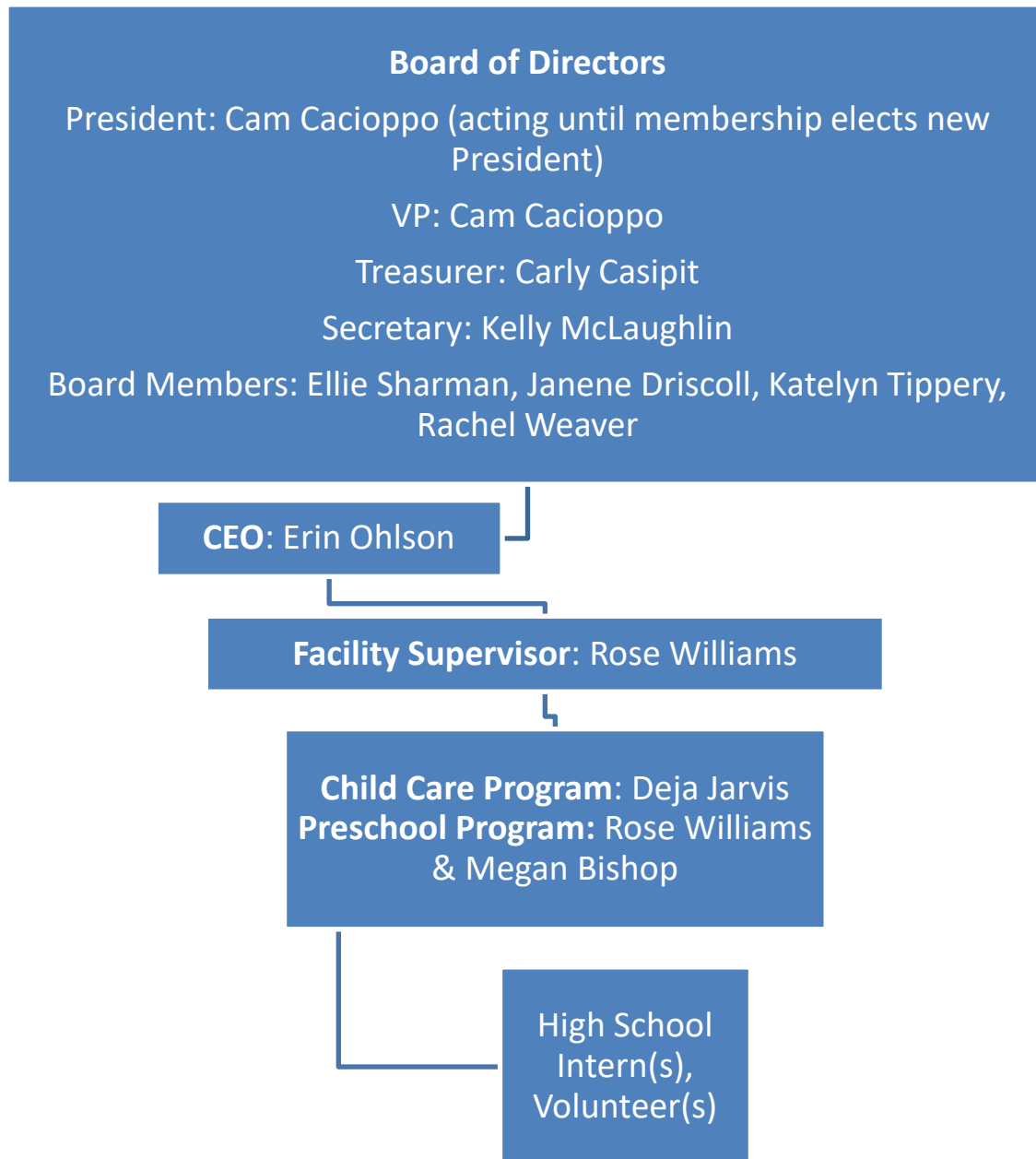
## **Mission Statement**

*The Gustavus Children's Enhancement Program (GCEP) is a parent-governed, child-focused cooperative that offers early childhood education programs to all young children in Gustavus, Alaska. Our core value of being a parent cooperative is based on the belief that our children thrive in a dynamic environment driven by involved parents, creative staff, and a supportive community.*

*Current programs include a preschool program for ages 3-5 and a child care program for ages 0-9. Both programs include a focus on learning outdoors to inspire children with a connection to the natural world. The underlying goal of the Preschool Program is for each and every preschool-aged child to have access to an early childhood education regardless of their family's socioeconomic status. This is achieved through parent-volunteerism, scholarship program(s), donations, fundraisers, and collaboration with each family and/or child's representative. The underlying goal of the Child Care Program is to provide a safe, reliable, age-appropriate, educationally-stimulating environment for children to grow.*

*Early childhood research shows that young children learn primarily through developmentally appropriate practices (DAPs) which we define as exploration through play, facilitated by an adult. This offers children the freedom they need to try out new ideas, practice developing skills, and imitate adult roles. Children are given the opportunity to socialize, problem solve, develop self-help skills, use their imagination, work toward independence, and learn about numbers, letters, science, math, art, etc. These experiences build on one another, and help children to develop skills for more formal learning elsewhere.*

## Organizational Chart

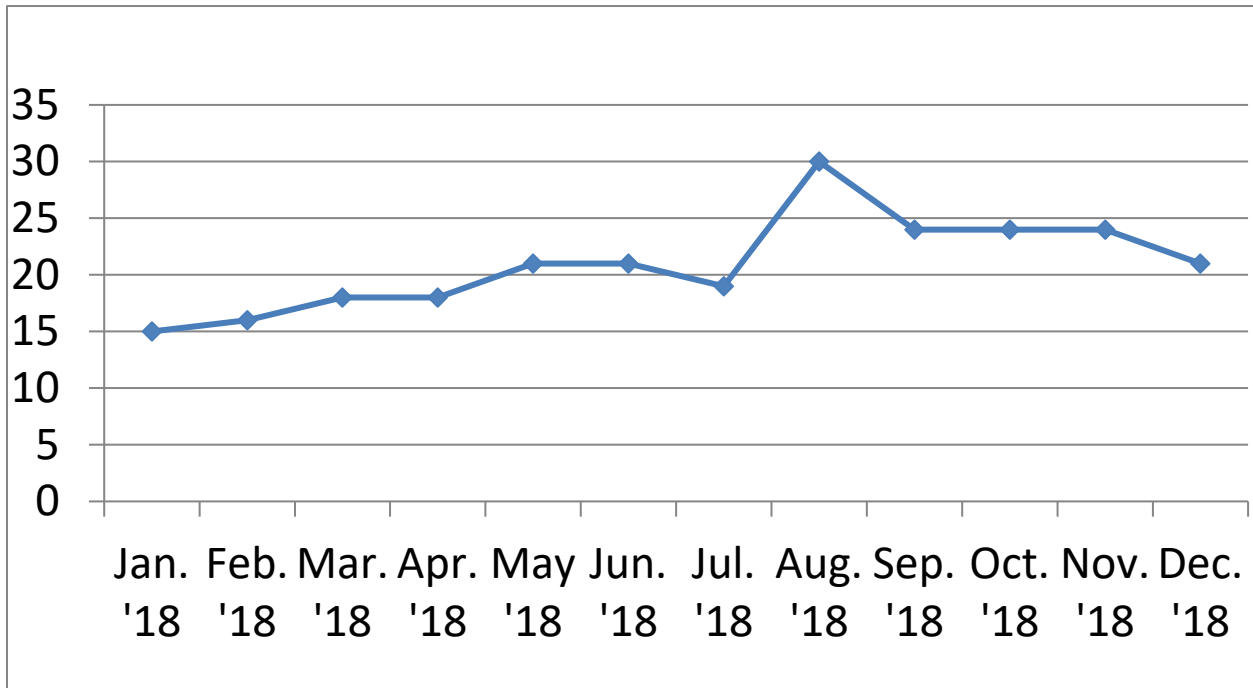


## Updates

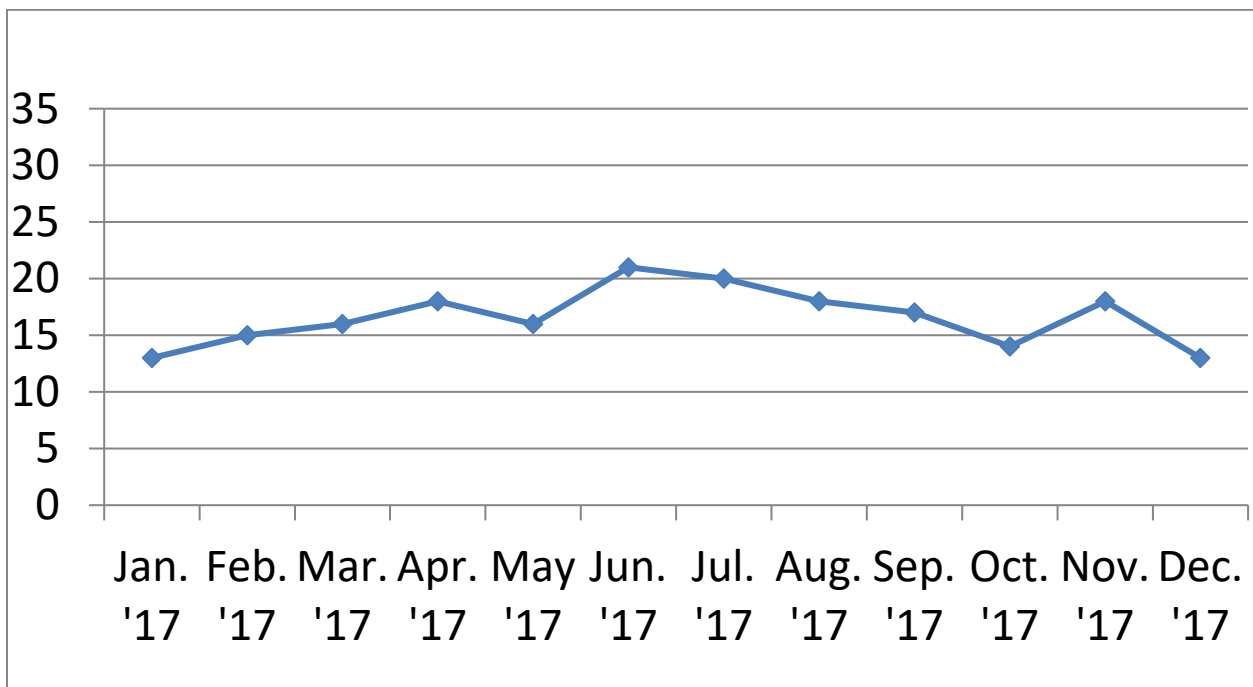
- **University of Alaska Classes** – At all times our facility is open, there must be at least one qualified child care center administrator on site. This qualification includes having completed 12 college credits in early childhood or a child development associate (CDA), and in order to maintain that qualification, each administrator must complete at least three additional college credits in early childhood every two years. As a licensed child care center, each staff member is eligible for reimbursement of up to \$1,500 per year for applicable education. Rose, Megan, Deja, Erin, Kate, and Jen have this qualification.
  - **Megan** just completed a UAF course: Child Development I: Prenatal, Infants, and Toddlers
  - **Deja** just enrolled in a UAS course: Child Guidance
  - **Rose** just enrolled in a UAF course: Financial Management of Early Childhood Programs
  - **Jess** just enrolled in a UAF course: Positive Social and Emotional Development (although Jess doesn't yet have the administrator qualification, she is still eligible for the same reimbursement)
- **Outdoor Education Training for Megan** – Thanks to the Endowment Grant Award, Megan just returned from her trip to the outdoor preschool class in Anchorage last week. More details to come... She's enrolled in Level Two of the training she'll complete in CA in July.
- **Annual Early Childhood Symposium in Juneau** – Rose, Deja, Jen, and Kate will attend the annual two-day Southeast Alaska Association for the Education of Young Children symposium in Juneau. The theme this year is "Hands On, Minds On! Art in Early Education" and is held at Juneau's Centennial Hall.
- **Volunteerism**
  - Seven Volunteer Board Members
  - 114 parent volunteer hours logged

**Enrollment Statistics** - \*note “enrollment” is just the number of kids who attended for some amount of time each month whereas actual attendance hours is quite a different statistic.

Graphs below show total children who attended our facility for some amount of time each month. These numbers include children who attended Preschool, Child Care, or both.



Below shows enrollment from last calendar year for comparison



1:25 PM  
01/25/19  
Accrual Basis

**Gustavus Children's Enhancement Program**  
**Balance Sheet**  
As of January 1, 2019

	Jan 1, 19
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Certificate	4,030.14
Denali FCU Checking	21,481.60
Denali FCU Gaming	117.50
Denali FCU Savings	32.21
Total Checking/Savings	25,661.45
Accounts Receivable	
Accounts Receivable	1,826.17
Total Accounts Receivable	1,826.17
Other Current Assets	
Petty Cash	900.00
Undeposited Funds	426.77
Total Other Current Assets	1,326.77
Total Current Assets	28,814.39
<b>TOTAL ASSETS</b>	<b>28,814.39</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Chase Ink Credit Card	1,385.28
Total Credit Cards	1,385.28
Other Current Liabilities	
Direct Deposit Liabilities	442.05
Payroll Liabilities	540.52
Total Other Current Liabilities	982.57
Total Current Liabilities	2,367.85
Total Liabilities	2,367.85
Equity	
Opening Balance Equity	7,378.02
Unrestricted Net Assets	14,008.66
Net Income	5,059.86
Total Equity	26,446.54
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>28,814.39</b>

### **Supplemental Notes about Balance Statement Above**

- **\$4,030.14 in Certificate** – (\$4,000 of this is restricted)
- **\$21,481.60 in Checking** – this amount seems high considering that \$10,540 was received from the City in February, 2018 and another \$12,964 in July, 2018, however as of January 25<sup>th</sup>, 2019 the balance is only \$13,134.51. This drop of \$8,000 is normal considering we're halfway through the year (half of \$12,964 is \$6,482) and we're waiting for reimbursements in the amount of about \$4,500 (about \$2,500 in professional development, and about \$2,000 from the Endowment Grant.)
- **Credit Card** – we have our credit card on auto pay to ensure we never pay any interest, the card has no annual fee, and we receive cash back for purchases made.

**Gustavus Children's Enhancement Program**  
**Profit & Loss Budget vs. Actual**  
July through December 2018

	<u>Jul - Dec 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
Income				
Banking	508.17	0.00	508.17	100.0%
City Social Services Contract	12,964.00	12,964.00	0.00	100.0%
Fundraiser Income	10,763.43	13,000.00	-2,236.57	82.8%
Grant Income	2,133.84	2,700.00	-566.16	79.03%
Professional Dev. Reimbursement	177.00	2,500.00	-2,323.00	7.08%
Program Income				
Child Care Program	13,415.66	0.00	13,415.66	100.0%
Preschool Program	5,417.50	0.00	5,417.50	100.0%
Tuition Discounts	-3,621.65	0.00	-3,621.65	100.0%
Program Income - Other	0.00	27,587.00	-27,587.00	0.0%
Total Program Income	15,211.51	27,587.00	-12,375.49	55.14%
Public Support	1,540.53	5,000.00	-3,459.47	30.81%
Total Income	43,298.48	63,751.00	-20,452.52	67.92%
Gross Profit	43,298.48	63,751.00	-20,452.52	67.92%
Expense				
Employee Appreciation	218.51			
Fundraiser Expenses	2,389.49	2,000.00	389.49	119.48%
Grant Expenditures	2,288.87	0.00	2,288.87	100.0%
Operations	4,016.14	6,590.00	-2,573.86	60.94%
Payroll				
Payroll for CEO	4,815.00	8,640.00	-3,825.00	55.73%
Payroll for Child Care Program	13,185.04	19,997.00	-6,811.96	65.94%
Payroll for Facility Administra	691.63	0.00	691.63	100.0%
Payroll for Facility Deep Clean	0.00	1,248.00	-1,248.00	0.0%
Payroll for Preschool Program	6,029.21	15,558.00	-9,528.79	38.75%
Payroll Taxes	3,324.83	7,787.00	-4,462.17	42.7%
Total Payroll	28,045.71	53,230.00	-25,184.29	52.69%
Professional Development Expens	1,279.89	3,000.00	-1,720.11	42.66%
Reconciliation Discrepancies	0.01			
Total Expense	38,238.62	64,820.00	-26,581.38	58.99%
Net Ordinary Income	5,059.86	-1,069.00	6,128.86	-473.33%
Net Income	5,059.86	-1,069.00	6,128.86	-473.33%

### **Supplemental Notes about Profit & Loss Statement Above**

- **Fundraiser income** is higher than the historical average has been.
- **Professional Development Reimbursement** is only at 7% because we don't receive those reimbursements until classes/ training is completed and forms have been processed.
- **Program income**, is right on track at 55% invoiced at this halfway mark.
- **Public support** appears to be low, at only 30%, however that doesn't mean we've received less support. This is actually a category that used to be used as a "catch all" whereas we're now doing a better job of categorizing that support in other areas such as individual fundraisers.
- **Fundraiser expense** is over 100% of what we budgeted, but that's not a concern because corresponding income is also up and we expect that return to continue.
- **Our largest expense, payroll**, is right on track at 52% spent so far at this halfway mark.
- **Net Income** of \$5,059.86 includes the \$12,964 received from the City in July, 2018 for the entire fiscal year which we are now halfway through. Although \$5,059 is less than half of that \$12,964, at the time of this report we were waiting on about \$2,000 in reimbursements from the State Professional Development program and the City Endowment Grant.

**Thank you for your support!**



**Erin Ohlson, GCEP CEO**



Gustavus Children's Enhancement Program

The Rookery at Gustavus

Preschool & Child Care Programs

**Business Plan and Budget Request**  
**FY 19-20 (July 1<sup>st</sup>, 2019 – June 30<sup>th</sup>, 2020)**

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## **Introduction/ Background**

Gustavus City Code says the City Council shall annually consider the needs of preschool and/or child care programs and may obligate funds to supplement the provider's operating budget. The amount obligated shall not exceed 20% of the service provider's operating budget.

### **City of Gustavus References:**

- Gustavus City Code: Title 6, Chapter 6.06 Social Services
- Gustavus City Policy and Procedure for Funding Limited Social Services
- Gustavus City Resolution CY17-11: A Resolution of the COG Establishing a Partnership Between the City and the GCEP.

## **GCEP Mission Statement**

*The Gustavus Children's Enhancement Program (GCEP) is a parent-governed, child-focused cooperative that offers early childhood education programs to all young children in Gustavus, Alaska at The Rookery at Gustavus. Our core value of being a parent cooperative is based on the belief that our children thrive in a dynamic environment driven by involved parents, creative staff, and a supportive community.*

*Current programs include a preschool program for ages 3-5 and a child care program for ages 0-9. Both programs include a focus on learning outdoors to inspire children with a connection to the natural world. The underlying goal of the Preschool Program is for each and every preschool-aged child to have access to an early childhood education regardless of their family's socioeconomic status. This is achieved through parent-volunteerism, scholarship program(s), donations, fundraisers, and collaboration with each family and/or child's representative. The underlying goal of the Child Care Program is to provide a safe, reliable, age-appropriate, educationally-stimulating environment for children to learn and grow.*

*Early childhood research shows that young children learn primarily through developmentally appropriate practices (DAPs) which we define as exploration through play, facilitated by an adult. This offers children the freedom they need to try out new ideas, practice developing skills, and imitate adult roles. Children are given the opportunity to socialize, problem solve, develop self-help skills, use their imagination, work toward independence, and learn about numbers, letters, science, math, art, etc. These experiences build on one another, and help children to develop skills for more formal learning elsewhere.*

## **Goals & Objectives for FY2019-20**

**Goal #1:** Work towards our long term goal of establishing a larger, permanent facility for The Rookery at Gustavus that meets the needs of both Preschool and Child Care and which allows both programs to operate simultaneously.

- Work with potential partners (Chatham, City, NPS, GCC) to develop a plan
- Ascertain who would own and maintain the new facility as GCEP does not have sufficient funding to do so themselves
- Apply for grant funding

**Goal #2:** Improve employee satisfaction and retention.

- Facilitate transparent communication throughout the organization to ensure staff is both aware and involved in decision making
- Work towards providing employee benefits such as health insurance, paid leave, etc.
- Ensure a sufficient number of qualified substitutes are on staff
- Provide bonuses or pay increases when staff reach educational benchmarks
- Work toward overall organizational stability to guarantee long-term employment

**Goal #3:** Provide a dependable, high-quality Preschool Program for children ages 3-5 for the 2019-20 school year (nine hours per week for approximately 34 weeks.)

### **Objectives:**

- Employ a qualified administrator
- Employ additional qualified caregiver or aide due to higher number of children
- Ensure sufficient, qualified staff available for uninterrupted program

**Goal #4:** Provide a dependable, high-quality Child Care Program to operate for all children ages 0-9 for the entire year (full time minus the Preschool Program hours of operation.)

- Employ a qualified administrator
- Ensure sufficient, qualified staff available for uninterrupted program

**Goal #5:** Further develop a strong outdoor component for all GCEP Programs.

- Send Megan to Outdoor Training in CA
- Utilize that education to incorporate a strong outdoor component in curriculum of all GCEP Programs
- Provide outdoor training to all GCEP staff based on the education Megan received and curriculum developed as a result

**Goal #6:** Create and implement a new Summer Forest School Program for children ages 5-12. This is expected to happen in the spring of 2019 before the 2019-20 FY begins.

- Develop a curriculum approved by State licensor
- Employ a qualified administrator
- Employ additional qualified caregiver or aide due to higher number of children
- Ensure sufficient, qualified staff available for uninterrupted program

**Goal #7:** Remain compliant as a 501(c)(3), as a licensed child care facility, and as a business.

- Follow all state statutes and regulations governing a licensed child care center

**Goal #8:** Seek as many funding opportunities as possible.

- Provide support to parent volunteers in their fundraising efforts
- Seek and apply for grants
- Advertise and market GCEP brand to spread awareness
- Continue working toward Chatham partnership/ potential grant opportunities
- Maintain relationships with State support agencies & other child care centers
- Focus efforts on thanking GCEP donors to ensure sufficient gratitude shown

**Goal #9:** Encourage and support the professional development of all GCEP staff beyond the minimum State requirements. \*This goal goes with providing high quality programs.

- Offer guidance and assistance researching what's available
- Help brainstorm and find funding for specific opportunities

**Goal #10:** Offer more learning opportunities for the families and the community of Gustavus.

- Provide informational handouts and special training sessions for all parents of young children – not just those enrolled in GCEP programs
- Inform local businesses and employers of our services and how they can help

## **Membership and Board makeup**

GCEP is a private nonprofit 501(c)(3) and shall be governed by a Board of Directors consisting of at least 5, but not more than 7 members. To fulfill the non-profit status requirements, two of the board members must not be parents of children enrolled in GCEP Programs. The offices of President, Vice President/ Fundraising Coordinator, Secretary, and Treasurer shall be elected by the membership. Each family member with a child enrolled in a GCEP program shall be considered to have a GCEP membership. Each family shall have one vote.

## **Current Parent Members**

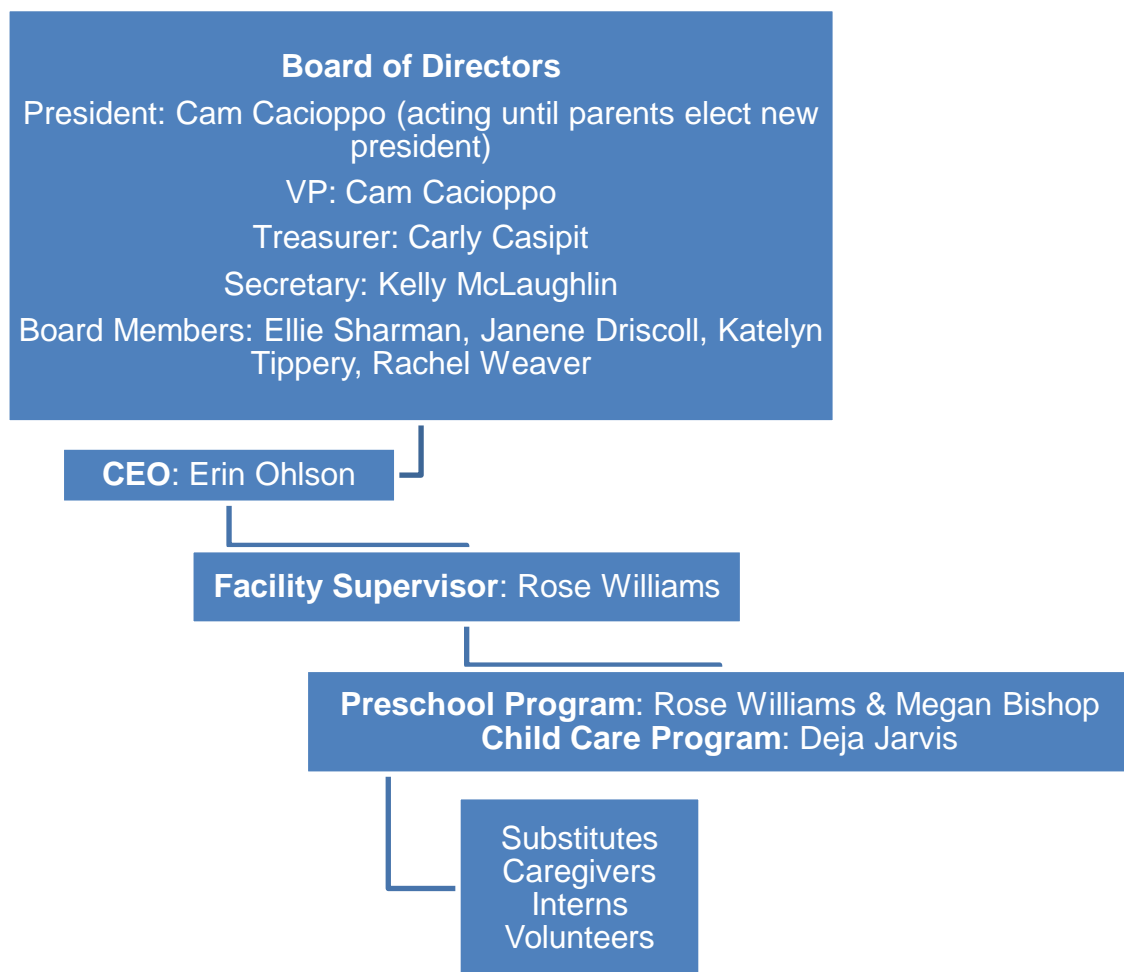
- 23 families – \*up from 15 families at this time last year!

## **Staffing**

Total FTEs: about 2.5

- One employee who works an average of 30 hours per week.
- Three employees who work an average of 40 hours per month.
- Four other on-call/ substitute employees.

**Organizational Chart (as of 1/30/19):**

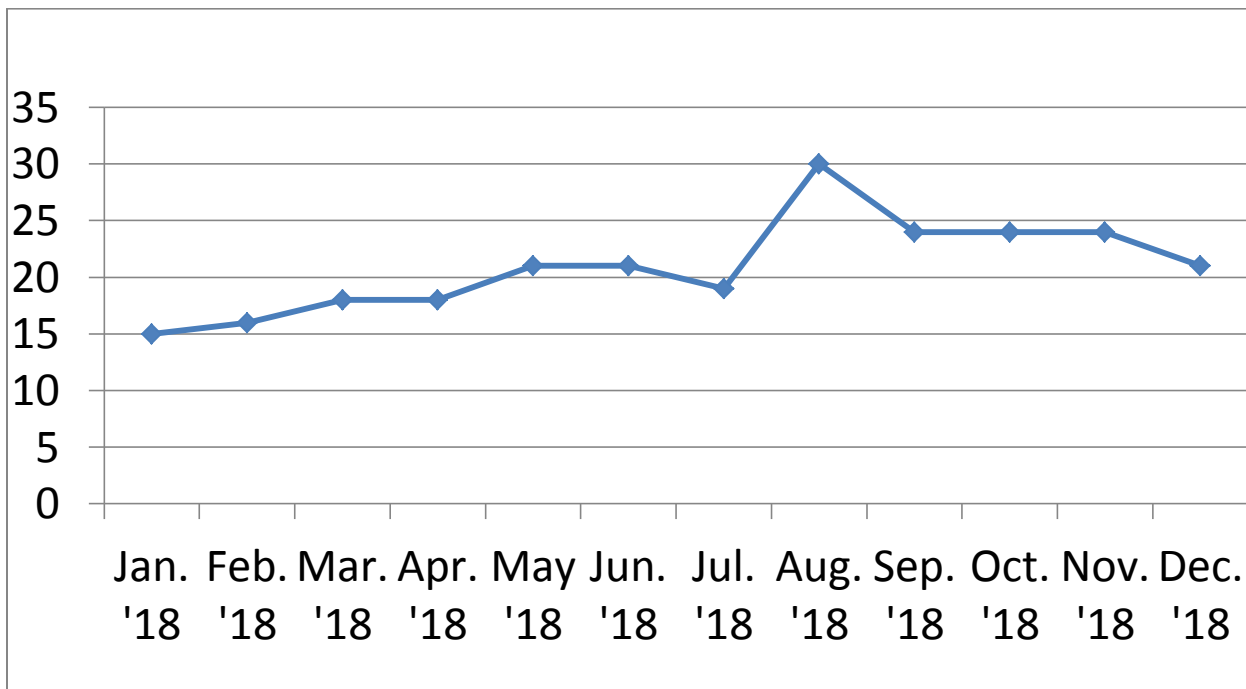
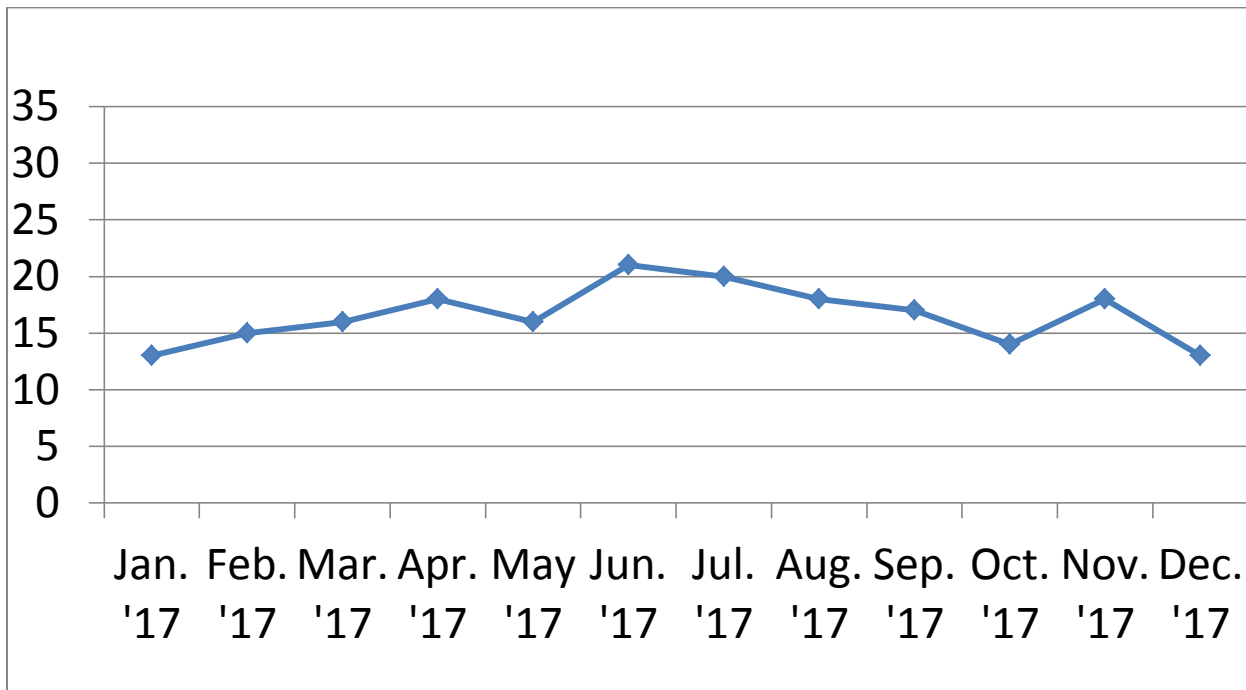


**Number of Preschoolers:** Historic and projected amount of preschool-aged children per school year

2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
10	12	13	5	5	7-10	10	6	6

### Enrollment Statistics:

Amount of children who attended The Rookery (Preschool and Child Care combined) each month for the last 24 months. Each child is only counted once regardless of whether they attended both programs.



## Program Revenue: Actual vs. Fair Market Value

The chart below shows the difference between what we charged for our services (represented in blue) vs. what the fair market value (FMV) of those services is (represented by the total of blue plus red.) FMV was determined by comparing similar services throughout the state of Alaska. We feel that we charge as much as we can for our services without losing significant attendance.

**Total billed in 2018:** \$27,337.71

**Total if billed at FMV:** \$60,663.58

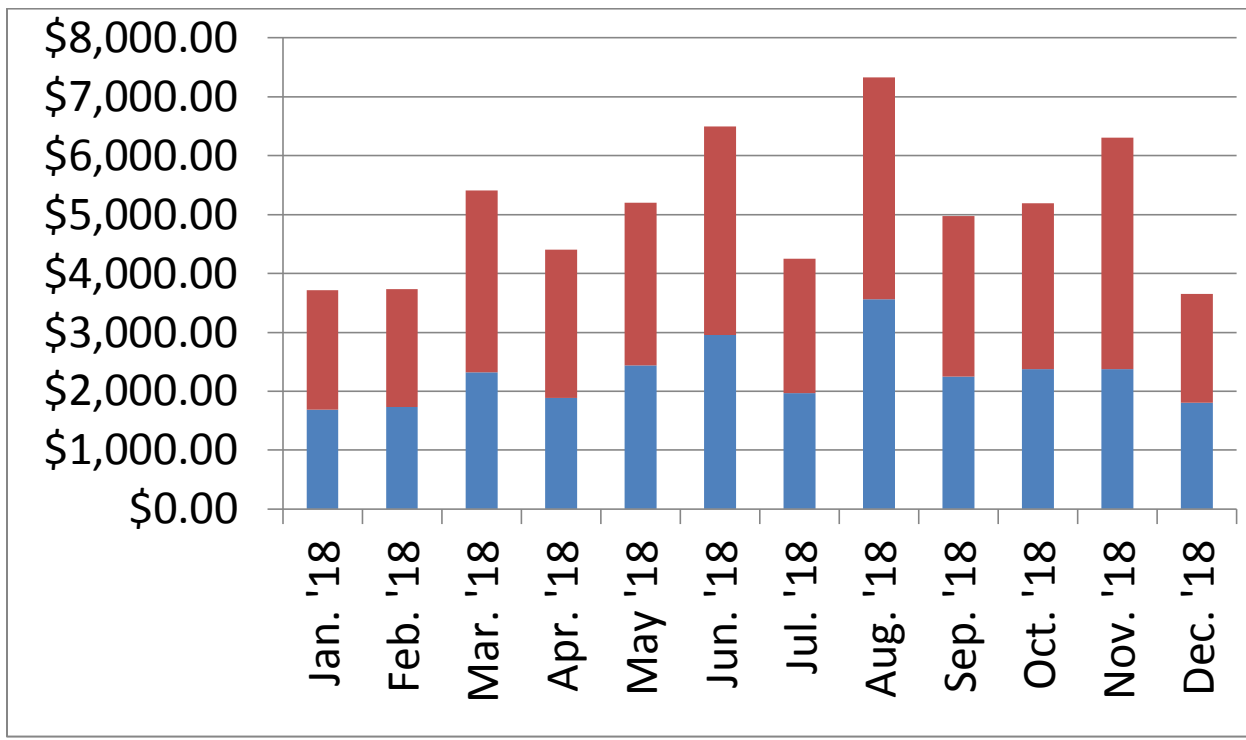
**Difference** **\$33,325.87** – Our business model allows us to make up a lot of this difference meaning our ask of the City is much less than this difference.



Total actually billed for both Preschool and Child Care combined



Additional amount \*if we could bill at fair market value of \$9 per hour



## **Tuition Cost Sheet**

It costs about \$50,000 - \$70,000 per year to offer our services in Gustavus (fluctuation due to varying number of young children from year to year.) Whereas the FMV of these services is \$9 per hour, Gustavus families are unable to afford such a high rate. In order to guarantee that young children in Gustavus have access to quality, reliable, age-appropriate educational programming, we have come up with the following rate system:

**1. A child enrolls in Preschool and/or Child Care**

**2. Family decides one of the following:**

<b>Simply Pay</b>	<b>Child Care Assistance</b>	<b>Volunteer Contract</b>
Family simply pays the applicable rate from the table below	State assistance based on financial need and proof the parents are working or in school during time of care.	eight volunteer hrs/ month = \$2/ hour discount off rate from table below

	<b>0-39 hours/ month</b>	<b>40-79 hours/ month</b>	<b>80 + hours/ month</b>
0-18 months	\$9/ hour	\$8/ hour	\$7/ hour
19-36 months	\$8/ hour	\$7/ hour	\$6/ hour
37 months - 6 yrs	\$7/ hour	\$6/ hour	\$5/ hour
7-12 years	\$6/ hour	\$5/ hour	\$4/ hour

**3. Discounts Offered:** Finally, GCEP offers in-house scholarships, business partner discounts, volunteer discounts, staff discounts to ensure all preschool-aged children have access to a preschool education

### **Actual Data from 2018-19 fiscal year:**

- 10 children in Preschool; 30 children enrolled in Child Care
- Total children currently receiving Child Care Assistance from the State: 0
- Total children receiving discounts through volunteering: 6
- Total children on Preschool scholarships: 5

12:30 PM

01/30/19

Accrual Basis

## Gustavus Children's Enhancement Program

## Balance Sheet

As of January 30, 2019

	Jan 30, 19
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Certificate	4,030.14
Denali FCU Checking	13,515.57
Denali FCU Gaming	117.50
Denali FCU Savings	32.21
Total Checking/Savings	17,695.42
Accounts Receivable	
Accounts Receivable	1,612.09
Total Accounts Receivable	1,612.09
Other Current Assets	
Petty Cash	1,000.00
Total Other Current Assets	1,000.00
Total Current Assets	20,307.51
<b>TOTAL ASSETS</b>	<b>20,307.51</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Chase Ink Credit Card	434.00
Total Credit Cards	434.00
Other Current Liabilities	
Direct Deposit Liabilities	442.05
Payroll Liabilities	-930.07
Total Other Current Liabilities	-488.02
Total Current Liabilities	-54.02
Total Liabilities	-54.02
Equity	
Opening Balance Equity	7,378.02
Unrestricted Net Assets	14,008.66
Net Income	-1,025.15
Total Equity	20,361.53
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>20,307.51</b>

## Profit & Loss Budget vs. Actual

**First column** = what has actually happened so far this FY (July 1, 2018 – January 30, 2019)

**Second column** = what we budgeted for the whole FY (July 1, 2018 – June 30, 2019).

\*This budget was created with very few subcategories which is why you'll see many zeros in the budget and a larger sum for each category.

	Jul 1, '18 - Jan 30, '19	Budget	% of Budget	
<b>Income</b>				
<b>Banking</b>	546.35	0.00	100.0%	interest earned, fees received from customers
<b>City Social Services Contract</b>	12,964.00	12,964.00	100.0%	Total received for July 1, 2018 - June 30, 2019
<b>Fundraiser Income</b>	11,263.43	13,000.00	86.64%	expected closer to \$18,000 by end of year
<b>Grant Income</b>	2,133.84	2,700.00	79.03%	AK Air, Endowment Grant, Child Care Grant
<b>Professional Dev. Reimbursement</b>	177.00	2,500.00	7.08%	Additional \$4,688 expected once education is completed and processed by the State
<b>Program Income</b>				
<b>Child Care Program</b>				
<b>Child Care Enrollment</b>	60.00	0.00	100.0%	FY18-19 rather than categorize income for each individual program, we budgeted for total program income of \$27,587 (seen in the budget column under "program income - other")
<b>Child Care Tuition</b>	17,513.84	0.00	100.0%	
<b>Total Child Care Program</b>	17,573.84	0.00	100.0%	
<b>Preschool Program</b>				
<b>Preschool Enrollment</b>	500.00	0.00	100.0%	
<b>Preschool Tuition</b>	5,949.75	0.00	100.0%	
<b>Total Preschool Program</b>	6,449.75	0.00	100.0%	
<b>Tuition Discounts</b>				
<b>Business Partner Discount</b>	-84.55	0.00	100.0%	discounts rather than expenses, so shown as a negative number under our "income" staff's children attend for free while parent works
<b>Employee Benefit</b>	-3,356.51	0.00	100.0%	
<b>Scholarship</b>	-2,023.50	0.00	100.0%	for Preschool Program families who apply
<b>Volunteer Discounts</b>	-1,500.50	0.00	100.0%	volunteers receive a discount on tuition
<b>Total Tuition Discounts</b>	-6,965.06	0.00	100.0%	
<b>Program Income - Other</b>	0.00	27,587.00	0.0%	
<b>Total Program Income</b>	17,058.53	27,587.00	61.84%	Right on track at 61% at end of January Smile.Amazon.com, donations, AK Air Volunteers
<b>Public Support</b>	2,354.93	5,000.00	47.1%	
<b>Total Income</b>	46,498.08	63,751.00	72.94%	Better than expected at 72% at end of January
<b>Gross Profit</b>	46,498.08	63,751.00	72.94%	

\* Corresponding Expense breakdown found on next page

## Continuation of Profit & Loss Budget vs. Actual for this FY (July 1, 2018 – June 30, 2019)

	Jul 1, '18 - Jan 30, 19	Budget	% of Budget	
<b>Expense</b>				
Employee Appreciation	218.51	0.00	100.0%	
Fundraiser Expenses	2,389.49	2,000.00	119.48%	
Grant Expenditures	2,908.83	0.00	100.0%	
<b>Operations</b>				
Background Checks/ Fingerprints	0.00	50.00	0.0%	
Banking	146.32	0.00	100.0%	
Bookkeeping/Treasurer Software	464.00	0.00	100.0%	
Business	164.88	0.00	100.0%	
Facility Rent and Utilities	867.61	1,200.00	72.3%	
Insurance	1,704.00	2,100.00	81.14%	
Postage/Freight	65.47	0.00	100.0%	
Supplies	723.13	0.00	100.0%	
Operations - Other	0.00	3,240.00	0.0%	
<b>Total Operations</b>	<b>4,135.41</b>	<b>6,590.00</b>	<b>62.75%</b>	
<b>Payroll</b>				
Payroll for CEO	6,417.00	8,640.00	74.27%	larger projects this fall than expected , this should even out by year end
Payroll for Child Care Program	14,509.73	19,997.00	72.56%	Corresponds with higher children's attendance
Payroll for Facility Administra	1,114.32	0.00	100.0%	program staff's admin hours was budgeted for but not categorized as such last year
Payroll for Facility Deep Clean	0.00	1,248.00	0.0%	deep cleaning currently done by volunteers
Payroll for Preschool Program	6,989.22	15,558.00	44.92%	
Payroll Taxes	3,974.82	7,787.00	51.04%	
<b>Total Payroll</b>	<b>33,005.09</b>	<b>53,230.00</b>	<b>62.01%</b>	Right on track overall at 62% at end of January
<b>Professional Development Expens</b>	<b>4,865.89</b>	<b>3,000.00</b>	<b>162.2%</b>	we expect to be reimbursed for all of this
<b>Reconciliation Discrepancies</b>	<b>0.01</b>	<b>0.00</b>	<b>100.0%</b>	
<b>Total Expense</b>	<b>47,523.23</b>	<b>64,820.00</b>	<b>73.32%</b>	
	<b>-1,025.15</b>	<b>-1,069.00</b>	<b>95.9%</b>	
	<b>-1,025.15</b>	<b>-1,069.00</b>	<b>95.9%</b>	Overall "loss" of \$1,025.15, but we expect an additional \$5,200 of income in reimbursements which would put us at an overall "profit" of \$4,174.85, which is right on track considering we received \$12,964 received from City for the whole FY

<b>Current Budget vs. Proposed Budget</b>		<b>FY18-19</b>	<b>FY19-20</b>	
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Banking	0.00	1,000.00		FY18-19 budget was quite basic with very few subcategories - this is why you see a lot of zeros
City Social Services Contract	12,964.00	13,890.00		interest earned, fees received from customers
Fundraiser Income	13,000.00	18,000.00		\$13,890 is our ask of the City for next FY
Grant Income	2,700.00	0.00		expected to make closer to \$18,000
Professional Dev. Reimbursement	2,500.00	3,000.00		didn't list this so as to not pad the budget
Program Income				up to \$1,500 reimbursement per employee from State after education is completed and processed
Child Care Program	0.00	30,000.00		
Preschool Program	0.00	10,000.00		
Tuition Discounts	0.00	-6,400.00		
Program Income - Other	27,587.00			
Total Program Income	27,587.00	33,600.00		more informed estimate than FY18-19
Public Support	5,000.00	2,250.00		not expecting a change, just better categorization
Total Income	63,751.00	71,740.00		
Gross Profit	63,751.00	71,740.00		
<b>Expense</b>				
Employee Appreciation	0.00	250.00		Christmas gifts, coffee for staff
Fundraiser Expenses	2,000.00	2,500.00		participating in more expensive fundraisers
Operations				
Background Checks/ Fingerprints	50.00	50.00		required for new employees (\$25/ person)
Banking	0.00	200.00		includes our cost for customers to use credit/ debit
Bookeeping/Treasurer Software	0.00	460.00		
Business	0.00	100.00		business licenses/ memberships
Facility, Rent, and Utilities	1,200.00	2,150.00		includes only rent, phone, trash, maintenance
Insurance	2,100.00	1,900.00		
Postage/Freight	0.00	100.00		
Supplies	0.00	2,500.00		office, cleaning and children's
Operations - Other	3,240.00	0.00		FY18-19 lots of things were just lumped into "other"
Total Operations	6,590.00	7,460.00		added \$1,000 budget for food to provide snack during Preschool Program
Payroll				
Payroll for CEO	8,640.00	13,320.00		\$0.50/ hour raise and increased hours/ month
Payroll for Child Care Program	19,997.00	22,000.00		
Payroll for Facility Administra	0.00	1,200.00		not a new cost, just wasn't categorized before
Payroll for Facility Deep Clean	1,248.00	1,248.00		deep cleaning currently done by volunteers
Payroll for Preschool Program	15,558.00	12,000.00		more informed estimate than FY18-19
Payroll Taxes	7,787.00	5,972.16		more informed estimate than FY18-19
Total Payroll	53,230.00	55,740.16		
Professional Development Expens	3,000.00	3,500.00		correlated with professional development income
Total Expense	64,820.00	69,450.16		
Net Ordinary Income	-1,069.00	2,289.84		20% of \$69,450 is \$13,890 - our ask of the City for FY19-20. With that 20% (calculated above), we expect an overall profit of \$2,289.84 for FY19-20.
	<b>-1,069.00</b>	<b>2,289.84</b>		

## **Conclusion**

Page number 13, above, shows our proposed budget for FY19-20: July 1, 2019 – June 30, 2020. As described above, our total ask of the City is \$13,890 for FY19-20.

We will plan to have a GCEP representative attend the City's Regular Work Session on March 4<sup>th</sup>, 2019. Please let us know if you have any questions or requests before then by emailing us at [GustavusRookery@gmail.com](mailto:GustavusRookery@gmail.com).

Thank you for your continued support and for the opportunity to make this presentation in an effort to continue offering these services to the community of Gustavus.



Sincerely,

Gustavus Children's Enhancement Program Board of Directors

**City of Gustavus, Alaska**  
**Disposal & Recycling Center (DRC)**  
**Fiscal Year 2018 (July 1, 2017 - June 30, 2018)**  
**Annual Report of Waste Processing, Income & Expenses**

**What the DRC Received from the Community**

- 193,070 pounds of recyclable waste<sup>1</sup>, (*exported or re-used*) 56% of total.
- 139,060 pounds of non-recyclable waste, (*placed in the mound*) 40%.
- 12,020 pounds of household hazardous waste collected and exported 3%.

Total of 344,150 pounds of waste (172 tons). Our diversion rate is 56%.

- Ash, Construction/ Demolition (C/D) waste & Sheetrock - 92 cubic yards  
*Ash, Sheetrock and C/D waste does not pass over the scale and is therefore not included in the above totals or in the diversion rate. The cubic yard total is uncompressed material.*
- The DRC was open to the public on 155 days<sup>2</sup>. Total number of days receiving waste was 243. The daily average, including appointment days, was 1,325 pounds of waste.  
*Max 5,867 lbs. on Sat July 8, 2017; Min 74 lbs. on Th Jan 25, 2018*
- 5,164 customer transactions, an average of 31 customers per day not including appointment only days.  
*Max 77 customers on on Sat July 8, 2017; Min 5 customers on on Th Jan 25, 2018*

**What the DRC Recycled**

**Exported Recyclables**

	Net weights shipped	Value	Number of shipping events	5
Aluminum Beverage Cans	5,928	\$2,842.80	GST – JNU shipping charges	\$1,718.88
Tin Cans	5,790	\$242.85	JNU – SEA shipping charges	\$2,475.19
Scrap Metal	15,214	\$760.70	GST – SEA shipping charges	\$10,578.39
Irony Aluminum	839	\$268.48	Seattle trucking	\$750.00
Misc Non-Ferrous	831	\$191.46	Total shipping charges	\$15,522.46
Cardboard	20,000	\$993.02	Total return	<b>-\$11,029.43</b>
Mixed Paper & Books	11,675	\$292.11	<i>Note: Due to the frequency of how often certain recyclables are shipped, some materials such as batteries or non-ferrous metals are stockpiled and are shipped less frequently. <u>What was received in a year does not equal what was shipped in a year.</u></i>	
White Sheet Paper	2,020	\$151.50		
Type 1 – PETE Plastic	3,290	<b>-\$60.29</b>		
Type 2 – HDPE Plastic	1,920	\$27.05		
Mixed Plastics	4,205	\$62.25		
Lead Acid Batteries	0	0		
Dry Cell Batteries	0	0		
Computer Monitors & TVs	0	0		
Fluorescent Lamps	654	<b>-\$1,278.90</b>		
<b>Totals</b>	<b>72,366</b>	<b>\$4,493.04</b>		

**Locally Recycled Materials**

45,695 pounds of food waste was composted (composted food waste cures for 6 to 9 months)

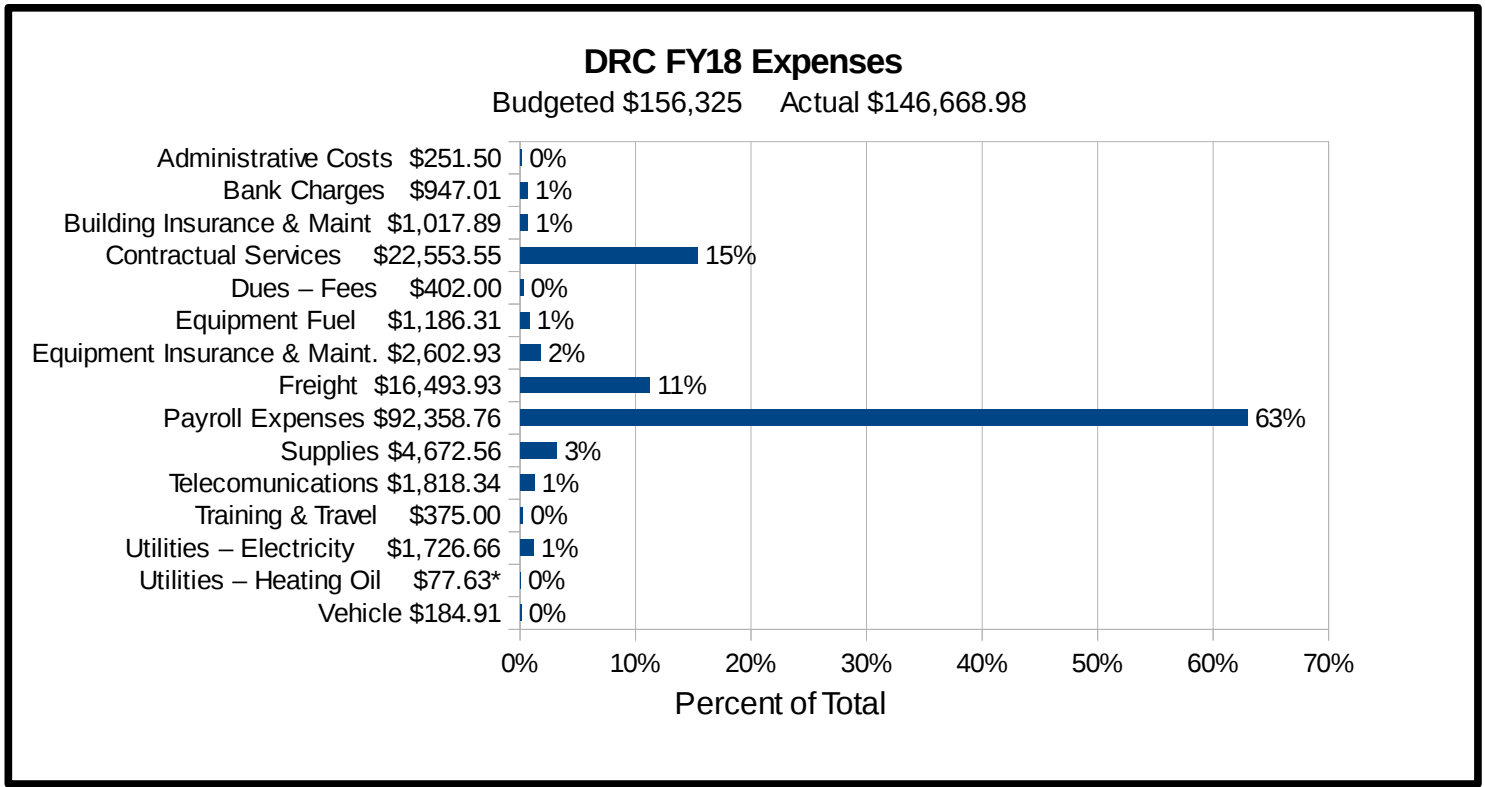
- Approximately 10 cubic yards of marketable compost from the previous year was sold (none remaining) generating a return of \$1,243.30

46,920 pounds of glass bottles and jars were pulverized and land-spread

- 
- 1 2,960 pounds of aluminum cans; 500 pounds (conservative) of brass, copper & misc. aluminum; and 5,000 pounds of LA batteries from HHW event was added to the scale weight (less than 5% increase of scale weight). These items were accepted for free so there is no record of their weight. However, all exported weights of recyclables are recorded.
- 2 Excludes days that are only open by appointment.

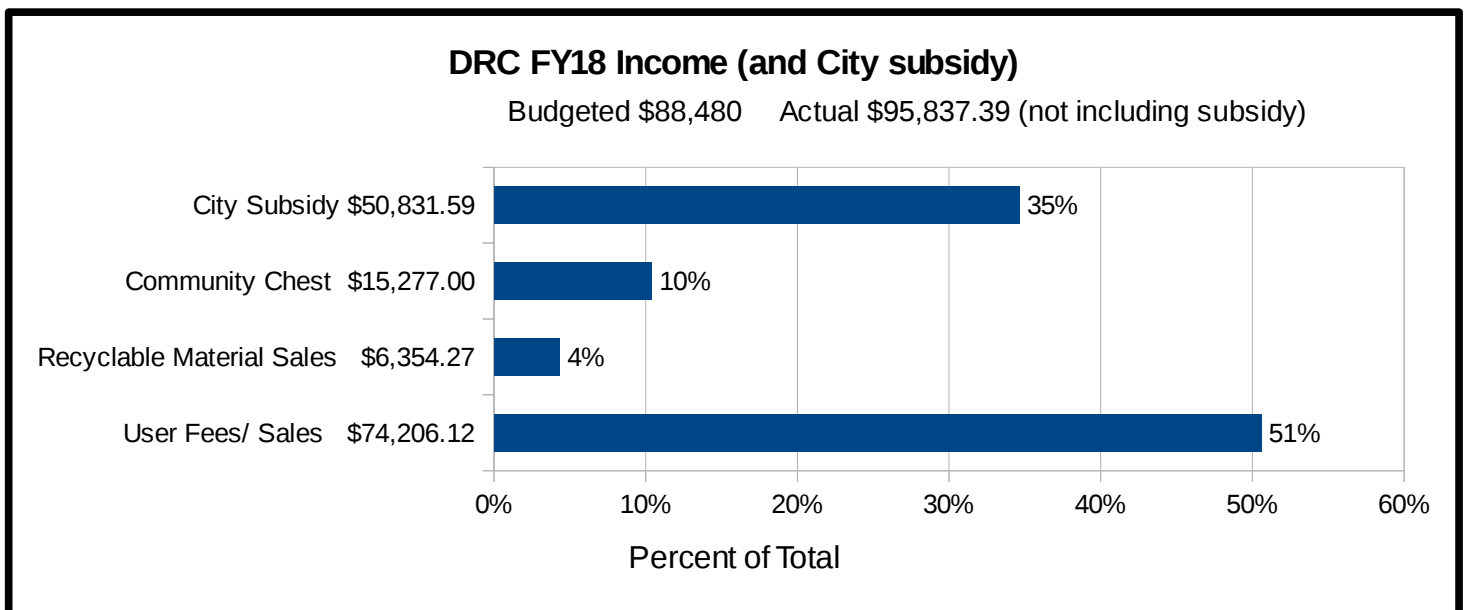
## Where the Money to Operate the DRC is Spent

The averaged cost for processing each pound of waste received by the facility is \$0.43 per pound (rounded). This average does not include waste that does not flow across the scale: Sheetrock, Ash and C/D waste, estimated at 92 cubic yards (uncompressed).



\* offset by \$1,356.80 credit from previous year

## Where the Money to Operate the DRC Comes From



## Financial and Miscellaneous Notes

The DRC completed the fiscal year within budget. Income was \$7,357.39 greater than budgeted and expenses were \$9,656.02 less than budgeted resulting in an actual City subsidy of \$50,831.59 for the DRC.

Compost sales (\$1,243.30), sales of screened topsoil from the compost yard reconstruction project (\$580.00), thrift sales at the DRC (\$184.50) and donations of change received at the point-of-sale terminal at the DRC (\$69.90) are included in "User Fees/ Sales" income.

The City sponsored its first household hazardous waste collection event in May. An estimated 12,020 pounds of material was collected and shipped out and an estimated 5,000 pounds of lead-acid batteries were collected. Four bales of empty or dry containers weighing an estimated at 1,800 pounds total was landfilled in the mound. The expenses for the event were within the \$18,535 budget (\$16,590 Clean Harbors/ contractor, \$1,770 labor & \$175 supplies).

There was a total of 3,236 hours of paid labor at the DRC: 1,896 hours by the Manager/ Operator (includes PTO) and 1,340 hours by the DRC Temporary Labor Pool (the "Pool").

The Pool is organized by calendar year. The CAL2017 & CAL2018 Pools each had five members all of which were active.

There was an estimated 70 hours of volunteer labor at the DRC.

## Non-revenue waste streams (recyclable and non-recyclable) picked up by or delivered to the DRC include

Account	Pounds of waste
Anonymous	863
Beach Receptacles	1,121
City Hall & SR Park	1,742
Community Chest	13,558
Gustavus Library	1,330
GVFD - Fire Department	1,747
Litter	1,056
Total	21,417

## Community Chest statistics for the fiscal year

The Community Chest does not record the volume (or weight) of the merchandise that is sold and reused by the community (and consequently kept out of the landfill), so there is no direct measure of this very important benefit.

- Open to the public 116 days
- Peak sales of \$356.50 on Saturday, August 19<sup>th</sup>
- Total income: \$15,277.00
- 1,051 hours of volunteer labor was recorded
- 13,558 pounds (6.7 tons) waste hauled to DRC, ranked 4<sup>th</sup> highest user of the DRC.
  - Made up of 5,535 pounds of recyclable waste and 8,023 pounds of non-recyclable waste
- Total sales minus major expenses (electricity \$393, heating oil \$798 & waste \$4,613) equals an approximate net income of \$9,473
- There were several shipments of goods to the Hoonah Thrift store and one shipment of winter clothing to the Glory Hole in Juneau

## Quick Books Budget vs Actual Statement for FY2018

	<u>Jul '17 - Jun '18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
DRC Income				
Community Chest Sales	\$15,277.00	\$12,800.00	\$2,477.00	119.35%
Landfill Fees/Sales	\$74,206.12	\$70,880.00	\$3,326.12	104.69%
Recyclable Material Sales	<u>\$6,354.27</u>	<u>\$4,600.00</u>	<u>\$1,754.27</u>	<u>138.14%</u>
Total DRC Income	\$95,837.39	\$88,280.00	\$7,557.39	108.56%
Fundraising	<u>\$0.00</u>	<u>\$200.00</u>	<u>-\$200.00</u>	<u>0.0%</u>
Total Income	<u>\$95,837.39</u>	<u>\$88,480.00</u>	<u>\$7,357.39</u>	<u>108.32%</u>
Gross Profit	\$95,837.39	\$88,480.00	\$7,357.39	108.32%
Expense				
Administrative Costs	\$251.50	\$300.00	-\$48.50	83.83%
Bank Service Charges				
Returned NSF Check	\$25.00			
Bank Service Charges - Other	<u>\$922.01</u>	<u>\$980.00</u>	<u>-\$57.99</u>	<u>94.08%</u>
Total Bank Service Charges	\$947.01	\$980.00	-\$32.99	96.63%
Building				
Insurance	\$681.18	\$630.00	\$51.18	108.12%
Maintenance & Repair	<u>\$336.71</u>	<u>\$500.00</u>	<u>-\$163.29</u>	<u>67.34%</u>
Total Building	\$1,017.89	\$1,130.00	-\$112.11	90.08%
Contractual Services	\$22,553.55	\$23,090.00	-\$536.45	97.68%
Dues/Fees	\$402.00	\$700.00	-\$298.00	57.43%
Equipment				
Equipment Fuel	\$1,186.31	\$1,170.00	\$16.31	101.39%
Insurance	\$185.42	\$0.00	\$185.42	100.0%
Maintenance & Repair	<u>\$2,417.51</u>	<u>\$3,100.00</u>	<u>-\$682.49</u>	<u>77.98%</u>
Total Equipment	\$3,789.24	\$4,270.00	-\$480.76	88.74%
Freight/Shipping	\$16,493.93	\$17,260.00	-\$766.07	95.56%
Payroll Expenses	\$92,358.76	\$98,070.00	-\$5,711.24	94.18%
Supplies	\$4,672.56	\$5,145.00	-\$472.44	90.82%
Telecommunications	\$1,818.34	\$1,610.00	\$208.34	112.94%
Training	\$375.00	\$380.00	-\$5.00	98.68%
Utilities				
Electricity	\$1,726.66	\$1,740.00	-\$13.34	99.23%
Fuel Oil	<u>\$77.63</u>	<u>\$1,500.00</u>	<u>-\$1,422.37</u>	<u>5.18%</u>
Total Utilities	\$1,804.29	\$3,240.00	-\$1,435.71	55.69%
Vehicle				
Mileage Reimbursement	<u>\$184.91</u>	<u>\$150.00</u>	<u>\$34.91</u>	<u>123.27%</u>
Total Vehicle	<u>\$184.91</u>	<u>\$150.00</u>	<u>\$34.91</u>	<u>123.27%</u>
Total Expense	<u>\$146,668.98</u>	<u>\$156,325.00</u>	<u>-\$9,656.02</u>	<u>93.82%</u>
Net Ordinary Income	<u>-\$50,831.59</u>	<u>-\$67,845.00</u>	<u>\$17,013.41</u>	<u>74.92%</u>
Net Income	<u>-\$50,831.59</u>	<u>-\$67,845.00</u>	<u>\$17,013.41</u>	<u>74.92%</u>

Report compiled by [paul.berry@gustavus-ak.gov](mailto:paul.berry@gustavus-ak.gov) Version 1.0 2019-01-09

**CLERK'S REPORT**  
**FEBRUARY 11, 2019**  
**Submitted by Karen Platt**

**Council ATTENDANCE SHEET is attached**

**Training/Conference**

- ✓ I have applied for two scholarships to defray travel and registration costs to attend the following events. I should find out if I am a recipient later this month.
  - International Institute of Municipal Clerks (IIMC) Birmingham, AL May 19-22, 2019
  - Northwest Clerks Institute PDII Seattle, WA June 10-14, 2019

**Around the Office**

- ✓ **Council Training**

Former Local Government Specialist, Ryan Wilson was temporarily replaced by Iura Leahu who joined council members in January for a full day of council training as well as addressing issues that the City is currently facing. Since then, we have been assigned our new Local Government Specialist, Kelly Chapman.
- ✓ **Records Management**

I am super excited about the progress being made in the sorting of records. There is finally light at the end of the tunnel thanks to Karen Sargent and Shelley Owens who have volunteered many hours helping me with this project. We have completed the closet area and just have a bit left in the back office. We currently have 8 full file boxes staged for destruction!
- ✓ **Volunteer hours August-October**

November 1st-January 25th, volunteers have provided approximately 33.5 hours of their time with City Hall projects that include, meeting assistance and sorting through records.
- ✓ **Meeting Cheat Sheet**

I have created a cheat sheet for council members that will be useful in following the proper steps and flow for General and Special meetings. In addition, based on our last Regular Work Session, I have created a new draft agenda that I hope will streamline prep for the General Meeting and facilitate progress with the ongoing topics.
- ✓ **Ongoing subject files**

Have been moved from the council table to the kitchen wall file organizer. There is a new PFAS, GPAC & WAC binder on the bookshelf behind the council table.
- ✓ **Council Table**

A new council table and chairs have been ordered and should arrive sometime near the end of February.

	Special Meeting/Work Session Present
	General Meeting Present
	Not a council member at time of meeting
	Absent (unexcused)
	Absent (excused)

**City of Gustavus**  
**Profit & Loss Budget vs. Actual COG Accrual**  
**July 2018 through January 2019**

	<u>Jul '18 - Jan 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Returned Check Charges	30.00			
Business License Fees	2,100.00	3,500.00	-1,400.00	60.0%
Donations	863.00	1,000.00	-137.00	86.3%
DRC Income	70,888.98	89,480.00	-18,591.02	79.2%
<b>Federal Revenue</b>				
Payment In Lieu of Taxes	107,167.43	107,000.00	167.43	100.2%
<b>Total Federal Revenue</b>	107,167.43	107,000.00	167.43	100.2%
Fundraising	224.00	700.00	-476.00	32.0%
GVFD Income	3,118.13	8,000.00	-4,881.87	39.0%
Interest Income	19,261.28	14,500.00	4,761.28	132.8%
Lands Income	10,660.00	8,000.00	2,660.00	133.3%
Lease Income	6,457.00	12,541.42	-6,084.42	51.5%
Library Income	506.90	1,500.00	-993.10	33.8%
Marine Facilities Income	3,530.00	16,250.00	-12,720.00	21.7%
<b>State Revenue</b>				
Community Assistance Program	85,461.43	85,461.43	0.00	100.0%
Shared Fisheries Business Tax	328.76	1,500.00	-1,171.24	21.9%
<b>Total State Revenue</b>	85,790.19	86,961.43	-1,171.24	98.7%
<b>Tax Income</b>				
Retail Tax Income	284,759.80	339,000.00	-54,240.20	84.0%
Room Tax Income	50,229.76	65,000.00	-14,770.24	77.3%
Fish Box Tax	12,330.00	15,000.00	-2,670.00	82.2%
Penalties & Interest	1,817.47	0.00	1,817.47	100.0%
Tax Exempt Cards	120.00	150.00	-30.00	80.0%
<b>Total Tax Income</b>	349,257.03	419,150.00	-69,892.97	83.3%
<b>Total Income</b>	659,853.94	768,582.85	-108,728.91	85.9%
<b>Gross Profit</b>	659,853.94	768,582.85	-108,728.91	85.9%
<b>Expense</b>				
Administrative Costs	10,098.88	14,300.00	-4,201.12	70.6%
Advertising	503.57	500.00	3.57	100.7%
Ambulance Billing Expense	1,085.50	1,000.00	85.50	108.6%
Bank Service Charges	1,631.17	2,250.00	-618.83	72.5%
Building	11,215.28	14,380.06	-3,164.78	78.0%
Contractual Services	22,352.27	55,500.00	-33,147.73	40.3%
Dues/Fees	2,946.94	6,950.00	-4,003.06	42.4%
<b>Economic Development Services</b>				
GVA	20,000.00	20,000.00	0.00	100.0%
<b>Total Economic Development Services</b>	20,000.00	20,000.00	0.00	100.0%
Election Expense	276.70	250.00	26.70	110.7%
Equipment	9,398.68	14,896.00	-5,497.32	63.1%
Freight/Shipping	12,516.82	19,050.00	-6,533.18	65.7%
Fundraising Expenses	0.00	600.00	-600.00	0.0%
General Liability	3,827.10	5,001.38	-1,174.28	76.5%
Holiday gift	2,995.00	3,000.00	-5.00	99.8%
Library Materials	-30.08	600.00	-630.08	-5.0%
Marine Facilities	2,087.50	4,625.46	-2,537.96	45.1%
Occupational Health	0.00	500.00	-500.00	0.0%

**City of Gustavus**  
**Profit & Loss Budget vs. Actual COG Accrual**  
**July 2018 through January 2019**

	<u>Jul '18 - Jan 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Payroll Expenses</b>	242,328.07	438,148.05	-195,819.98	55.3%
<b>Professional Services</b>	21,440.57	20,000.00	1,440.57	107.2%
<b>Public Relations</b>	703.62	500.00	203.62	140.7%
<b>Repair &amp; Replacement Fund</b>	16,067.76	20,095.76	-4,028.00	80.0%
<b>Road Maintenance</b>	48,903.42	85,000.00	-36,096.58	57.5%
<b>Social Services</b>				
<b>GCEP dba The Rookery</b>	12,964.00	12,964.00	0.00	100.0%
<b>Total Social Services</b>	12,964.00	12,964.00	0.00	100.0%
<b>Supplies</b>	8,479.51	18,500.00	-10,020.49	45.8%
<b>Telecommunications</b>	11,720.00	20,500.00	-8,780.00	57.2%
<b>Training</b>	9,482.97	21,100.00	-11,617.03	44.9%
<b>Travel</b>	12,223.02	19,850.00	-7,626.98	61.6%
<b>Utilities</b>	14,618.33	17,200.00	-2,581.67	85.0%
<b>Vehicle</b>	5,994.73	10,336.95	-4,342.22	58.0%
<b>Total Expense</b>	505,831.33	847,597.66	-341,766.33	59.7%
<b>Net Ordinary Income</b>	154,022.61	-79,014.81	233,037.42	-194.9%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
<b>Encumbered Funds</b>	85,000.00	85,100.00	-100.00	99.9%
<b>Total Other Income</b>	85,000.00	85,100.00	-100.00	99.9%
<b>Net Other Income</b>	85,000.00	85,100.00	-100.00	99.9%
<b>Net Income</b>	<u>239,022.61</u>	<u>6,085.19</u>	<u>232,937.42</u>	<u>3,927.9%</u>

City of Gustavus  
**Balance Sheet**  
As of February 1, 2019

	Feb 1, 19
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
AMLIP Capital Improv Current (0630598.1)	159,154.39
AMLIP Capital Improv Long-Term (0630598.2)	711,460.72
AMLIP Repair & Replacement (0630598.3)	319,572.46
AMLIP Road Maint - Unencumbered (0630598.4)	252,919.90
AMLIP Road Maint - Encumbered (0630598.8)	51,672.00
AMLIP Reserve (0630598.12)	751,250.00
APCM.Endowment Fund	1,348,581.56
FNBA - Checking	420,385.79
FNBA Endowment Fund - Checking	61,408.95
Petty Cash	208.44
Total Checking/Savings	4,076,614.21
Accounts Receivable	
Accounts Receivable	7,336.90
Total Accounts Receivable	7,336.90
Total Current Assets	4,083,951.11
<b>TOTAL ASSETS</b>	<b>4,083,951.11</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Bank of America Alaska Air Visa	5,537.94
Total Credit Cards	5,537.94
Other Current Liabilities	
Payroll Liabilities	
State Unemployment	399.57
Total Payroll Liabilities	399.57
Total Other Current Liabilities	399.57
Total Current Liabilities	5,937.51
Total Liabilities	5,937.51
Equity	
Fund Balance	3,028,996.21
Opening Bal Equity	1,084,743.57
Net Income	-35,726.18
Total Equity	4,078,013.60
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>4,083,951.11</b>

## Accounts Receivable Detail

### As of 2/1/19

\$5,192.16	Delinquent Sales Tax
\$1,034.78	Ambulance Transport Billing - In Progress
\$200.00	Landing Fees Billing
\$250.00	Penalty for Fish-Box Tax Non-Compliance
\$659.96	Net of Other Customer Account Balances
<hr/>	
\$7,336.90	Total

## FNBA Checking Account - Unrestricted Funds Balance

### As of 2/1/19

FDIC: The standard deposit insurance coverage limit is \$250,000 per depositor, per FDIC-insured bank, per ownership category.

City of Gustavus has a tri-party agreement in place that collateralizes our account, providing protection for the full value of our account balances.

FNBA Checking Account Balance: \$420,385.79

#### Obligated Funds Currently in Checking Account:

MF	CP18-01 Salmon River Harbor	(\$26,124.44)
	CP18-04 LIDAR of Gustavus	(\$28,400.00)
DRC	CP18-06 DRC Storage Bins - Jack	\$1,248.91
Roads	Encumbered Road Maint. Funds	(\$36,096.58)
Library	FY19 PLA Grant	(\$3,556.56)
Library	SoA OWL Internet Subsidy	(\$866.00)
Roads	USFWS Chase Drvwy	(\$251.02)

Unrestricted Funds: \$326,340.10

#### Pending Transfers:

Per the Unrestricted Fund Balance Policy (Res. CY18-18), the unrestricted fund balance should be 17-35% of the current fiscal year's operating expenses, with a target of 25%.

FY19 budgeted operating expenses:	\$844,713.23
25% =	\$211,178.31
17% =	\$143,601.25
35% =	\$295,649.63

## Capital Projects 2018-2023

Capital Projects	Budget Requested	Amount Funded	Funded Project QuickBooks Class Name	Dept./ Committee	Short Form Complete	Full Scoping Document Submitted	Council Approval	Funded Date	Notes	Proposed Completion Date	Proposed Funding Source
<b>Funded for 2018 (most by FY18-22NCO):</b>											
IT Overhaul - equipment purchases	\$5,000	\$ 5,000.00	(oper. budget)	Admin	2/14/2018	n/a	thru budget	thru budget	FY18-FY19 operating budgets	in progress	operating budget
Preprocessing Storage & Driveway:						see sub-projects					
Driveway Improvements (\$10,000)	\$ 10,000.00	\$ 14,740.00	CP17-02 DRC	DRC	N/A	9/16/2016	9/16/2016	3/13/2017	6/11/18 amended scoping document	done	AMLIP
Storage Bins/Pallet Jack (\$18,000)	\$ 18,000.00	\$ 18,000.00	CP18-06 DRC Storage Bins - Jack	DRC	N/A	9/16/2016	9/16/2016	6/11/2018		in progress	AMLIP
Preprocessing Storage (\$26,400)	\$ 26,400.00	\$ 26,400.00	CP18-05 DRC Pre-Processing	DRC	N/A	9/16/2016	9/16/2016	6/11/2018	6/11/18 amended scoping document; Phase 1	2019	proposed CIP
Household Hazardous Waste Facility	\$ 59,450.00	\$ 59,450.00	CP18-07 Household Haz Waste Fac	DRC	N/A	12/5/2016	12/12/2016	6/11/2018		2019	proposed CIP
Composting Quonset Replacement - design	\$2500-\$5000	\$ 2,500.00	(oper. budget)	DRC	N/A	1/2/2018	1/15/2018	NCO 1/15/2018	Phase 1	2019	operating budget
Central Lighting Replacement		\$ -	(oper. budget)	Library	3/1/2018	short form rec'd; experimenting in-house			FY18 operating budget	done	operating budget
Salmon River Harbor Clean-up & Kiosk	\$ 27,000.00	\$ 27,000.00	CP18-01 Salmon River Harbor	MF	N/A	1/3/2017	1/9/2017	6/11/2018		in progress	AMLIP
Wilson Rd. - ditching, culverts	\$ 40,000.00	\$ 40,000.00	CP18-02 Wilson Rd Drainage	Roads	N/A	1/26/2018	5/14/2018	6/11/2018		2019	AMLIP
Road name signs	\$ 22,100.00	\$ 22,100.00	CP18-03 Road Name Signs	Roads	N/A	Jan. 2018	4/9/2018	6/11/2018		done	AMLIP
LIDAR	\$ 28,400.00	\$ 28,400.00	CP18-04 LIDAR of Gustavus		4/5/2018	n/a	4/9/2018	6/11/2018		2019	AMLIP
Salmon River Playground	\$ 20,000.00	\$ 20,000.00	2018 EFG - SRP Playground	Admin	N/A	Oct. 2017	12/11/2017	12/11/2017	Endowment Fund Grant 2018	done	EFG
SCBA sets x 10	\$52,000-\$72,000	\$ 73,532.40	CP18-08 SCBA	GVFD	2/15/2018	n/a	finite purchase	11/8/2018	grant unsuccessful in 2018	done	AMLIP
<b>Pending for 2018:</b>											
Community Chest facility maintenance	\$10,000.00	\$ -		DRC					waiting on scoping document	2018	AMLIP
Energy audit, engineering plan				Library	3/1/2018	Res. CY18-12			Phase 1	2018	AMLIP
Council Chambers Upgrade	\$5,250			Admin	finite		NCO introduced 2/11/19			2019	AMLIP
Landscape Design consulting		\$ -		-split-	2/20/2018				Phase 1	Mid-range	AMLIP
Bike Shelter	\$18,695.85	\$ -		Library	N/A	10/31/2017			Phase 2	Mid-range	
Shed	\$1,100.00	\$ -		Library	N/A				Phase 2	Mid-range	
City Hall - roof over front door	Karen getting est.	\$ -		Admin					Phase 2	Mid-range	AMLIP
Beach Landscaping/Signage/Road blocks		\$ -		Beach	N/A				Phase 2	Mid-range	
Composting Quonset Replacement - structure	\$20,000	\$ -		DRC	N/A	1/2/2018	1/15/2018		Phase 2	Mid-range: 2019?	proposed CIP
Refurbishing Old Quonset	\$15,000.00	\$ -		DRC					Phase 3	Mid-range: 2020?	
Preprocessing Storage - additional work? Phase 2		\$ -		DRC					Phase 2	Mid-range	
Dry Hydrants & Alternative Water Sources - design		\$ -		GVFD	2/15/2018				Phase 1	2019?	
Utility Pick-up Truck		\$ -		GVFD	2/15/2018					Mid-range	
Lifepak15 Cardiac AED/Monitor	\$38,000			GVFD	2/1/2019					Mid-range	Code Blue & ?
Roof/Building Expansion - Architectural & Engineering	\$30,000			GVFD	N/A	2/9/2018	2/12/2018			Mid-range	proposed CIP
Roof/Building Expansion	\$700,000			GVFD	N/A	2/9/2018	2/12/2018			2018 or long-range	CIP - state, federal grant
Library Expansion - Architectural & Engineering	\$30,000	\$ -		Library	3/1/2018					Mid-range	proposed CIP
Heating Source Replacement		\$ -		Library	3/1/2018				Phase 2	Mid-range	
City Hall & Fire Hall Energy Audit Repairs	\$9.00	\$ -		-split-	3/1/2018				Phase 2	Mid-range	
Grandpa's Farm Road Bridge & Culvert				Roads						Mid-range	USFWS and/or AKSSF
Driveway Relocation or River Bank Stabilization	\$ 20,000.00	\$ -		Admin	N/A				Phase 2	Long-range	AMLIP
City Hall front room - carpeting, painting, windows		\$ -		Admin	2/14/2018					Long-range	
Old P.O./Preschool building refurbish		\$ -		Admin	2/20/2018					Long-range	
Tree Planting/Earth work (\$3,300)	\$ 3,300.00	\$ -		DRC	N/A	9/16/2016	9/16/2016			Long-range	
Main Building Replacement	before landfill closes	\$ -		DRC	N/A	will be part of plan to be submitted in July 2018				Long-range	
Landfill Closure 4-8 years	long-term	\$ -		DRC	N/A	will be part of plan to be submitted in July 2018				Long-range	
Baler Purchase	long-term	\$ -		DRC	N/A	will be part of plan to be submitted in July 2018				Long-range	
Water Tender / Road Water Truck		\$ -		GVFD	2/15/2018					Long-range	
Edraulic Extrication Equipment	\$35,000			GVFD	2/15/2018					Long-range	AFG
Dry Hydrants & Alternative Water Sources - implementation		\$ -		GVFD	N/A				Phase 2	Long-range	
911 System Upgrade		\$ -		GVFD						Long-range	
Library Expansion		\$ -		Library	3/1/2018					Long-range	
Gravel Pit Expansion/New Location				Lands						Long-range	
City Vehicle		\$ -		-split-	2/20/2018					Long-range	
Total Capital Projects	\$1,182,704.85	\$ 337,122.40					Other Possible Projects/Major Purchases in the Future:				
CAPGIS 2018 submission							CH copier				
CAPGIS 2019 proposed submission							GVFD telehealth				

### Incoming Grants/Scholarships to City of Gustavus FY19

Dept.	Purpose	Date Received	Amount Awarded	QB Class Name	Amount Spent to Date	Remaining Funds	Notes
Library	Library Supplies	7/13/2018	\$7,000.00	FY19 PLA Grant	\$3,443.44	\$3,556.56	State of AK Public Library Assistance (PLA) grant for library materials
	Reading with Rachel	7/16/2018	\$571.00	Reading with Rachel	\$571.00	\$0.00	Grant from Jon & Julie Howell
	Library Internet	7/20/2018	\$2,078.40	SoA OWL Internet Subsidy	\$1,212.40	\$866.00	Alaska OWL monthly internet subsidy
	Library Training	spring 2019	\$1,250.00	--	\$0.00	\$1,250.00	State of AK grant for AkLA conference reimbursement
GVFD	GVFD Equipment	Spring 2018	\$25,450.00	funds can be spent over 2 years	\$1,165.50	\$24,284.50	SEREMS Code Blue Grant - GVFD pays 10% match + \$30,350 more needed for Power Cot (Code Blue will pay \$7000)
	GVFD Supplies	4/27/2018	\$7,312.50	2018 VFA Grant	\$7,312.50	\$0.00	The Volunteer Fire Assistance (VFA) provides assistance in training, equipment purchases, and prevention activities, on a cost share basis.
Admin	City Clerk Training	Spring 2018	\$400.00	will be reimbursed after the institute			scholarship for IIMC institute from IIMC Foundation
	City Clerk Training	12/16/2018	\$500.00	--	\$500.00	\$0.00	AAMC scholarship for Nov. 2018 annual conference
	Council Member Training 10/29-	11/10/2018	\$863.09	--	\$863.09	\$0.00	State of AK/DCRA grant for travel/lodging reimbursement
			\$45,424.99				

### Outgoing Grants from City of Gustavus - Endowment Fund Grant (EFG)

Resolution	Grantee	Date Awarded	Amount Awarded	QB Class Name	Amount Disbursed to Date	Remaining Funds	Notes
CY16-04	Gustavus Community Center	3/14/2016	\$33,447.45	2016-2019 EFG - GCC	\$10,579.36	\$22,868.09	3-year grant, extended to May 14, 2019
CY18-33	GCEP	12/11/2018	\$4,363.95	2019 EFG - GCEP	\$782.12	\$3,581.83	
CY18-33	GHAA	12/11/2018	\$3,424.00	2019 EFG - GHAA	\$3,081.60	\$342.40	
CY18-33	Gustavus Helping Hands	12/11/2018	\$4,540.00	2019 EFG - GHH	\$0.00	\$4,540.00	
CY18-33	Gustavus Public Library	12/11/2018	\$2,902.60	2019 EFG - GPL	\$0.00	\$2,902.60	
CY18-33	Gustavus School	12/11/2018	\$9,606.75	2019 EFG - GST School	\$0.00	\$9,606.75	
CY19-01	Gustavus Community Center	1/14/2019	\$17,514.70	2019 EFG - GCC	\$0.00	\$17,514.70	

### **STAFF BUDGET DRAFTS COMPLETE**

The Treasurer, City Administrator and Department Supervisors have met to discuss the upcoming budget. A draft budget will be prepared by the middle of February and discussed at the Mayor's convenience.



### **DOING BUSINESS IN GUSTAVUS**

To address people doing business in Gustavus without a business license, and to ensure that all business activities are treated equally, consideration to address the topic is requested. **Would the Council like me to set a work session for this topic and notify the public by posting the attached flyer?**

### **COMMUNITY GARDENS PERMIT EXTENSION**

Unless otherwise directed, I will prepare the Special Land Use Permit for the Community Gardens for 5 years.

### **SURFACE USE AGREEMENT**

At the time of submission for the agenda there are details pending for the mining Surface Use Agreement. I will notify the Council as soon as I have the update and I will be prepared to discuss at the Council meeting if desired.



## DOING BUSINESS IN GUSTAVUS

Are you doing business in Gustavus? Are you sure? Here is what constitutes doing business:

***Retail sale: Any sale of real or tangible personal property including barter, credit, installment, and conditional sales for any purpose other than resale in the regular course of business. The delivery of goods in the city by a seller whose principal place of business is outside the city to a buyer or consumer is a retail sale made within the city if such retailer maintains any office, distribution, or sales house, warehouse or any other place of business, or solicits business or received orders through any agent, salesman, or other type of representation within the city.***

Are you paying your sales tax? If not, you could be subject to penalties and interest for delinquency.

Failure to comply with City regulations for the collection and submission of sales tax could result in legal action.

Businesses that don't collect sales tax have a competitive advantage. Let's make sure everyone plays by the same rules.



**Stop unfair practices**



If you have any questions, contact the City at 697-2451.



**City of Gustavus**  
P.O. Box 1  
Gustavus, AK 99826  
Phone: (907) 697-2451

# Public Comment on Non-Agenda Items



**City of Gustavus**  
P.O. Box 1  
Gustavus, AK 99826  
Phone: (907) 697-2451

# Consent Agenda

## CERTIFICATE OF RECORDS DESTRUCTION

This form documents the destruction of public records in accordance with Alaska Statute 40.25,  
Gustavus Municipal Code 2.70.030 and City of Gustavus Policy and Procedure for Public Records Management

<b>1. Agency/Locality</b> City of Gustavus	<b>2. Division/Department</b> Admin, City Clerk	<b>3. Person Completing Form</b> Karen Platt, City Clerk
<b>4. Address, City, State &amp; Zip</b> P.O. Box 1, Gustavus	<b>5a. Telephone Number &amp; Extension</b> 907-697-2451	<b>5b. E-mail Address</b> clerk@gustavus-ak.gov

### 6. Records to Be Destroyed

a) Schedule and Records Series Number	b) Records Series Title	c) Date Range (mo/yr)	d) Location	e) Volume	f) Destruction Method
C-17, 1yr	Public Records Request-	2010, 2014, 15,16	City Hall	6 files	recycle
A-15, C+3yr	Accounting-Sales, fish	2006-2009 & 2015	City Hall	1 file box	shred
C-3, 3yr	Council Non-perm records	2006, 07, 08, 09, 10, 13 14	City Hall	1 File box 9 file folders	recycle
AD-1 Until need is met	General Admin (copies or ord)	2005-2009 & other Misc years	City Hall	1 file folders	recycle
C-20 5yr	Committee files (roads, library, Marine Facilites 03' toolkit)	2003 & 2006-2009, 12, 13, 14	City Hall	1 pocket file 6 file folders	recycle
AD-3, 30 days	Transitory Records	2008, 11'	City Hall	2 file folder	recycle
C-21, 6 yrs	Clerk Records not previously covered (WS Notes & handouts)	2006-2009	City Hall	1 file folder	recycle
C-12, 10 yrs	Council Meeting Documentation	2007-2008	City Hall	2 Pocket file folders	recycle
AD-1, Until need is met	General admin correspondence	2005, 2008, 10', -2014	City Hall	1 box	recycle
A-2, 3 yrs	Budget Work papers	FY06, 07,08, 09, 13, 15	City Hall	7 file folders	recycle
A-4, 4 yrs	Accounts receivable/payable	FY05, 07, 08, 09, 10, 14	City Hall	4 pocket files 1 file folder	recycle
A-5, 8 yrs	Banking Records	FY07, 08	City Hall	1 file box	shred
A-27, 6 yrs	Accounting General (gaming permit & Applications	2009	City hall	1 file folder	shred
PW-1, C+3 yrs	Procurement-Salmon River Sheet Piling Removal RFQ, Salmon River concrete launch RFQ, DNR Land Survey Parcel #3 lot 6, Salmon River Boat Harbor & Landfill	2009, 2006	City Hall	1 file folder	Recycle

C-13, 6yrs	Conflict of Interest	2003	City Hall	1 file folder	recycle
A-14, 1yr	Accounting- payroll/Application for Employment (not hired)	2014	City Hall	1 file folder	Shred
AD-4, C+3	Policies and Procedures HIPPA	2014	City Hall	1 pocket folder	shred
AD-5, Life of equipment	Asset Management- Firehall stuff			1 pocket folder	recycle
F-16, 6yrs	Fire & EMS general	2005, 06, 07, 08, 09, 10, 11, 12	City Hall	½ box	shred
PW-1, C+3 yrs	RFP broadband, RFQ Communications tower installation	2011	City Hall	1 box	shred
F-2, 10 yrs	EMS Incident Reports	1984-2008	City Hall	1 pocket files	shred
A-6, 3yrs	travel	2011	City Hall	1 pocket folder	shred
F-4, 5 yrs	Permits/Licenses Issued	2011	City Hall	1 file folder	Shred
F-12, 3 yrs	Equipment Inspection Records	2011	City Hall	1 File folder	Recycle
F-16, 6 yrs	Fire & EMS General	2004, 10', 11'	City Hall	1 file folder	shred
HR-5, 6yrs	Human Resources General	2010	City Hall	1 File folder	shred

## DESTRUCTION APPROVALS

*Note: Public records may not be destroyed without receiving prior authorization from the Mayor and/or City Council.*

We certify that the records listed above have been retained for the scheduled retention period, as per the City of Gustavus Records Retention Schedule, required audits have been completed, and no pending or ongoing litigation or investigation involving these records is known to exist.

**7. MAYOR** \_\_\_\_\_

**DATE** \_\_\_\_\_

**8. CITY CLERK/TREASURER** \_\_\_\_\_

**DATE** \_\_\_\_\_

## 9. RECORDS DESTRUCTION

**AFFIRMED BY:** \_\_\_\_\_

**DATE** \_\_\_\_\_



THE STATE  
of **ALASKA**  
GOVERNOR MICHAEL J. DUNLEAVY

**Department of Commerce, Community,  
and Economic Development**

ALCOHOL & MARIJUANA CONTROL OFFICE

550 West 7<sup>th</sup> Avenue, Suite 1600

Anchorage, AK 99501

Main: 907.269.0350

January 16, 2019

City of Gustavus

Attn: City Clerk

Via email: [clerk@gustavus-ak.gov](mailto:clerk@gustavus-ak.gov)

**Re: Notice of 2019/2020 Liquor License Renewal Application**

<b>License Type:</b>	Beverage Dispensary – Seasonal	<b>License Number:</b>	443
<b>Licensee:</b>	ARAMARK Sports and Entertainment Services, LLC		
<b>Doing Business As:</b>	Glacier Bay Lodge		

We have received a completed renewal application for the above listed license (see attached application documents) within your jurisdiction. This is the notice required under AS 04.11.480.

A local governing body may protest the approval of an application(s) pursuant to AS 04.11.480 by furnishing the director **and** the applicant with a clear and concise written statement of reasons for the protest within 60 days of receipt of this notice, and by allowing the applicant a reasonable opportunity to defend the application before a meeting of the local governing body, as required by 3 AAC 304.145(d). If a protest is filed, the board will deny the application unless the board finds that the protest is arbitrary, capricious, and unreasonable.

To protest the application referenced above, please submit your written protest within 60 days, and show proof of service upon the applicant and proof that the applicant has had a reasonable opportunity to defend the application before a meeting of the local governing body.

Sincerely,

A handwritten signature in cursive script that reads "Erika McConnell".

Erika McConnell, Director

[amco.localgovernmentonly@alaska.gov](mailto:amco.localgovernmentonly@alaska.gov)



Alcohol and Marijuana Control Office  
550 W 7<sup>th</sup> Avenue, Suite 1600  
Anchorage, AK 99501  
[alcohol.licensing@alaska.gov](mailto:alcohol.licensing@alaska.gov)  
<https://www.commerce.alaska.gov/web/amco>  
Phone: 907.269.0350

Alaska Alcoholic Beverage Control Board

## Master Checklist: Renewal Liquor License Application

Doing Business As:	Glacier Bay Lodge	License Number:	443
License Type:	Beverage Dispensary - Seasonal		
Examiner:	Joan	Transaction #:	997660 ✓

Document	Received	Completed	Notes
AB-17: Renewal Application	12/19/18	1/9/19	
App and License Fees	12/19/18	12/12/18	

Supplemental Document	Received	Completed	Notes
Tourism/Rec Site Statement	12/19/18	1/9/19	
AB-25: Supplier Cert (WS)			
AB-29: Waiver of Operation			
AB-30: Minimum Operation			
AB-33: Restaurant Affidavit			
COI / COC / 5 Star			
FP Cards & Fees / AB-08a			
Late Fee			

Names on FP Cards:	
--------------------	--

	Yes	No
Selling alcohol in response to written order (package stores)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mailing address and contact information different than in database (if yes, update database)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
In "Good Standing" with CBPL (skip this and next question for sole proprietor)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Officers and stockholders match CBPL and database (if "No", determine if transfer necessary)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

LGB 1 Response:

☐ Waive ☐ Protest ☐ Lapsed

LGB 2 Response:

☐ Waive ☐ Protest ☐ Lapsed



Alcohol and Marijuana Control Office  
550 W 7<sup>th</sup> Avenue, Suite 1600  
Anchorage, AK 99501  
[alcohol.licensing@alaska.gov](mailto:alcohol.licensing@alaska.gov)  
<https://www.commerce.alaska.gov/web/amco>  
Phone: 907.269.0350

Alaska Alcoholic Beverage Control Board

## Form AB-17: 2019/2020 Renewal License Application

### What is this form?

This renewal license application form is required for all individuals or entities seeking to apply for renewal of an existing liquor license that will expire on December 31, 2018. All fields of this form must be complete and correct, or the application will be returned to you in the manner in which it was received, per AS 04.11.270 and 3 AAC 304.105. The Community Council field only should be verified/completed by licensees whose establishments are located within the Municipality of Anchorage or outside of city limits within the Matanuska-Susitna Borough.

This form must be completed correctly and submitted to the Alcohol & Marijuana Control Office (AMCO)'s main office, along with all other required documents and fees, before any renewal license application will be considered complete. Receipt and/or processing of renewal payments by AMCO staff neither indicates nor guarantees that an application will be considered complete, or that a license will be renewed.

### Section 1 – Establishment and Contact Information

Enter information for the business seeking to have its license renewed. If any populated information is incorrect, please contact AMCO.

Licensee:	ARAMARK Sports and Entertainment Services, LLC	License #:	443
License Type:	Beverage Dispensary - Seasonal	Legal Ref.:	AS 04.11.090
Doing Business As:	Glacier Bay Lodge		
Premises Address:	179 Bartlett Cove		
Local Governing Body:	City of Gustavus		
Community Council:	None		
Mailing Address:	FLAHERTY & O'HARA, P.C., 610 SMITHFIELD STREET, SUITE 300		
City:	PITTSBURGH	State:	PA
		ZIP:	15222

Enter information for the individual who will be designated as the primary point of contact regarding this application. This individual **must be a licensee** who is required to be listed in and authorized to sign this application.

Contact Licensee:	BRUCE FEARS	Contact Phone:	800-999-8989
Contact Email:	FEARS-BRUCE@ARAMARK.COM		

Optional: If you wish for AMCO staff to communicate with individual who is not a licensee named on this form (eg: legal counsel) about this application and other matters pertaining to the license, please provide that person's contact information in the fields below.

Name of Contact:	MARC BODELL	Contact Phone:	412-456-2125
Contact Email:	MARC@FLAHERTY-OHARA.COM		





# Alaska Alcoholic Beverage Control Board

## Form AB-17: 2019/2020 Renewal License Application

### Section 2 – Entity or Community Ownership Information

This top subsection must be completed by any licensee that is a corporation or LLC. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations, Business & Professional Licensing (CBPL). This number is neither your EIN/tax ID number, nor your business license number. You may view your entity's status or find your CBPL entity number by using the following site: <https://www.commerce.alaska.gov/cbp/main/search/entities>

General partnerships and local governments should skip to the second half of this page. Licensees who directly hold a license as an individual or individuals should skip to Section 3.

Alaska CBPL Entity #:	40869f
-----------------------	--------

You must ensure that you are able to certify the following statement before signing your initials in the box to the right: Initials

I certify that this entity is in good standing with CBPL and that all current entity officials and stakeholders (listed below) are also currently and accurately listed with CBPL.



This subsection must be completed by any community or entity, including a corporation, limited liability company, partnership, or limited partnership, that is applying for renewal. If more space is needed, please attach additional completed copies of this page.

- If the applicant is a corporation, the following information must be completed for each stockholder who owns 10% or more of the stock in the corporation, and for each president, vice-president, secretary, and managing officer.
- If the applicant is a limited liability organization, the following information must be completed for each member with an ownership interest of 10% or more, and for each manager.
- If the applicant is a partnership, including a limited partnership, the following information must be completed for each partner with an interest of 10% or more, and for each general partner.

**Important Note:** The information provided in the below fields (including spelling of names, specific titles, and percentages held) must match that which is listed with CBPL. If one individual holds multiple titles mentioned in the bullets above, all titles must be listed for that individual on this application and with CBPL. Failure to list all required titles constitutes an incomplete application.

Name of Official:	BRUCE FEARS				
Title(s):	MANAGER	Phone:	800-999-8989	% Owned:	0%
Mailing Address:	439 245TH AVENUE, S.E.				
City:	SAMMAMISH	State:	WA	ZIP:	98074

Name of Official:	PATRICIA RAPONE				
Title(s):	MANAGER	Phone:	800-999-8989	% Owned:	0%
Mailing Address:	2341A WALLACE STREET				
City:	PHILADELPHIA	State:	PA	ZIP:	19130

Name of Official:	ARAMARK/HMS, LLC				
Title(s):	MEMBER	Phone:	800-999-8989	% Owned:	100%
Mailing Address:	1101 MARKET STREET				
City:	PHILADELPHIA	State:	PA	ZIP:	19107





## Alaska Alcoholic Beverage Control Board

**Form AB-17: 2019/2020 Renewal License Application****Section 3 – Sole Proprietor Ownership Information**

This section must be completed by any licensee who directly holds the license as an individual or multiple individuals and is applying for license renewal. If more space is needed, please attach a separate sheet that includes all of the required information. Entities should skip to Section 4. The following information must be completed for each licensee and each affiliate (spouse).

This individual is an: ☐ applicant ☐ affiliate (spouse)

<b>Name:</b>				<b>Contact Phone:</b>	
<b>Mailing Address:</b>					
<b>City:</b>		<b>State:</b>		<b>ZIP:</b>	
<b>Email:</b>					

This individual is an: ☐ applicant ☐ affiliate (spouse)

<b>Name:</b>				<b>Contact Phone:</b>	
<b>Mailing Address:</b>					
<b>City:</b>		<b>State:</b>		<b>ZIP:</b>	
<b>Email:</b>					

**Section 4 – Alcohol Server Education**

This section must be completed only by the holder of a beverage dispensary, club, or pub license or conditional contractor's permit. The holders of all other license types should skip to Section 5.

Read the line below, and then sign your initials in the box to the right of the statement:

Initials

I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check identification of a patron have completed an alcohol server education course approved by the ABC Board and keep current, valid copies of their course completion cards on the licensed premises during all working hours, as set forth in AS 04.21.025 and 3 AAC 304.465.

**Section 5 – License Operation**

Check a single box for each calendar year that best describes how this liquor license was operated:

2017 2018

The license was regularly operated continuously throughout each year.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

The license was regularly operated during a specific season each year.

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
-------------------------------------	-------------------------------------

The license was only operated to meet the minimum requirement of 240 total hours each calendar year.

*If this box is checked, a complete copy of Form AB-30: Proof of Minimum Operation Checklist, and all necessary documentation must be provided with this application.*

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

The license was not operated at all or was not operated for at least the minimum requirement of 240 total hours each year, during one or both of the calendar years.

*If this box is checked, a complete copy of Form AB-29: Waiver of Operation Application and corresponding fees must be submitted with this application for each calendar year during which the license was not operated for at least the minimum requirement, unless a complete copy of the form (including fees) has already been submitted for that year.*

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------





# Alaska Alcoholic Beverage Control Board

## Form AB-17: 2019/2020 Renewal License Application

### Section 6 – Violations and Convictions

Applicant violations and convictions in calendar years 2017 and 2018:

Yes No

Have any notices of violation (NOVs) been issued to this licensee in the calendar years 2017 or 2018?

☐ ☒

Has any person or entity named in this application been convicted of a violation of Title 04, of 3 AAC 304, or a local ordinance adopted under AS 04.21.010 in the calendar years 2017 or 2018?

☐ ☒

If "Yes" to either of the previous two questions, attach a separate page to this application listing all NOVs and/or convictions.

### Section 7 – Certifications

Read each line below, and then sign your initials in the box to the right of each statement:

Initials

I certify that all current licensees (as defined in AS 04.11.260) and affiliates have been listed on this application, and that in accordance with AS 04.11.450, no one other than the licensee(s) has a direct or indirect financial interest in the licensed business.

☒

I certify that I have not altered the functional floor plan or reduced or expanded the area of the licensed premises, and I have not changed the business name or the ownership (including officers, managers, general partners, or stakeholders) from what is currently approved and on file with the Alcoholic Beverage Control Board.

☒

I certify on behalf of myself or of the organized entity that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.

☒

As an applicant for a liquor license renewal, I declare under penalty of perjury that I have read and am familiar with AS 04 and 3 AAC 304, and that this application, including all accompanying schedules and statements, is true, correct, and complete. I agree to provide all information required by the Alcoholic Beverage Control Board or AMCO staff in support of this application and understand that failure to do so by any deadline given to me by AMCO staff will result in this application being returned to me as incomplete.

By: [Signature]  
Signature of licensee

[Signature]  
Signature of Notary Public

PATRICIA RAPONE, VICE PRESIDENT  
Printed name of licensee

Notary Public in and for the State of PENNSYLVANIA

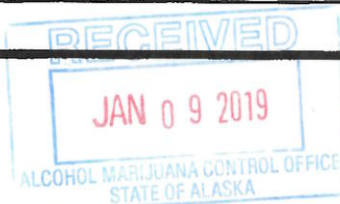
My commission expires: 10/21/22

Subscribed and sworn to before me this 12 day of DECEMBER, 20 18.

Seasonal License? ☒ Yes ☐ No

If "Yes", write your six-month operating period: 05/01/19 - 10/31/19

License Fee:	\$ 1250.00	Application Fee:	\$ 300.00	TOTAL:	\$ 1550.00
Miscellaneous Fees:					
GRAND TOTAL (if different than TOTAL):					



**EXHIBIT A**

**ARAMARK Sports and Entertainment Services, LLC**

**FEIN No. 23-1664232**

**Principal Officers**

**President**

Bruce Fears

439 245<sup>th</sup> Avenue, S.E.

Sammamish, WA 98074

Phone: 800-999-8989

Ownership: 0%

**Vice President**

Patricia Rapone

2341A Wallace Street

Philadelphia, PA 19130

Phone: 800-999-8989

Ownership: 0%

**2019/2020 Tourism Statement**  
**Aramark Sports & Entertainment Services, LLC,**

***1. Explain how the issuance of a liquor license at your establishment has/will encourage tourism.***

The central focus of the business plan for the Glacier Bay Lodge involves catering to out of town tourists, local, and regional guests. The licensee will continue to run advertising in travel/tourism publications and directories as well as through electronic methods, including an online presence via property specific website and other relevant platforms.

***Explain how the facility was/will be constructed or improved in accordance with this application.***

This facility is located at 179 Bartlett Cove. in Gustavus. As such it is ideal for travelers who want an overnight stay in a beautiful location conveniently located in Gustavus.

***2. Who operates the facility for which a liquor license is being applied?***

Aramark Sports & Entertainment Services, LLC operates the liquor license. Bruce Fears, Patricia Rapone are Managers of the entity, and Aramark/HMS, LLC is the Member of the entity.

***3. Do you offer room rentals to the traveling public? Yes.***

***4. If so, how many of these rooms are available? Do any of the rental rooms have kitchen facilities (defined as: a separate sink for food preparation along with refrigeration and cooking appliance devices, including a microwave)? If yes, how many of the rental rooms have kitchen facilities that meet this definition? Do you stock alcoholic beverages in guest rooms?***

There are 48 rooms for rent at the Glacier Bay Lodge. None of the rooms are equipped with kitchen facilities. No we do not stock alcoholic beverages in the rooms.



**5. Does your establishment include a dining facility?**

Yes. Glacier Bay Lodge offers breakfast, lunch, dinner, and snacks daily in a comfortable setting.

**6. Are additional amenities available to your guests through your establishment (eg: guided tours or trips, rental equipment for guests, other activities that attract tourists)?**

Yes, Glacier Bay Lodge sells a full day boat tour to see the glaciers. This tour is operated on contract by Allen Marine and is approximately 8 hours. We also offer bike rentals. Glacier Bay Lodge will continue to operate the facility as a tourist facility. In short, all of those things, which are routinely done by businesses in Alaska to encourage tourism, will continue to be done by the operators of the facility.



Details

## ENTITY DETAILS

### Name(s)

Type	Name
Legal Name	ARAMARK SPORTS AND ENTERTAINMENT SERVICES, LLC
Previous Legal Name	ARAMARK LEISURE SERVICES, INC.
Previous Legal Name	ARAMARK SPORTS AND ENTERTAINMENT SERVICES, INC.

**Entity Type:** Limited Liability Company

**Entity #:** 40869F

**Status:** Good Standing

**AK Formed Date:** 9/18/1987

**Duration/Expiration:** Perpetual

**Home State:** DELAWARE

**Next Biennial Report Due:** 1/2/2019 [File Biennial Report](#)

**Entity Mailing Address:** 1101 MARKET STREET, PHILADELPHIA, PA 19107

**Entity Physical Address:** 1209 ORANGE ST, WILMINGTON, DE 19801

### Registered Agent

**Agent Name:** C T Corporation System

**Registered Mailing Address:** 9360 Glacier Hwy Ste 202, JUNEAU, AK 99801

**Registered Physical Address:** 9360 Glacier Hwy Ste 202, JUNEAU, AK 99801

### Officials

AK Entity #	Name	<input type="checkbox"/> Show Former (None on file)	
		Titles	Owned
	Aramark/hms, LLC	Member	100
	Bruce Fears	Manager	
	Patricia Rapone	Manager	

### Filed Documents

Date Filed	Type	Filing	Certificate
9/18/1987	Creation Filing	<a href="#">Click to View</a>	



THE STATE  
of **ALASKA**  
GOVERNOR MICHAEL J. DUNLEAVY

**Department of Commerce, Community,  
and Economic Development**

ALCOHOL & MARIJUANA CONTROL OFFICE

550 West 7<sup>th</sup> Avenue, Suite 1600

Anchorage, AK 99501

Main: 907.269.0350

November 15, 2018

City of Gustavus

Attn: City Clerk

Via email: [clerk@gustavus-ak.gov](mailto:clerk@gustavus-ak.gov)

**Re: Notice of 2019/2020 Liquor License Renewal Application**

<b>License Type:</b>	Restaurant/Eating Place – Public Convenience	<b>License Number:</b>	5192
<b>Licensee:</b>	Clove Hitch Café, LLC		
<b>Doing Business As:</b>	Clove Hitch Cafe		

We have received a completed renewal application for the above listed license (see attached application documents) within your jurisdiction. This is the notice required under AS 04.11.480.

A local governing body may protest the approval of an application(s) pursuant to AS 04.11.480 by furnishing the director **and** the applicant with a clear and concise written statement of reasons for the protest within 60 days of receipt of this notice, and by allowing the applicant a reasonable opportunity to defend the application before a meeting of the local governing body, as required by 3 AAC 304.145(d). If a protest is filed, the board will deny the application unless the board finds that the protest is arbitrary, capricious, and unreasonable.

To protest the application referenced above, please submit your written protest within 60 days, and show proof of service upon the applicant and proof that the applicant has had a reasonable opportunity to defend the application before a meeting of the local governing body.

Sincerely,

A handwritten signature in cursive script that reads "Erika McConnell".

Erika McConnell, Director

[amco.localgovernmentonly@alaska.gov](mailto:amco.localgovernmentonly@alaska.gov)



Alcohol and Marijuana Control Office  
550 W 7<sup>th</sup> Avenue, Suite 1600  
Anchorage, AK 99501  
[alcohol.licensing@alaska.gov](mailto:alcohol.licensing@alaska.gov)  
<https://www.commerce.alaska.gov/web/amco>  
Phone: 907.269.0350

Alaska Alcoholic Beverage Control Board

## Master Checklist: Renewal Liquor License Application

Doing Business As:	Clove Hitch Cafe	License Number:	5192
License Type:	Restaurant or Eating Place - Public Convenience		
Examiner:	<i>JOHN</i>	Transaction #:	1001631

Document	Received	Completed	Notes
AB-17: Renewal Application	12/26	1/17/19	
App and License Fees	12/26	12/26/18	

Supplemental Document	Received	Completed	Notes
Tourism/Rec Site Statement			
AB-25: Supplier Cert (WS)			
AB-29: Waiver of Operation			
AB-30: Minimum Operation			
AB-33: Restaurant Affidavit	12/26	12/26/18	
COI / COC / 5 Star			
FP Cards & Fees / AB-08a			
Late Fee			

Names on FP Cards:	
--------------------	--

Yes No

Selling alcohol in response to written order (package stores)?

☒ ☒

Mailing address and contact information different than in database (if yes, update database)?

☒ ☐

In "Good Standing" with CBPL (skip this and next question for sole proprietor)?

☒ ☐

Officers and stockholders match CBPL and database (if "No", determine if transfer necessary)?

☒ ☐

LGB 1 Response:

LGB 2 Response:

☐

Waive

☐

Protest

☐

Lapsed

☐

Waive

☐

Protest

☐

Lapsed



Alaska Alcoholic Beverage Control Board  
**Restaurant or Eating Place License**  
**Form AB-17a: 2019/2020 Renewal License Application**

**What is this form?**

This renewal license application form is required for all individuals or entities seeking to apply for renewal of an existing restaurant or eating place liquor license that will expire on December 31, 2018. All fields of this form must be complete and correct, or the application will be returned to you in the manner in which it was received, per AS 04.11.270 and 3 AAC 304.105. The Community Council field only should be verified/completed by licensees whose establishments are located within the Municipality of Anchorage or outside of city limits within the Matanuska-Susitna Borough.

This form must be completed correctly and submitted to the Alcohol & Marijuana Control Office (AMCO)'s main office, along with all other required documents and fees, before any renewal license application will be considered complete. Receipt and/or processing of renewal payments by AMCO staff neither indicates nor guarantees that an application will be considered complete, or that a license will be renewed.

**Section 1 – Establishment and Contact Information**

Enter information for the business seeking to have its license renewed. If any populated information is incorrect, please contact AMCO.

Licensee:	Clove Hitch Cafe, LLC	License #:	5192
License Type:	Restaurant or Eating Place - Public Convenience	Statute:	AS 04.11.400(d)
Doing Business As:	Clove Hitch Cafe		
Premises Address:	1250 Gustavus Road		
Local Governing Body:	City of Gustavus		
Community Council:	None		

Mailing Address:	PO Box 297		
City:	Gustavus	State:	Alaska
		ZIP:	99826

Enter information for the individual who will be designated as the primary point of contact regarding this application. This individual must be a licensee who is required to be listed in and authorized to sign this application.

Contact Licensee:	Renee R. Patrick	Contact Phone:	907 209 9416
Contact Email:	Clovehitchcafe@gmail.com		

Optional: If you wish for AMCO staff to communicate with individual who is not a licensee named on this form (eg: legal counsel) about this application and other matters pertaining to the license, please provide that person's contact information in the fields below.

Name of Contact:		Contact Phone:	
Contact Email:			



AMCO  
DEC 26 2018

**Form AB-17a: 2019/2020 Restaurant Renewal License Application****Section 2 – Entity or Community Ownership Information**

This top subsection must be completed by any licensee that is a corporation or LLC. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations, Business & Professional Licensing (CBPL). This number is neither your EIN/tax ID number, nor your business license number. You may view your entity's status or find your CBPL entity number by visiting the following site: <https://www.commerce.alaska.gov/cbp/main/search/entities>. General partnerships and local governments should skip to the second half of this page. Licensees who directly hold a license as an individual or individuals should skip to Section 3.

Alaska CBPL Entity #:	10004221
-----------------------	----------

You must ensure that you are able to certify the following statement before signing your initials in the box to the right: Initials

I certify that this entity is in good standing with CBPL and that all current entity officials and stakeholders (listed below) are also currently and accurately listed with CBPL.

RP

This subsection must be completed by any community or entity, including a corporation, limited liability company, partnership, or limited partnership, that is applying for renewal. If more space is needed, please attach additional completed copies of this page.

- If the applicant is a corporation, the following information must be completed for each stockholder who owns 10% or more of the stock in the corporation, and for each president, vice-president, secretary, and managing officer.
- If the applicant is a limited liability organization, the following information must be completed for each member with an ownership interest of 10% or more, and for each manager.
- If the applicant is a partnership, including a limited partnership, the following information must be completed for each partner with an interest of 10% or more, and for each general partner.

**Important Note:** The information provided in the below fields (including spelling of names, specific titles, and percentages held) must match that which is listed with CBPL. If one individual holds multiple titles mentioned in the bullets above, all titles must be listed for that individual on this application and with CBPL. Failure to list all required titles constitutes an incomplete application.

Name of Official:	Renee R. Patrick				
Title(s):	member	Phone:	907 697 2338	% Owned:	16
Mailing Address:	PO Box 287				
City:	Gustavus	State:	Alaska	ZIP:	99826

Name of Official:	Danielle E. Patrick				
Title(s):	member	Phone:	907 321 9469	% Owned:	16
Mailing Address:	PO Box 93				
City:	Gustavus	State:	Alaska	ZIP:	99826

Name of Official:	Brenda M. Patrick				
Title(s):	member	Phone:	907 723 1412	% Owned:	16
Mailing Address:	PO Box 226				
City:	Gustavus	State:	Alaska	ZIP:	99826



**Form AB-17a: 2019/2020 Restaurant Renewal License Application****Section 2 – Entity or Community Ownership Information**

This top subsection must be completed by any licensee that is a corporation or LLC. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations, Business & Professional Licensing (CBPL). This number is neither your EIN/tax ID number, nor your business license number. You may view your entity's status or find your CBPL entity number by visiting the following site: <https://www.commerce.alaska.gov/cbp/main/search/entities>

General partnerships and local governments should skip to the second half of this page. Licensees who directly hold a license as an individual or individuals should skip to Section 3.

Alaska CBPL Entity #:	10004221
-----------------------	----------

You must ensure that you are able to certify the following statement before signing your initials in the box to the right: Initials

I certify that this entity is in good standing with CBPL and that all current entity officials and stakeholders (listed below) are also currently and accurately listed with CBPL.

Initials

This subsection must be completed by any community or entity, including a corporation, limited liability company, partnership, or limited partnership, that is applying for renewal. If more space is needed, please attach additional completed copies of this page.

- If the applicant is a corporation, the following information must be completed for each stockholder who owns 10% or more of the stock in the corporation, and for each president, vice-president, secretary, and managing officer.
- If the applicant is a limited liability organization, the following information must be completed for each member with an ownership interest of 10% or more, and for each manager.
- If the applicant is a partnership, including a limited partnership, the following information must be completed for each partner with an interest of 10% or more, and for each general partner.

**Important Note:** The information provided in the below fields (including spelling of names, specific titles, and percentages held) must match that which is listed with CBPL. If one individual holds multiple titles mentioned in the bullets above, all titles must be listed for that individual on this application and with CBPL. Failure to list all required titles constitutes an incomplete application.

Name of Official:	Sean W. Patrick			
Title(s):	member	Phone:	907 697 2338	% Owned: 10
Mailing Address:	PO Box 287			
City:	Gustavus	State:	Alaska	ZIP: 99826

Name of Official:	Shane B Patrick			
Title(s):	member	Phone:	907 697 2182	% Owned: 10
Mailing Address:	PO Box 93			
City:	Gustavus	State:	Alaska	ZIP: 99826

Name of Official:	Darren W. Patrick			
Title(s):	member	Phone:	907 738 6904	% Owned: 10
Mailing Address:	PO Box 224			
City:	Gustavus	State:	Alaska	ZIP: 99826



AMCO  
 DEC 26 2018

## Section 2 – Entity or Community Ownership Information

This top subsection must be completed by any licensee that is a corporation or LLC. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations, Business & Professional Licensing (CBPL). This number is neither your EIN/tax ID number, nor your business license number. You may view your entity's status or find your CBPL entity number by visiting the following site: <https://www.commerce.alaska.gov/cbp/main/search/entities>. General partnerships and local governments should skip to the second half of this page. Licensees who directly hold a license as an individual or individuals should skip to Section 3.

Alaska CBPL Entity #:	10004221
-----------------------	----------

You must ensure that you are able to certify the following statement before signing your initials in the box to the right: Initials

I certify that this entity is in good standing with CBPL and that all current entity officials and stakeholders (listed below) are also currently and accurately listed with CBPL.



This subsection must be completed by any community or entity, including a corporation, limited liability company, partnership, or limited partnership, that is applying for renewal. If more space is needed, please attach additional completed copies of this page.

- If the applicant is a corporation, the following information must be completed for each stockholder who owns 10% or more of the stock in the corporation, and for each president, vice-president, secretary, and managing officer.
- If the applicant is a limited liability organization, the following information must be completed for each member with an ownership interest of 10% or more, and for each manager.
- If the applicant is a partnership, including a limited partnership, the following information must be completed for each partner with an interest of 10% or more, and for each general partner.

**Important Note:** The information provided in the below fields (including spelling of names, specific titles, and percentages held) must match that which is listed with CBPL. If one individual holds multiple titles mentioned in the bullets above, all titles must be listed for that individual on this application and with CBPL. Failure to list all required titles constitutes an incomplete application.

Name of Official:	Aaron W Patrick				
Title(s):	member	Phone:	907-723-3401	% Owned:	4
Mailing Address:	PO Box 34				
City:	Gustavus	State:	Alaska	ZIP:	99826

Name of Official:					
Title(s):		Phone:		% Owned:	
Mailing Address:					
City:		State:		ZIP:	

Name of Official:					
Title(s):		Phr		% Owned:	
Mailing Address:					
City:		State:		ZIP:	



**Form AB-17a: 2019/2020 Restaurant Renewal License Application****Section 3 – Sole Proprietor Ownership Information**

This section must be completed by any licensee who directly holds the license as an individual or multiple individuals and is applying for license renewal. If more space is needed, please attach a separate sheet that includes all of the required information. Entities should skip to Section 4. The following information must be completed for each licensee and each affiliate (spouse).

This individual is an: ☐ applicant ☐ affiliate (spouse)

Name:				Contact Phone:	
Mailing Address:					
City:		State:		ZIP:	
Email:					

This individual is an: ☐ applicant ☐ affiliate (spouse)

Name:				Contact Phone:	
Mailing Address:					
City:		State:		ZIP:	
Email:					

**Section 4 – Alcohol Server Education**

Read the line below, and then sign your initials in the box to the right of the statement:

Initials

I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check identification of a patron have completed an alcohol server education course approved by the ABC Board and keep current, valid copies of their course completion cards on the licensed premises during all working hours, as set forth in AS 04.21.025 and 3 AAC 304.465.

**Section 5 – License Operation**

Check a single box for each calendar year that best describes how this liquor license was operated:

2017 2018

The license was regularly operated continuously throughout each year.

☒ ☒

The license was regularly operated during a specific season each year.

☐ ☐

The license was only operated to meet the minimum requirement of 240 total hours each calendar year.

If this box is checked, a complete copy of Form AB-30: Proof of Minimum Operation Checklist, and all necessary documentation must be provided with this application.

☐ ☐

The license was not operated at all or was not operated for at least the minimum requirement of 240 total hours each year, during one or both of the calendar years.

If this box is checked, a complete copy of Form AB-29: Waiver of Operation Application and corresponding fees must be submitted with this application for each calendar year during which the license was not operated for at least the minimum requirement, unless a complete copy of the form (including fees) has already been submitted for that year.

☐ ☐


**Form AB-17a: 2019/2020 Restaurant Renewal License Application****Section 6 – Violations and Convictions**

Applicant violations and convictions in calendar years 2017 and 2018:

Yes No

Have any notices of violation (NOVs) been issued to this licensee in the calendar years 2017 or 2018?

☐ ☒

Has any person or entity named in this application been convicted of a violation of Title 04, of 3 AAC 304, or a local ordinance adopted under AS 04.21.010 in the calendar years 2017 or 2018?

☐ ☒

If "Yes" to either of the previous two questions, attach a separate page to this application listing all NOVs and/or convictions.

**Section 7 – Certifications**

Read each line below, and then sign your initials in the box to the right of each statement:

Initials

I certify that all current licensees (as defined in AS 04.11.260) and affiliates have been listed on this application, and that in accordance with AS 04.11.450, no one other than the licensee(s) has a direct or indirect financial interest in the licensed business.

☒

I certify that I have not altered the functional floor plan or reduced or expanded the area of the licensed premises, and I have not changed the business name or the ownership (including officers, managers, general partners, or stakeholders) from what is currently approved and on file with the Alcoholic Beverage Control (ABC) Board.

☒

I certify on behalf of myself or of the organized entity that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.

☒

I am submitting as part of this application a completed copy of Form AB-33: Restaurant Receipts Affidavit, to provide evidence to the ABC Board that this establishment met the food sales requirement set forth in AS 04.11.100(e).

☒

As an applicant for a liquor license renewal, I declare under penalty of perjury that I have read and am familiar with AS 04 and 3 AAC 304, and that this application, including all accompanying schedules and statements, is true, correct, and complete. I agree to provide all information required by the Alcoholic Beverage Control Board or AMCO staff in support of this application and understand that failure to do so by any deadline given to me by AMCO staff will result in this application being returned to me as incomplete.

Signature of licensee

Signature of Notary Public

Printed name of licensee

Notary Public in and for the State of Alaska

POSTMASTER  
PO BOX 9998  
GUSTAVUS AK 99826

My commission expires: 07/08/2022  
Subscribed and sworn to before me this 21<sup>st</sup> day of December, 2018.

Seasonal License?

☐ Yes ☒ No

If "Yes", write your six-month operating period: \_\_\_\_\_

License Fee:	\$ 600.00	Application Fee:	\$ 300.00	TOTAL:	\$ 900.00
Miscellaneous Fees:					
GRAND TOTAL (if different than TOTAL):					\$900.00

AMCO  
DEC 26 2018  
AMCO

Details

## ENTITY DETAILS

### Name(s)

Type	Name
Legal Name	Clove Hitch Cafe LLC

**Entity Type:** Limited Liability Company**Entity #:** 10004221**Status:** Good Standing**AK Formed Date:** 4/3/2012**Duration/Expiration:** Perpetual**Home State:** ALASKA**Next Biennial Report Due:** 1/2/2020**Entity Mailing Address:** PO BOX 297, GUSTAVUS, AK 99826-0297**Entity Physical Address:** 1250 GUSTAVUS ROAD, GUSTAVUS, AK 99826

### Registered Agent

**Agent Name:** Renee R Patrick**Registered Mailing Address:** PO BOX 287, GUSTAVUS, AK 99826-0287**Registered Physical Address:** 210 COHO DRIVE, GUSTAVUS, AK 99826-0287

### Officials

AK Entity #	Name	Titles	<input type="checkbox"/> Show Former
			Owned
	Aaron W Patrick	Member	4
	Brenda M Patrick	Member	16
	Danielle E Patrick	Member	16
	Darren W Patrick	Member	16
	Renee R Patrick	Member	16
	Sean W Patrick	Member	16
	Shane B Patick	Member	16

### Filed Documents

**CITY OF GUSTAVUS, ALASKA**  
**ORDINANCE FY19-15NCO**  
**AN ORDINANCE FOR THE CITY OF GUSTAVUS PROVIDING FOR THE AMENDMENT OF**  
**LANDS DEPARTMENT BUDGET FOR FISCAL YEAR 2019**

**BE IT ENACTED BY THE GUSTAVUS CITY COUNCIL AS FOLLOWS:**

**Section 1.** Classification. This is a **Non-Code Ordinance**

**Section 2.** For the Fiscal Year of 2019 estimated expenditures have changed from the estimates in the approved budget.

**Section 3.** For the current fiscal year, the budget is amended to reflect the changed estimates as follows:

<b>Budget Category</b>	<b>Amounts</b>		
	Original Budget	Amended Budget	Change
<b>INCOME</b>			
Lands: Gravel Pit Gravel Sales	\$ 8,000.00	\$ 12,000.00	\$ 4,000.00
Lands: Lease	\$ 12,541.42	\$ 12,720.35	\$ 178.93
Retail Tax Income	\$339,000.00	\$344,821.07	\$ 5,821.07
<b>EXPENSE</b>			
Lands: Administrative Costs	\$ 2,000.00	\$ 12,000.00	\$ 10,000.00

Surveying of ASLS No. 2014-25/ADL 108131 was finally completed as part of transfer of Salmon River Park and lot adjoining to the north to the city.

---

Total Change in Expense	<b>\$ 0.00</b>
-------------------------	----------------

**Section 4.** The budget is hereby amended as indicated and any portion of the approved budget inconsistent with this amendment is repealed.

**Section 5.** Effective Date. This ordinance becomes effective upon its adoption by the Gustavus City Council.

**DATE INTRODUCED:** *February 11, 2019*

**DATE OF PUBLIC HEARING:** *March 11, 2019*

**PASSED** and **APPROVED** by the Gustavus City Council this \_\_\_\_th day of \_\_\_\_\_, 2019.

---

Calvin Casipit, Mayor

---

Attest: Phoebe Vanselow, City Treasurer

---

Attest: Karen Platt, City Clerk

**CITY OF GUSTAVUS, ALASKA  
ORDINANCE FY19-16NCO**

**AN ORDINANCE FOR THE CITY OF GUSTAVUS PROVIDING FOR THE AMENDMENT OF  
THE CITY HELD ACCOUNTS IN FISCAL YEAR 2019**

**BE IT ENACTED BY THE GUSTAVUS CITY COUNCIL AS FOLLOWS:**

**Section 1.** Classification. This is a **Non-Code Ordinance**

**Section 2.** For the Fiscal Year of 2019, the following City held account balance transfers are to be made for the reasons stated.

**Section 3.** For the current fiscal year, the budget and City held accounts are amended to reflect the changes as follows:

	<b>Amounts</b>		
<b>CITY HELD ACCOUNTS</b>	<b>Account Balance</b>	<b>Amended Balance</b>	<b>Change</b>
CP-19-01 Council Chambers <i>Council meeting tables, chairs, and wireless projector.</i>	\$ 0.00	\$ 5,250.00	\$ 5,250.00
AMLIP Capital Improv Current* <i>Funding for the first of the 2019 capital projects.</i>	\$ 159,154.39	\$ 153,904.39	<\$ 5,250.00>

*\*Approximate, this is a dynamic value.*

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Total Change in City Held Account Balances	\$ 0.00
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**Section 4.** The City held accounts are hereby amended as indicated.

**Section 5.** Effective Date. This ordinance becomes effective upon its adoption by the Gustavus City Council.

**DATE INTRODUCED:** *February 11, 2019*

**DATE OF PUBLIC HEARING:** *March 11, 2019*

**PASSED** and **APPROVED** by the Gustavus City Council this \_\_<sup>th</sup> day of \_\_\_\_\_, 2019.

\_\_\_\_\_  
Calvin Casipit, Mayor

\_\_\_\_\_  
Attest: Phoebe Vanselow, City Treasurer

\_\_\_\_\_  
Attest: Karen Platt, City Clerk



**City of Gustavus**  
P.O. Box 1  
Gustavus, AK 99826  
Phone: (907) 697-2451

# Ordinance for Public Hearing

**CITY OF GUSTAVUS, ALASKA  
ORDINANCE FY19-13NCO  
AN ORDINANCE FOR THE CITY OF GUSTAVUS PROVIDING FOR THE AMENDMENT OF  
DEPARTMENT BUDGETS FOR FISCAL YEAR 2019**

**BE IT ENACTED BY THE GUSTAVUS CITY COUNCIL AS FOLLOWS:**

**Section 1.** Classification. This is a **Non-Code Ordinance**

**Section 2.** For the Fiscal Year of 2019 estimated expenditures have changed from the estimates in the approved budget.

**Section 3.** For the current fiscal year, the budget is amended to reflect the changed estimates as follows:

<b>Budget Category EXPENSE</b>	<b>Amounts</b>		
	Original Budget	Amended Budget	Change
Admin:Building Maintenance & Repair	\$ 1,900.00	\$ 900.00	<\$ 1,000.00>
Admin:General Liability	\$ 5,001.38	\$ 3,827.10	<\$ 1,174.28>
<i>The return premium credit for FY18 was larger than anticipated, reducing the FY19 cost.</i>			
Admin:Supplies	\$ 3,000.00	\$ 1,500.00	<\$ 1,500.00>
Admin:Contractual Services	\$ 5,000.00	\$ 6,200.00	\$ 1,200.00
<i>Municipal Code updates were published. Satellite internet was installed for City Hall and the firehall. Additional work was done to improve Salmon River Park. Water testing was performed.</i>			
Admin:Election Expense	\$ 250.00	\$ 276.70	\$ 26.70
Admin:Equipment Purchase	\$ 3,700.00	\$ 4,100.00	\$ 400.00
<i>Back-up hard drives for the new server will be purchased as part of the IT overhaul of City Hall.</i>			
Admin:Professional Services	\$ 20,000.00	\$ 23,752.77	\$ 3,752.77
<i>Attorney fees were higher than budgeted due to preparation for and attendance at the electrical intertie stakeholder meeting.</i>			
Admin:Public Relations	\$ 500.00	\$ 730.00	\$ 230.00
Admin:Travel	\$ 6,500.00	\$ 10,500.00	\$ 4,000.00
<i>More Council Members than anticipated were able to attend the Alaska Municipal League meetings and trainings. An employee attended an AHFC grant pre-application training. The City Clerk is continuing training to become a Certified Municipal Clerk and is continuing to apply for and receive scholarships.</i>			
Admin:Vehicle:Mileage Reimbursement	\$ 100.00	\$ 250.00	\$ 150.00
GVFD:Occupational Health	\$ 10,000.00	\$ 9,500.00	<\$ 500.00>
GVFD:Ambulance Billing Expense	\$ 1,000.00	\$ 1,500.00	\$ 500.00
<i>Ambulance transport billing resumed in July, with additional expense for billing services for transports from the previous fiscal year.</i>			
MF:MF Maintenance & Repairs	\$ 3,000.00	\$ 2,460.00	<\$ 540.00>

MF:Supplies	\$ 1,500.00	\$ 1,800.00	\$ 300.00
MF:Telecommunications	\$ 0.00	\$ 240.00	\$ 240.00

*The Marine Facilities Coordinator had an email account and computer set-up for the first time, which requires an annual fee.*

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Total Change in Expense	<b>\$ 6,085.19</b>
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**Section 4.** The budget is hereby amended as indicated and any portion of the approved budget inconsistent with this amendment is repealed.

**Section 5.** Effective Date. This ordinance becomes effective upon its adoption by the Gustavus City Council.

**DATE INTRODUCED:** *January 14, 2019*

**DATE OF PUBLIC HEARING:** *February 11, 2019*

**PASSED** and **APPROVED** by the Gustavus City Council this \_\_\_\_th day of \_\_\_\_\_, 2019.

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Calvin Casipit, Mayor

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Attest: Phoebe Vanselow, City Treasurer

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Attest: Karen Platt, City Clerk

**CITY OF GUSTAVUS  
Ordinance FY19-14**

**AN ORDINANCE FOR THE CITY OF GUSTAVUS PROVIDING FOR THE  
AMENDMENT OF CITY ORDINANCE TITLE 4 CHAPTERS 4.13.060 AND 4.13.070**

**BE IT ENACTED BY THE GUSTAVUS CITY COUNCIL AS FOLLOWS:**

- Section 1. Classification. This ordinance is of general and permanent nature and shall become a part of the City of Gustavus Municipal Code.
- Section 2. Severability. If any provisions of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and its application to other persons, or circumstances shall not be affected thereby.
- Section 3. Enactment. Now therefore, it is enacted by the Gustavus City Council that Title 4, Chapters 4.13.060 and 4.13.070 be amended as follows:

**Section 04.13-060      Asset Allocation and Performance Benchmarks**

- a. No more than fifteen (15) percent of the fund portfolio that is managed by an investment manager may be held in the form of cash equivalents for a period longer than thirty (30) days unless extenuating circumstances exist. Such circumstances should be documented in writing by the investment manager.
- b. The portion of the fund managed by an investment manager shall be compared to appropriate benchmarks. Asset allocation of the investment portfolio shall hold securities similar to those held in the appropriate benchmarks.
- c. The council shall annually review and approve an asset allocation plan for investment of the city's fund, as well as evaluating performance measuring benchmarks for managing investment of the fund. The yearly evaluation shall be conducted at the beginning of the fiscal year and shall be amended as necessary by resolution.

**Section 04.13-070      Permissible Investments**

- a. The City of Gustavus Endowment Fund may be invested in:
- (1) U.S. government treasury, agency, and instrumentality securities;
  - (2) Notes or bonds issued by the State of Alaska or its political subdivisions, or other states of the United States, maturing within two (2) years, with a credit rating of A-/A3 or better from two (2) national rating agencies;
  - (3) Federally insured or fully collateralized certificates of deposit of banks and credit unions, maturing within two (2) years;
  - (4) Repurchase agreements collateralized by U.S. Treasury securities and marked-to-market. If purchase agreements are overnight investments or if securities are collateralized in excess of one hundred two (102) percent, marked-to-market is not necessary;
  - (5) A state investment pool formed within the State of Alaska and comprised of agencies of the state and/or its political subdivisions;

- (6) Money market mutual funds whose portfolios consist entirely of U.S. government securities; or
- (7) Any of the following:
  - (A) Mortgage-backed and asset-backed obligations denominated in U.S. dollars with a credit rating of A-/A3 or better from two (2) national ratings agencies;
  - (B) Corporate debt obligations of U.S. domiciled corporations denominated in U.S. dollars with a rating of A-/A3 or better from at least two (2) national ratings agencies;
  - (C) Convertible debt obligations of U.S. domiciled corporations denominated in U.S. dollars with a credit rating of A-/A3 or better from two (2) national ratings agencies; or
  - (D) Domestic equities, which taken as a whole, attempt to mirror the characteristics or replicate the Standard and Poor's 500 Index or another index of similar characteristics, including both mutual funds and exchange traded funds (ETFs).

Domestic equities, which taken as a whole, attempt to replicate the Standard and Poor's 400 Mid-Cap Index or another index of similar characteristics, including both mutual funds and exchange traded funds (ETFs).

Domestic equities, which taken as a whole, attempt to replicate the Standard and Poor's 600 Small-Cap Index or another index of similar characteristics, including both mutual funds and exchange traded funds (ETFs).

International equities, which taken as a whole, attempt to replicate the Financial Times Stock Exchange Developed ex-North America Index or another index of similar characteristics including both mutual funds and exchange traded funds (ETFs).

Equities, which taken as a whole, attempt to replicate the universe of domestic real estate investment trusts as represented by the Standard and Poor's REIT composite index or another index of similar characteristics, including both mutual funds and exchange traded funds (ETFs).

Emerging market equities, which taken as a whole, attempt to replicate the Financial Times Stock Exchange Emerging Index or another index of similar characteristics including both mutual funds and exchange traded funds (ETFs).

[Global infrastructure equities, which taken as a whole, attempt to replicate the STOXX Global Broad Infrastructure Index, or a substantially similar index, including both mutual funds and exchange traded funds \(ETFs\).](#)

(E) Bond funds which taken as a whole, attempt to replicate the Barclays Aggregate Index or another index of similar characteristics, including both mutual funds and exchange traded funds (ETFs).

Bond funds, which taken as a whole, attempt to replicate the Barclays US Treasury Inflation Securities Index or another index of similar characteristics, including both mutual funds and exchange traded funds (ETFs).

Bond funds, which taken as whole, attempt to replicate the Barclays Capital Global Treasury ex-US Capped Bond Index or another index of similar characteristics, including both mutual funds and exchange traded funds (ETFs).

Section 4.      Effective Date. This ordinance becomes effective upon its adoption by the Gustavus City Council.

**Date Introduced: January 14, 2019**

**Date of Public Hearing: February 11, 2019**

**PASSED** and **APPROVED** by the Gustavus City Council this \_\_\_\_<sup>th</sup> day of \_\_\_\_\_, 20XX

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Calvin Casipit, Mayor

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Attest: Karen Platt City Clerk



**City of Gustavus**  
P.O. Box 1  
Gustavus, AK 99826  
Phone: (907) 697-2451

# Unfinished Business



**City of Gustavus**  
P.O. Box 1  
Gustavus, AK 99826  
Phone: (907) 697-2451

# New Business

**CITY COUNCIL GENERAL MEETING FEBRUARY 14, 2019**  
**A RESOLUTION PROVIDING FOR A COST-OF-LIVING PAY ADJUSTMENT FOR**  
**CITY OF GUSTAVUS EMPLOYEES IN REGULAR POSITIONS**

**Introduction**

There are 2 Resolution CY-19-04, Option A & B. Option A is the historical funding Resolution that provides for a cost of living increase for all regular position employees. However, although this approach is consistent with past procedures and is consistent with Resolution 2011-23, it does not address temporary employees.

Option B entitles temporary employees to the same cost of living adjustment, an increase of \$1,900. A review of the records does not reveal an adjustment for our temporary employees, a sector of personnel that provides a significant contribution to the city's operations.

**CITY OF GUSTAVUS, ALASKA  
RESOLUTION CY19-04**

**A RESOLUTION PROVIDING FOR A COST-OF-LIVING PAY ADJUSTMENT FOR CITY OF  
GUSTAVUS EMPLOYEES IN REGULAR POSITIONS**

**OPTION A**

**WHEREAS**, the Gustavus City Council adopted an “Employee Payment and Earnings Policy” on June 8, 2006; and

**WHEREAS**, the Gustavus City Council adopted Resolution 2011-23 on December 8, 2011, which updates the Section of the “Employment Payment and Earnings Policy” entitled “Pay Raises”; and

**WHEREAS**, the adopted Policy of “Pay Raises” states that the Gustavus City Council may grant, from time to time, by Resolution, periodic adjustments to the City’s pay schedule. The City Council will consider the cumulative change in the Consumer Price Index (Anchorage) since the last such pay adjustment in formulating such adjustments. Such periodic pay adjustments, if any, will apply to all Regular Position employees of the City of Gustavus. A Regular Position is a full-time or part-time year-round position in which the employee generally works the same schedule every week, although actual hours each week may vary with season or with work load; and

**WHEREAS**, in adopting this policy, the Gustavus City Council has determined that adjusting the pay of its Regular Position employees in an amount equal to the change in the consumer price index (CPI) for Anchorage, the standard measure of CPI for Alaska, is appropriate; and

**WHEREAS**, the logical time to approve the Cost-of-Living Pay Adjustment is before the Gustavus City Council has adopted the next fiscal year budget; and

**WHEREAS**, the consumer price index (CPI) for Anchorage rose 3% for the calendar year 2018;

**NOW THEREFORE BE IT RESOLVED**, that the Gustavus City Council grants a 3% Cost-of-Living Pay Adjustment to current hourly rates (nonexempt) and base salary (exempt) for all Regular Position Employees effective July 1, 2019.

**PASSED and APPROVED** by the Gustavus City Council this \_\_\_\_<sup>th</sup> day of \_\_\_\_\_, 2019, and effective upon adoption.

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Calvin Casipit, Mayor

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Attest: Karen Platt, City Clerk

**CITY OF GUSTAVUS, ALASKA  
RESOLUTION CY19-04**

**A RESOLUTION PROVIDING FOR A COST-OF-LIVING PAY ADJUSTMENT FOR CITY OF  
GUSTAVUS EMPLOYEES IN REGULAR POSITIONS**

**OPTION B**

**WHEREAS**, the Gustavus City Council adopted an “Employee Payment and Earnings Policy” on June 8, 2006; and

**WHEREAS**, the Gustavus City Council adopted Resolution 2011-23 on December 8, 2011, which updates the Section of the “Employment Payment and Earnings Policy” entitled “Pay Raises”; and

**WHEREAS**, the adopted Policy of “Pay Raises” states that the Gustavus City Council may grant, from time to time, by Resolution, periodic adjustments to the City’s pay schedule. The City Council will consider the cumulative change in the Consumer Price Index (Anchorage) since the last such pay adjustment in formulating such adjustments. Such periodic pay adjustments, if any, will apply to all Regular Position employees of the City of Gustavus. A Regular Position is a full-time or part-time year-round position in which the employee generally works the same schedule every week, although actual hours each week may vary with season or with work load; and

**WHEREAS**, in adopting this policy, the Gustavus City Council has determined that adjusting the pay of its Regular Position employees in an amount equal to the change in the consumer price index (CPI) for Anchorage, the standard measure of CPI for Alaska, is appropriate; and

**WHEREAS**, the logical time to approve the Cost-of-Living Pay Adjustment is before the Gustavus City Council has adopted the next fiscal year budget; and

**WHEREAS**, the consumer price index (CPI) for Anchorage rose 3% for the calendar year 2018;

**NOW THEREFORE BE IT RESOLVED**, that the Gustavus City Council grants a 3% Cost-of-Living Pay Adjustment to current hourly rates (nonexempt) and base salary (exempt) for all Regular and Temporary Position Employees effective July 1, 2019.

**PASSED and APPROVED** by the Gustavus City Council this \_\_\_\_<sup>th</sup> day of \_\_\_\_\_, 2019, and effective upon adoption.

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Calvin Casipit, Mayor

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Attest: Karen Platt, City Clerk

## **CITY COUNCIL GENERAL MEETING FEBRUARY 11, 2019**

### **Civil work permit required for work in City-maintained road easements and rights-of-way**

#### **Introduction**

The purpose of the amendment to Chapter 6.04 is to add Section 6.04. Civil work permit required for work in City-maintained road easements and rights-of-way that establish the requirement for a civil work permit for any ground-disturbing work in City-managed or City-maintained road easements or rights-of-way. The Ordinance also provides for a Policy and Procedure that addresses the process for the civil work, including the Civil Work Permit application process and a fee/penalty of \$200 for violation.

#### **Section 6.04.060 Civil work permit required for work in City-maintained road easements and rights-of-way.**

The City of Gustavus shall develop and maintain a policy and procedure requiring a City-approved civil work permit for any ground-disturbing work in City-managed or -maintained road easements or rights-of-way, and City-owned, -managed, or -maintained properties. The policy and procedure shall define covered civil work, and shall include permit application directions and applicant responsibilities, and may specify enforceable application fees and penalties for non-compliance.

**CITY OF GUSTAVUS  
Ordinance FY19-17**

**AN ORDINANCE FOR THE CITY OF GUSTAVUS CREATING AND ADOPTING  
TITLE 6, CHAPTER 6.04.060**

**BE IT ENACTED BY THE GUSTAVUS CITY COUNCIL AS FOLLOWS:**

- Section 1.      Classification. This ordinance is of general and permanent nature and shall become a part of the City of Gustavus Municipal Code.
- Section 2.      Severability. If any provisions of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and its application to other persons, or circumstances shall not be affected thereby.
- Section 3.      Enactment. Now therefore, it is enacted by the Gustavus City Council that Title 6, Chapter 6.04.060, be created and adopted as follows:

**Section 6.04.060      Civil Work Permit Required for Work in City-  
Maintained Road Easements and Rights-of-Way**

The City of Gustavus shall develop and maintain a policy and procedure requiring a City-approved civil work permit for any ground-disturbing work in City-managed or -maintained road easements or rights-of-way, and City-owned, -managed, or -maintained properties. The policy and procedure shall define covered civil work, and shall include permit application directions and applicant responsibilities, and may specify enforceable application fees and penalties for non-compliance.

- Section 4.      Effective Date. This ordinance becomes effective upon its adoption by the Gustavus City Council.

**Date Introduced: February 11, 2019**  
**Date of Public Hearing: March 11, 2019**

**PASSED** and **APPROVED** by the Gustavus City Council this XX<sup>th</sup> day of \_\_\_\_\_, 2019

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Calvin Casipit, Mayor

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Attest: Karen Platt City Clerk

**CITY OF GUSTAVUS, ALASKA  
RESOLUTION CY19-XX**

**A RESOLUTION BY THE CITY OF GUSTAVUS ADOPTING A CIVIL WORK PERMIT  
FOR CITY ROAD RIGHTS OF WAY AND EASEMENTS POLICY AND PROCEDURE**

**WHEREAS**, the City of Gustavus has experienced damage to its road rights of way and easements from unauthorized work; and

**WHEREAS**, the City of Gustavus recognizes the need for clear procedures for work in the road rights of way; and

**WHEREAS**, the City will establish a permit application as part of its policy and procedure for work in its road rights of way and easements to eliminate or reduce costs incurred due to damage; and

**WHEREAS**, formal action is needed to adopt policy and procedure for City of Gustavus establishing permitted work in its rights of way in the future.

**NOW THEREFORE, BE IT RESOLVED** that the City of Gustavus adopts the Civil Work Permit for City Road Rights of Way and Easements Policy and Procedure as attached.

**PASSED** and **APPROVED** by the Gustavus City Council this \_\_<sup>th</sup> day of \_\_\_\_\_, 2019, and effective upon adoption.

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Calvin Casipit, Mayor

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Attest: Karen Platt, City Clerk

## **CITY OF GUSTAVUS**

### **POLICIES AND PROCEDURES**

#### **Civil Work Permit for City Road Rights of Way and Easements**

##### **SCOPE AND APPLICATION**

This policy and procedure apply to dedicated public roads and to travel ways serving city properties such as City Hall, the Library, DRC and Fire Hall, within the boundaries of the City of Gustavus. It does not apply to private roads or driveways except where they intersect city roads within the public road easement. Procedures herein do not apply to road maintenance activities directed or conducted and overseen by the city.

##### **POLICY**

- A. In accordance with City of Gustavus Title 10.07.040, the City of Gustavus will make reasonable efforts for ground disturbing activities (civil work), and installations of equipment or structures, in public road rights-of-way to be conducted by such means and in such manner, as reasonable for public safety and the protection of city resources, including road embankment and travel surface quality. The city will make reasonable efforts such that construction in the road easement does not hinder city road maintenance or cause unreasonable future maintenance costs to the city.
- B. Covered civil work includes any work that disturbs the ground or road embankment in a city-maintained public right-of-way or road easement, and that may require future city maintenance, impact public traffic or safety, hinder city road maintenance, or increase city road maintenance costs, such as:
  - 1) driveway construction;
  - 2) culvert installation;
  - 3) ditching;
  - 4) drainage improvements;
  - 5) utility, satellite dish, Internet, pole, or other communication equipment installation, repair or maintenance;
  - 6) wells or water lines;
  - 7) permanent fencing;
  - 8) advertising sign posts;
  - 9) tree or stump removal;
  - 10) any attachment of equipment to, or disturbance of, city bridges, culverts, or fire department drafting sites.

##### **PROCEDURE**

- A. Any private entity, other than a contractor performing public road maintenance work directed by the city, who is planning to conduct ground-

disturbing civil work in a city-maintained road right-of way or easement shall apply to the city administrator for a civil work permit using the form included in this procedure. The entity shall not begin civil work at the site until they have received a signed, approved permit for the intended work.

- B. For routine, non-emergency work, the applicant shall submit the application at least 14 days before the work is scheduled to begin. The city does not guarantee that applications in non-emergency situations will be approved in less than 14 days.
- C. For emergency work the applicant shall indicate on the form the emergency nature of the work, and the city administrator shall expedite the permit review, allowing work to be completed in a timely manner consistent with the nature of the emergency.
- D. A utility conducting civil work at multiple sites within the city or occasionally throughout the year may apply using the same form for a blanket permit for described work for up to one calendar year.
- E. The city administrator will review the permit application, with assistance of city staff or other advisors as needed, to determine:
  - 1) applicability (is a permit required for this work?);
  - 2) utility location has been addressed if applicable;
  - 3) civil work is conducted safely and without undo impact to safe traffic flow;
  - 4) the work or installation will not negatively affect future maintenance, functioning, or appearance of city roads or neighborhoods;
  - 5) any constructed features such as culverts will meet the City's Road Maintenance Specification 603, Steel Culvert Installation and Repair (copy attached) for size and installation, and will function adequately through their service life; and
  - 6) city road embankments and driving surfaces are returned to serviceable condition;
  - 7) any requirements needed to assure the work or work product does not conflict with the intent of the ordinance or this policy and procedure;
  - 8) the permit has been signed indicating the applicant's agreement to abide with permit terms and not to begin work until an approved permit has been issued.
- F. The city administrator will respond as promptly as possible with any questions, or any stipulations, provisions or changes to the work plan that will be required for permit approval.

- G. The city administrator will sign the permit as “Approved” within 14 days of application if the city’s requirements are expected to be met by the applicant’s work plan. Additional stipulations may be provided in an attachment to the approved application/permit. The signed and approved permit application form becomes the effective permit for the work.
- H. The city administrator will *not* approve the permit if the city’s requirements for the planned work are not met by the permit or the applicant does not agree to permit terms stipulated by the city. The city administrator will sign the permit as “Not Approved” in such case.
- I. The applicant will notify the city administrator or designee in writing when the project begins and finishes.
- J. The city administrator will inspect the site during the work and after completion as (if) necessary to assure that the terms of the permit are met.
- K. Fees required: No permit fee is required at this time.
- L. Penalties: If an entity proceeds with covered work without requesting and receiving an approved permit, or in violation of the permit terms, it is subject to an administrative fine of \$200, and may be required to remove any constructed facilities or equipment and restore the road embankment to acceptable, serviceable condition.



**City of Gustavus**  
**Civil Work Permit Application and Permit Form**

Submit to Gustavus City Hall, in person or to PO Box 1, Gustavus, AK 99826,  
or email to [administrator@gustavus-ak.gov](mailto:administrator@gustavus-ak.gov)

Requesting entity:

Contact person:

Address:

Phone(s):

Email:

Permit Type: 1) Routine\_\_\_\_\_ 2) Emergency \_\_\_\_\_ 3) Blanket\_\_\_\_\_

Work location(s):

Period work will occur (dates and times):

Work description (*attach additional pages if needed*. Include any design documents, equipment specifications, or other details needed to meet the intent of the permit. If emergency, describe):

Equipment to be used on site:

Utilities location provisions:

Traffic safety and flow provisions:

Any residents affected by the permitted work must be notified 24 hours prior to commencement of activities. Coordination with any resident that may have egress/ingress blocked or impaired is mandatory to ensure availability for emergency vehicles or use by the occupant(s) is provided, if necessary.

Site restoration provisions:

Other provisions for compliance with permit requirements:

Applicant Attests: In signing this permit application I understand that I may not begin site civil work until the City of Gustavus has issued me an approved civil work permit for the covered work. I agree to comply with the terms of the permit including amendments required by the city administrator. I will notify the city administrator in writing at the start and completion of the permitted work. I will notify the administrator in writing in advance if there are any significant changes to the work plan that may affect the terms of the permit.

Applicant Signed \_\_\_\_\_ Date of application: \_\_\_\_\_

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For Official Use Only:

Permit is Approved\_\_\_ Not Approved\_\_\_ City Administrator: \_\_\_\_\_ Date\_\_\_\_\_

Final inspection required Yes\_\_\_ No\_\_\_

Project is complete and accepted. City Administrator: \_\_\_\_\_ Date\_\_\_\_\_

Attachment: Civil Work Permit Application and Permit Form

City of Gustavus, Alaska  
Resolution CY19-XX  
Page 1 of 1

## PROJECT SCOPING and DEVELOPMENT FORM

This form is to be used to document project planning and approval in order to assure that: project options are well-considered; the best option is put forward; initial and continuing costs and funding are addressed; and that Council approval has been given for implementation. Use this project scoping form with the Project Planning and Approval Process Flow Chart.

Answer the questions that pertain to your proposed project. Attach additional narrative pages if necessary. Type in the electronic form using as much space as you feel is necessary.

### Part 1. Project Identification

Name of project: [Library Expansion Design & Engineering](#)

Department: [Gustavus Public Library](#) Contact: [Tom Williams](#)

E-mail: [tom.williams@gustavus-ak.gov](mailto:tom.williams@gustavus-ak.gov) Phone [907-697-2257](tel:907-697-2257)

**Part 2. Project Scope** refers to a project's size, goals, and requirements. It identifies what the project is supposed to accomplish and the estimated budget (of time and money) necessary to achieve these goals. Changes in scope will need Council approval.

1. What is the project? Design and engineering for increasing the usable area of the library.

- What are its goals and objectives?  
[Goal: determine feasibility of increasing floor area of the library.](#)
- [Objective: To contract with a company to determine the most cost-effective method for expanding the usable area to increase service areas \(i.e. bookshelves, workspace for computers, reference material, etc., and DVD's\).](#)
- Who/what will be aided by this project? Who are the targeted stakeholders/customers?  
[The primary beneficiaries of this project will be the City Council and staff that will utilize the information in the decision-making process.](#)  
[The targeted customers are the library users and library staff.](#)
- Is a preliminary survey necessary to identify the number of potential customers/users? How will you design and conduct the survey?  
[No survey is needed for this project. However, a survey will be conducted if the project continues to Phase 2, construction.](#)
- What is NOT covered by this project? What are its boundaries?

The land which the library sits belongs to the Chatham School District. Acquisition of the land or obtaining a long-term lease is not covered. The boundaries are the existing limits of the lot.

2. Why is the project needed?

- What community problem, need, or opportunity will it address?  
Need: This project is needed to determine if the existing building is structurally compliant to provide a second level, and/or an add-on to the existing structure. The project is also needed to determine the cost of options by providing the information to a contractor that would provide an estimate of construction and operation.

When the library was constructed it was done with anticipation of expansion as an add-on to side of the building. The City has construction blueprints of the library showing the location of the expansion. However, an alternative to expanding out from the building is expanding up. This alternative has possible advantages including lower construction costs, better use of existing utilities such as heat circulation, not enlarging the footprint, and an interesting architectural design.

The project will be accomplished in two phases: 1) architectural design and engineering; and 2) construction. Phase 1 will address expansion option feasibility and costs. Phase 2 will look at construction elements that will be determined by cost, funding, and other unknown factors.

- Opportunity: This project provides the opportunity to determine the feasibility for additional space at the library.
- What health, safety, environmental, compliance, infrastructure, or economic problems or opportunities does it address?  
The project addresses infrastructure (i.e. building).

3. Where did the idea for this project originate? (Public comments, Council direction, committee work?)

The Gustavus Public Library was built by volunteers, grants and donations. When the blueprints were drawn the building was designed for an expansion at some future date. As the population of Gustavus has grown significantly since the late 80's and early 90's, we find that we need more space to better serve the public. As librarians, we are taught to constantly and methodically weed out books to keep things moving and pertinent to the public. However, even with these efforts, we receive comments of the library being "too cluttered".

During the Spring, Summer and Fall months, we are a hub for visitors. Many come to learn about Alaska or Gustavus and its history itself. As a part of this expansion, we would like to see a small portion sectioned off as the "Alaska Room" where those interested can go spend some quiet closed off time (if desired) browsing the bookshelves for the exact local topic they are looking for or one would be able to sit at a small table with some friends and have a small meeting.

The other part of the expansion would serve children, specifically teens. We desperately need a space that tweens and teens *want* to be in, semi-secluded

and surrounded by fun and informational books and magazines. The existing “kid’s room” space would stay roughly the same but move into the new expansion, leaving more room in the main circulation area for adult and juvenile books.

Expansion of the library goes back to the initial design. The architectural plans identify a possible expansion point, indicating that the original conversation for the library recognized that it would need to be expanded at some point. The idea for the project today came from the City Administrator in concert with the librarians.

4. Is this project part of a larger plan? (For example, the Gustavus Community Strategic Plan, or committee Annual Work Plan?)

This project is phase 1 of the development plan for the library. The design and engineering will provide as match for grant applications and will serve as a reference for future discussions of the library’s carrying capacity.

5. What is your timeline for project planning?

- By when do you hope to implement the project?  
A RFB will be issued shortly after funding approval. I expect that the RFB process would take 60 days at which time the contract would be issued. The should be completed in 90-120 days.
- Will the planning or final project occur in phases or stages?  
This project is a single phase. Construction would be Phase 2.

6. What is your budget for the planning process? Will you be using a consultant?

The budget for the project is \$60,000, but it is expected that the cost would come in around \$30-45,000.

7. What is your rough estimate of the total cost of the planning and final product? At the least, please list cost categories. See Part 4. (Ques. 4-8) and Part 5 (Budget) for guidance.

There are too many variables to determine construction costs at this time.

### **Parts 3., 4., 5., 6. Project Investigation and Development**

Parts 3.—6. refer to social, environmental, and financial impacts of various options. These questions will help you document your consideration of alternatives and your choice of the option providing the best value for the community. Your goal is to generate alternatives and make a recommendation from among them. Return to Part 3., “Summary” after applying Parts 4.—6.

#### **Summary:**

1. What alternative approaches or solutions were considered? Make a business case for your top two or three options by discussing how effectively each would fulfill the project goals, and by comparing the economic, social, and environmental costs vs. benefits of each one.

The alternatives are not to do the project or do the project.

2. What solution was chosen as the best and why is it the best?

The project is to obtain architectural design and engineering, no solutions apply.

3. Identify your funding source(s).

- How will the project be funded initially, and for its operating life?
- Is there a matching fund requirement? Please provide details.

This is envisioned as a City-funded project. However, a legislative request for funds is also being submitted in February 2019.

#### Part 4. Environmental, Social, Financial Impacts

##### 1. Project Impacts Checklist

Will this project affect:	No	Yes (+/-)	Maybe
<b>Environmental quality?</b> (+ = impact is beneficial; - = harmful)			
• Climate change			
• Streams/groundwater quality			
• Air quality			
• Soils/land quality			
• Fish/wildlife habitat, populations			
• Plant Resources (timber, firewood, berries, etc)			
• Invasive or pest species			
• Natural beauty of landscape or neighborhoods			
• Neighborhood character			
• Noise or other environmental impacts			
• Environmental sustainability			
• Hazardous substances use			
• Community waste stream			
• Light pollution at night			
<b>Recreational opportunities?</b>			
• Public land use and access			
• Trails/waterways			
• Parks			
• Public assembly/activities			
<b>Education/training/knowledge &amp; skill development?</b>			
<b>Public safety?</b>			
<b>Public health?</b>			
<b>Medical services?</b>			
<b>Emergency response?</b>			
<b>Economic performance &amp; sustainability?</b>			
• Employment of residents			
o Short-term (i.e. construction)			

○ Long-term (operating and maintenance)			
• Cost of living reduction			
• Return on investment			
• Visitor opportunities/impressions/stays/purchases			
• Competitive business environment			
• Support for existing businesses			
• New business opportunities			
• Economic sustainability			
• Attractiveness of City to new residents/businesses			
<b>City government performance?</b>			
• Infrastructure quality/effectiveness/reach (more people)			
• Existing services			
• New services			
• Cost of City services			
• Tax income to City			
<b>Transportation?</b>			
• Air			
• Water			
• Roads			
<b>Communications?</b>			
• Internet			
• Phone			
• TV/radio			
<b>Other? (type in)</b>			

This project is a design and engineering plan, doesn't apply to the Table.

2. How does this project provide benefits or add value in multiple areas? (E.g., benefits both to the environment and to business performance.)

This project itself only benefits those involved with evaluating the feasibility of adding additional area to the library.

3. Are other projects related to or dependent on this project? **No**

- Is this project dependent on other activities or actions? **No**
- If yes, describe projects, action or activities specifying phases where appropriate. **N/A**

4. Will the project require additional infrastructure, activity, or staffing outside the immediate department or activity? (E.g., will the construction of a new facility require additional roads or road maintenance or more internal City staffing?)

This project will be contracted to a firm for the services.

5. What regulatory permits will be required and how will they be obtained?

None

6. What are the estimated initial (e.g., construction or purchase) and continuing operational costs of the project?

None

7. Is an engineering design or construction estimate necessary? \$60,000

8. Will operation of the project generate any revenue for the City such as sales, user fees, or new taxes? If so, how will the new revenue be collected?

No. N/A

### Part 5. Project Budget

#### Proposed Budget Line Items

Construction project Budget estimate	Cost	Operational budget estimate (annual)	Cost
Administrative	\$	Personnel	\$
Project management	\$	Benefits	\$
Land, structures, ROW, easements	\$	Training	\$
Engineering work	\$60,000	Travel	\$
Permitting, inspection		Equipment	\$
Site work	\$	Contractual	\$
Construction	\$	Supplies	\$
Waste disposal	\$	Utilities	\$
Equipment	\$	Insurance	\$
Freight	\$	Repair & maintenance	\$
Contingencies	\$	Other (list)	\$
Other (list)	\$	Other (list)	\$
Other (list)		Total direct costs	\$
		Indirect costs	\$
		Income (fees, taxes)	\$
		Balance: costs-income	\$

Updated Latest Estimate Budget Line Items if Changed Date:   N/A  

Construction project Budget estimate	Cost	Operational budget estimate (annual)	Cost
Administrative	\$	Personnel	\$
Project management	\$	Benefits	\$
Land, structures, ROW, easements	\$	Training	\$
Engineering work	\$	Travel	\$
Permitting; inspection		Equipment	\$
Site work	\$	Contractual	\$
Demolition and construction	\$	Supplies	\$
Waste disposal	\$	Utilities	\$
Equipment	\$	Insurance	\$
Freight	\$	Repair & maintenance	\$
Contingencies	\$	Other (list)	\$
Other (list)	\$	Total direct costs	
		Indirect costs	
		Income (fees, taxes))	\$
		Balance: costs-income	\$

#### **Part 6. Jobs and Training (required by some granting agencies)**

1. What service jobs will be needed for operation and maintenance?  
None
2. How many full-time, permanent jobs will this project create or retain? N/A  
\_\_\_\_\_ Create/retain in 1-3 years  
\_\_\_\_\_ Create/retain in 3-5 years
3. What training is necessary to prepare local residents for jobs on this project?  
N/A
4. How many local businesses will be affected by this project and how? None

#### **Part 7. Business Plan (Upon Council request)**

Upon Council request, please prepare a business plan for the operating phase of your leading option(s). Plans will differ according to the nature of the project.

There are a number of good Internet sites that will assist you in developing a business plan. One example (12/2010): is [http://www.va-interactive.com/inbusiness/editorial/bizdev/ibt/business\\_plan.html](http://www.va-interactive.com/inbusiness/editorial/bizdev/ibt/business_plan.html)

Basic components of a business plan:

- The Product/Service
- The Market
- The Marketing Plan
- The Competition
- Operations
- The Management Team
- Personnel

## **Part 8. Record of Project Planning and Development Meetings**

1. Please document the manner in which public input was received.
  - Public comment on agenda item at committee or Council meeting
  - Special public hearing
  - Dates and attendance for the above.
  - Written comment from the public (please attach)

The concept of expanding the library's usable space came from discussions with the librarians and their understanding of what the public is wanting in its library.

2. Please use the following chart to document committee meetings, Council reports, and so on. Did the committee make recommendations or requests? Did the Council make requests of the committee? [N/A](#)

### **Meeting Record**

Event (Meeting of committee, Council report, public hearing, etc.	Date	Agenda Posted (date)	Minutes or record Attached? (yes/no)	Outcome Rec to Council, requested action of Council, etc.	No. of attendees

## **Part 9. Feedback to the Council**

With the understanding that this form must be adapted to a variety of projects, please provide feedback on how the form worked for your committee. Thank you for your suggestions. [N/A](#)



**City of Gustavus**

P.O. Box 1

Gustavus, AK 99826

Phone: (907)697-2451

## Solicitation of Interest for PIT RUN GRAVEL

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The City of Gustavus anticipates making available approximately 10,000 cubic yards of pit run gravel for sale to private enterprise during calendar year 2019. The price will be \$7.00 per cubic yard.

An earnest money deposit of \$800.00 and a bond of \$1,000.00 may be required. Applicants must have the capability of excavating to a depth of twelve feet.

Contracts for pit run gravel will be awarded at the February 11, 2019 City Council General Meeting.

**Requests must be received at City Hall by 4:00 PM on February 11, 2019.**

You may email this form with your "signature" typed in to [treasurer@gustavus-ak.gov](mailto:treasurer@gustavus-ak.gov), or sign, scan, and email to same, or fax signed form to 697-2136.

Name (please print or type): \_\_\_\_\_

Address: \_\_\_\_\_

Cubic yards requested: \_\_\_\_\_

Date: \_\_\_\_\_ Telephone: \_\_\_\_\_

Signature: \_\_\_\_\_

COOPERATIVE RESOURCE MANAGEMENT AGREEMENT  
between  
THE CITY OF GUSTAVUS  
and  
STATE OF ALASKA  
DEPARTMENT OF NATURAL RESOURCES  
DIVISION OF MINING, LAND AND WATER  
  
ADL 108940  
GUSTAVUS BEACH TRACTS

This Agreement is made and entered by and between the State of Alaska, Department of Natural Resources, Division of Mining, Land and Water, whose address is 400 Willoughby Avenue, P.O. Box 111020, Juneau, AK 99801-1020 (hereinafter referred to as "the State") and the City of Gustavus, P.O. Box 1, Gustavus AK 99826 (hereinafter referred to as "the City").

The City does hereby agree to this Cooperative Resource Management Agreement (hereinafter referred to as "the Agreement") in accordance with the following terms and conditions.

I. PURPOSE

WHEREAS, the Gustavus beach area is an important recreational area for residents and visitors alike; and,

WHEREAS, increased visitors to the community and a growing resident population mean the area is being used more than any time in the past; and,

WHEREAS, children and pets especially are at risk from increasing amounts of trash, human and dog waste, and broken glass; and,

WHEREAS, vehicle tracks now extend from public land far onto private property on the east side of the Dock Road; and,

WHEREAS, vehicles have caused and continue to cause damage to the sand berms and vegetation on adjacent private property against the wishes of the private property owners; and,

WHEREAS, many residents of Gustavus have expressed support for responsible care and protection of the beach area, public and private; and,

WHEREAS, management of the beach area by the City will facilitate responsible use of this resource;

NOW, THEREFORE, the State and the City enter into the Agreement described herein.

## II. AUTHORITY

This Agreement is entered into under the authority of AS 38.05.027. In signing this Agreement, the Director of the Division of Mining, Land and Water finds that it is in the State's best interest to enter into this Agreement.

## III. LEGAL DESCRIPTION<sup>1</sup>

### Tract A:

A parcel of land located within Township 40 South, Range 59 East, Copper River Meridian, Section 19, located to the west of the centerline of the existing dock road, and containing 16.26 acres, more or less.

### Tract B:

A parcel of land located within Township 40 South, Range 59 East, Copper River Meridian, Section 19, and located east of the centerline of the existing dock road, and containing 16.19 acres, more or less.

## IV. MANAGEMENT INTENT

To provide for management of Tracts A and B for the purpose of facilitating recreational uses consistent with the United States District Court Judgment Quieting Title, No. J-76-9 CIVIL, while preventing resource damage, unsanitary and unsightly conditions, and potential public safety problems on the property.

## V. CITY RESPONSIBILITIES

- a) The City, itself or through the authorization of third parties agreements or contracts, may construct a parking area, install traffic barriers, construct recreational facilities such as trails or shelters, and may conduct work to restore the natural habitat. This may include cleanup, restoration and minor relocation of surface material necessary for the construction of improvements. However, the City may not permit any unlawful occupation, business, or trade to be conducted, nor may it engage in or authorize activity that would contravene the covenants of J-76-9 CIVIL.
- b) The City, its agents or employees, including contractors, subcontractors, licensees, or invitees, shall be liable for any damage to the underlying land resulting from activities occurring as a result of any City-approved third-

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<sup>1</sup> For a more detailed legal description of both Tracts A and B, see United States District Court Judgment Quieting Title, No. J-76-9 CIVIL, included as Attachment A.

party actions.

- c) The City shall ensure that all agreements, licenses, and other permits necessary to the performance under this Agreement are acquired and maintained in good standing.
- d) The City shall submit to the State a report of all third-party agreements, licenses and other permits issued by the City under the authority of this Agreement on a quarterly basis for the duration of the Agreement.
- e) The City shall include, on any third-party authorizations, stipulations designed to prevent site and water contamination from hazardous or potentially hazardous materials, and may require performance bonds in an amount commensurate with the scope and intensity of site use, including site cleanup.
- f) The City assumes all responsibility, risk and liability for its future activities and those of its agents, employees, contractors, subcontractors, licensees, or invitees directly or indirectly related to this Agreement, including environmental and hazardous substance risk and liability, whether accruing during or after the term of the Agreement. The City shall defend, indemnify, and hold harmless the State of Alaska, its agents and employees, from and against any and all suits, claims, actions, losses, costs, penalties, and damages of whatever kind or nature, including all attorney's fees and litigation costs, arising out of, in connection with, or incident to any act or omission under this Agreement by the City, its agents or employees, contractors, subcontractors, licensees, or invitees, unless the sole proximate cause of the injury or damage is the negligence or willful misconduct of the State or a person acting on the State's behalf. Within 15 days, City shall accept any such cause, action or proceeding upon tender by the State. This indemnification shall survive the termination of this Agreement and shall hold the State harmless for any unsafe or hazardous conditions occurring on State land interests defined in this Agreement with the City.
- g) All actions taken by the City under this Agreement shall comply with applicable statutes, ordinances, rules, regulations and the provisions of this Agreement.
- h) Any use or development by the City, its agents or employees, including contractors, subcontractors, licensees, or invitees, under this Agreement must be consistent with the development plan approved by the State. Before any change in use or development occurs, including starting new operations, making any additional improvement or constructing any new structures, the City must propose revisions to the approved plan of operation and development and the revised plan must be approved in

writing by the State.

- i) The City shall properly locate all activities and improvements and may not commit waste of the parcel. The City shall maintain the land and improvements in a reasonably neat and clean condition, and shall take all necessary precautions to prevent erosion, unreasonable deterioration, or destruction of the land or improvements.
- j) The City, and its agents or employees, including contractors, subcontractors, licensees, or invitees, shall remain in continuous compliance with all applicable federal and state laws, regulations, rules and orders, and with all of the conditions of this Agreement.
- k) Obtaining this Agreement does not fulfill the City's obligation to obtain any and all other authorizations that may be required by other state, federal, or local agencies.
- l) Construction of improvements and facilities described in this Agreement will be the responsibility of the City. The City will be responsible for coordinating construction activities with the appropriate state agency, including the Alaska Department of Transportation and Public Facilities the Alaska Department of Fish and Game.
- m) The City, its agents or employees, including contractors, subcontractors, licensees, or invitees, may use dead and down timber, but shall not cut standing timber on the premises unless specifically authorized by the DNR Division of Forestry. Brush clearing is allowed only to the extent necessary for authorized uses.
- n) The City, its agents or employees, including contractors, subcontractors, licensees, or invitees, shall take all reasonable precautions to prevent and suppress forest, brush, and grass fires and assumes full liability for any damage to State land resulting from the negligent use of fire. The State is not liable for damage to City's personal property and is not responsible for protection of City's activity from fire.
- o) All solid waste and debris generated from authorized activities shall be stored and disposed of in accordance with the requirements of the Alaska Department of Environmental Conservation (DEC). Any disposal of wastewater to State lands or waters is specifically prohibited unless approved by DEC.
- p) The City, its agents or employees, including contractors, subcontractors, licensees, or invitees, may not dispose of hazardous waste on this site. All hazardous waste shall be removed and disposed of in accordance with DEC requirements.

- q) The use and storage of hazardous substances by the City, its agents or employees, including contractors, subcontractors, licensees, or invitees, must be done in accordance with all applicable state, federal, and local laws, statutes, and regulations. Hazardous substances must be removed from the site and managed in accordance with applicable state and federal law. Soil and other debris that is contaminated with used motor oil, solvents, or other chemicals may be classified as a hazardous substance and must be removed from the site and managed and disposed of in accordance with state and federal law.
- r) Fuel storage containers with a total combined capacity greater than 55 gallons shall not be placed within 100 feet of the ordinary high water mark of any water body. Containers that exceed a total combined capacity of 110 gallons must be stored within an impermeable diked area or portable containment structure capable of storing 110 percent of the capacity of the largest single container. All fuel storage containers must be clearly marked with the contents and the City's name. Drip pans and absorbent pads must be available to contain and to clean up spills resulting from any transfer or handling of fuel. All fuel storage containers and associated materials must be removed prior to the expiration date of this Agreement.
- s) The City, its agents or employees, including contractors, subcontractors, licensees, or invitees, shall immediately notify DEC of any unauthorized discharge of oil or hazardous substances. Notification must be made to the DEC Area Response Team during work hours in Juneau, Alaska, at (907) 465-5340, or by fax at (907) 465-2237, or outside normal business hours at (800) 478-9300.
- t) In accordance with the Alaska Historic Preservation Act, the City, its agents or employees, including contractors, subcontractors, licensees, or invitees, shall consult with the Alaska Heritage Resources Survey, (907) 269-8721, to ensure that known historic, archaeological or paleontological sites are avoided. The Alaska Historic Preservation Act (AS 41.35.200) prohibits the appropriation, excavation, removal, injury, or destruction of any State owned historic, prehistoric (paleontological) or archaeological site without an agreement from the DNR Commissioner. If any such site is discovered during the course of developing the site, the City shall cease any activity that may damage the site and immediately notify the Office of History and Archaeology, DNR Division of Parks and Outdoor Recreation, at (907) 269-8721.
- u) The City is responsible for ensuring that all activities undertaken pursuant to this Agreement are consistent with the covenants enumerated in United States District Court Judgment Quieting Title, No. J-76-9 CIVIL, included as Attachment A.

- v) The City is responsible for obtaining written, notarized approval from the adjacent landowners, Ben DeBoer and Donna DeBoer, of their agreement with the City's development plan for Tracts A and B, included as Attachment C.

#### VI. STATE RESPONSIBILITIES

- a) The State will not create or approve any additional third-party interest in the lands covered by this Agreement without first consulting with the City. The State shall give the City a minimum of 30 days to review and comment on any such proposals, and shall take all steps necessary to ensure that land management objectives for programs remaining under the State's jurisdiction do not conflict with the City's management of the recreational uses of this land.
- b) The State shall work in cooperation with the City, user groups, community members and local landowners to facilitate the City's goals for this facility as described in the Development and Operation Plan, included as Attachment C.

#### VII. SHARED RESPONSIBILITIES:

- a) If any changes to the management of the beach area are proposed, both the City and the State shall agree in writing to any changes before they become effective. In the event that the parties agree in writing to any changes, a new comprehensive Cooperative Resource Management Agreement shall be signed by the parties so that all the terms and conditions of the new agreement is memorialized in one document.
- b) The City and State shall meet as needed to discuss planning and management issues associated with this Agreement.

#### VIII. GENERAL PROVISIONS:

- a) This Agreement conveys no property interest from the State to the City. Ownership of the land described herein remains with the State of Alaska.
- b) This Agreement is subject to the Public Trust Doctrine, which guarantees public access and the public right to use navigable and public waters and the land beneath them for navigation, commerce, fishing, and other purposes. Pursuant to Alaska Statute 38.05.127 and the Alaska Administrative Code, 11 AAC 51.045, all navigable water adjacent to Tracts A and B, which includes the Salmon River to the west and Icy Passage to the south, shall have a continuous access easement extending

50 feet upland from mean high water. The State reserves the right to grant other interests consistent with the Public Trust Doctrine.

- c) Each person executing this Agreement purporting to bind a particular entity warrants that he or she has the authority to do so.
- d) This Agreement is intended to be consistent with the State's obligations in United States District Court Judgment Quieting Title, No. J-76-9 CIVIL, included as Attachment A, and to implement the covenants of that Judgment.

#### IX. TERM

This Agreement is entered into for a term of 20 years, and may be renewed with the written approval of both parties.

#### X. TERMINATION/AMENDMENT

Amendments to this Agreement may be proposed in writing by the State or the City at any time. Changes to the original agreement will become effective immediately upon the written approval of both the State and City.

#### XI. NOTICES

Notice required under this agreement shall be sent to the following addresses for the respective parties:

City: Mayor  
City of Gustavus  
P.O. Box 1  
Gustavus, Alaska 99826

State: Southeast Regional Manager  
Division of Mining, Land and Water  
Alaska Department of Natural Resources  
400 Willoughby Avenue, Suite 400  
P.O. Box 111020  
Juneau, Alaska 99801-1020

XII. ADOPTION

This Agreement shall be effective from the date of signature of both parties. This Agreement has been reviewed, agreed to, and executed by the following parties:

\_\_\_\_\_  
Brent Goodrum, Director  
Division of Mining, Land, and Water  
Department of Natural Resources

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mayor  
City of Gustavus

\_\_\_\_\_  
Date

XIII. ATTACHMENTS

Attachment A— United States District Court Judgment Quieting Title, No. J-76-9  
CIVIL  
Attachment B – Site Diagram  
Attachment C – Development and Operation Plan

FILED

FEB 27 1985

UNITED STATES DISTRICT COURT  
DISTRICT OF ALASKABy [Signature] Deputy

ADL 108940  
Cooperative Resource Management  
Agreement  
Attachment A (8 pages)

IN THE UNITED STATES DISTRICT COURT  
FOR THE DISTRICT OF ALASKA

CHARLES W. DeBOER,

Plaintiff,

NO. J-76-9 CIVIL

vs.

UNITED STATES OF AMERICA and  
STATE OF ALASKA,JUDGMENT QUIETING TITLE

Defendants.

Pursuant to stipulation of the parties, the court  
enters the following judgment:

1. Fee simple title to the following described lands  
is quieted in Charles W. DeBoer:

A tract of land adjacent to Lot 2,  
Section 17 and Lots 8 and 9, Section 18,  
Township 40 South, Range 59 East of the  
Copper River Meridian, Juneau Recording  
District, First Judicial District, State of  
Alaska, described as:

Judgment - 1

Certified to be a true and correct  
copy of original filed in my office.

Dated March 27, 1985

Jonathan M. [Signature] Clerk

By [Signature] Deputy

FAULKNER, BARNFIELD, COCCALAN & HOLMES  
A PROFESSIONAL CORPORATION  
801 WEST TENTH STREET - SUITE 200  
P.O. BOX 1150 JUNE 11 1985  
JUNEAU, ALASKA 99802-1150

FAULKNER, RANFIELD, DOOGAN & HOLMES  
A PROFESSIONAL CORPORATION  
801 WEST TENTH STREET - SUITE 200  
P.O. BOX 1150 JUNEAU, ALASKA 99902-1150  
PHONE (907) 582-3110

Beginning at the point on the original GLO meander line being the Southeast corner of Lot 2, Section 17; thence S 0°06'30"E 1772 feet, more or less, to the existing mean high water line of Icy Passage; thence meandering westerly along said mean high water line the following courses, more or less;

- 1) N 84°21'50"W 86 feet
- 2) N 27°50'40"W 608 feet
- 3) S 2°56'30"E 802 feet
- 4) S 13°57'10"W 324 feet
- 5) S 44°13'30"W 362 feet
- 6) S 71°18'30"W 633 feet
- 7) S 74°57'20"W 527 feet
- 8) S 82°55'40"W 463 feet

to the point common to the easterly boundary of State designated Tract B; thence N 7°13'30"E along said common boundary 970 feet, more or less; thence West along the common northerly boundary of said Tract 753.48 feet to the centerline of the existing road; thence continuing West 711 feet, more or less, along the common northerly boundary of State designated Tract A to the mean high water mark of the Salmon River; thence meandering northerly along said high water mark the following courses, more or less;

- 1) N 2°07'40"W 279 feet
- 2) N 21°14'15"W 176 feet
- 3) N 17°20'30"W 174 feet
- 4) N 21°50'00"E 251 feet
- 5) N 31°05'20"W 488 feet
- 6) N 29°02'30"W 170 feet
- 7) N 20°57'00"W 268 feet
- 8) N 14°39'20"W 247 feet
- 9) N 7°00'00"E 702 feet

to a point West of the original Northwest corner of GLO Lot 8; thence East 188 feet, more or less, to said corner of GLO Lot 8; thence along the original record GLO meander line of said Lots 8, 9 and 2

- 1) S 7°00'W 283.48 feet
- 2) S 11°15'E 1056.00 feet
- 3) N 89°30'E 1735.80 feet
- 4) N 38°00'E 957.00 feet

to the original meander corner of Sections 17 and 18

1                   5) S 89°30'E 1319.80 feet  
2                   to the point of beginning. The hereon  
3                   described parcel contains 170.30 acres,  
4                   more or less.

5                   2. Fee simple title to the following described lands  
6                   is quieted in the State of Alaska:

7                   TRACT "A"

8                   The following unsurveyed parcel of land  
9                   described and designated herein as Tract A,  
10                  is located within Township 40 South, Range  
11                  59 East, Copper River Meridian, Alaska and  
12                  is located on the Easterly side of the  
13                  Salmon River at its confluence with Icy  
14                  Passage.

15                  The point of beginning of this description  
16                  being the intersection of the southerly  
17                  extension of the centerline of the existing  
18                  road to the dock, with the mean high  
19                  water line of Icy Passage; thence northerly  
20                  along the centerline of the existing road a  
21                  distance of 900 feet; thence West a  
22                  distance of 711 feet, more or less, to the  
23                  mean high water line of the Salmon River;  
24                  thence meandering southerly along the mean  
25                  high water line of the Salmon River and Icy  
26                  Passage the following courses:

- 1) South 2°07'40" East 266 feet, more or less;
- 2) North 77°19'20" West 232 feet, more or less;
- 3) South 63°12'00" West 76 feet, more or less;
- 4) South 6°37'30" West 336 feet, more or less;
- 5) South 11°40'40" East 117 feet, more or less;
- 6) South 74°36'20" East 600 feet, more or less;
- 7) South 83°29'00" East 320 feet, more or less, to the point of beginning.

The herein described parcel contains 16.26 acres, more or less.

and

TRACT "B"

The following unsurveyed parcel of land, described and designated herein as Tract B, is located within Township 40 South, Range 59 East, Copper River Meridian, Alaska and is located east of the centerline of the existing road to the dock and being easterly of the confluence of the Salmon River with Icy Passage.

The point of beginning of this description being the intersection of the southerly extension of the centerline of the existing road to the dock, with the mean high water line of Icy Passage; thence northerly along the centerline of the existing road a distance of 900 feet; thence East a distance of 753.48 feet; thence South 7°13'30" West, parallel to the centerline of the road, a distance of 970 feet, more or less, to the mean high water line of the Icy Passage; thence South 82°55'40" West along the mean high water line of Icy Passage a distance of 80 feet, more or less; thence North 83°11'25" West along the mean high water line of Icy Passage a distance of 670 feet, more or less, to the point of beginning. The herein described parcel contains 16.19 acres, more or less.

subject to the following restrictive covenant: The State of Alaska and Charles W. DeBoer, each claiming an interest in the accretions seaward of the DeBoer homestead, agree that the state shall use the above-described property for the purpose of continuing the historic recreational uses of the land without interference or disruption and that the land vested in the state will be used for recreational purposes, including

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A PROFESSIONAL CORPORATION  
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P.O. BOX 1180 JUNEAU, ALASKA 99802-1180  
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JUNEAU, ALASKA 99802-1180

1 walking, jogging, horseback riding, picnicking, camping,  
2 sun-bathing, hunting, fishing, recreational boating, beach  
3 combing, berry picking, cross-country skiing and other similar  
4 recreational uses. It is intended that the recreational use  
5 shall be consistent with the natural state of the land and be  
6 of a low intensity nature. This covenant does not restrict the  
7 state from using the area in proximity to the dock for more  
8 intensive recreational development consistent with and inciden-  
9 tal to the above recreational uses. This covenant does not  
10 prevent the state from conducting public protection and erosion  
11 control activities as it deems appropriate. This covenant does  
12 not restrict the state from placing improvements upon the land  
13 which are compatible with and incidental to these recreational  
14 uses. Finally, the covenant does not restrict historic use of  
15 the land for barge loading, but no permanent alterations or  
16 changes to the land may be made in conjunction with barge  
17 loading and materials which are off-loaded may not be stored  
18 outside of the dock road right-of-way, which is described in  
19 paragraph 4. The state, however, has no obligation to enforce  
20 this storage restriction.

21  
22 3. Charles W. DeBoer grants to the State of Alaska  
23 an easement for purposes of obtaining access to and maintaining  
24 what is commonly known as Glen's Ditch, to the extent Glen's  
25 Ditch lies upon the DeBoer homestead and the tract of land  
26 described in paragraph 1 of this stipulated entry of judgment.

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PHONE (907) 828-2210

1 This easement shall extend 25 feet on either side of the  
2 boundaries of Glen's Ditch.

3 4. Charles W. DeBoer grants to the State of Alaska a  
4 right-of-way extending fifty feet on either side of the  
5 centerline of the existing dock road where that road crosses  
6 the DeBoer homestead and the property described in paragraphs 1  
7 and 2 of this stipulation. The State of Alaska relinquishes  
8 and grants to Charles W. DeBoer whatever right, title, and  
9 interest it may have in that right-of-way retained by the  
10 United States in United States Homestead Patent No. 1224602 to  
11 Charles DeBoer done on December 22, 1961.

12 5. The parties agree that Charles W. DeBoer may have  
13 an easement for ingress and egress by non-track vehicles across  
14 the property described in paragraph 2 for access to the  
15 property described in paragraph 1.

16 6. The United States renounces and disclaims any and  
17 all interest in the land that is the subject of this action,  
18 provided that the land quieted in Charles W. DeBoer shall be  
19 subject to the same reservations and restrictions set forth in  
20 United States Homestead Patent No. 1224602 to Charles DeBoer  
21 done on December 22, 1961, except that paragraph 4 of this  
22 stipulation shall control over the right-of-way exclusion  
23 described in that patent: provided further that the land  
24 quieted in the State of Alaska shall be subject to the  
25 provisions of the Alaska Statehood Act, 72 Stat. 339.  
26

Judgment - 6

1           7. The state shall be charged 183 acres against its  
2 entitlement under § 6(b) of the Alaska Statehood Act, 72 Stat.  
3 339.

4           8. The State of Alaska shall perform the survey and  
5 engineering work and place appropriate monumentation necessary  
6 to provide a metes and bounds description of the property  
7 described in paragraph 2 as well as the easement described in  
8 paragraph 3.

9           9. Any deed, lease, conveyance, or contract made in  
10 violation of this stipulation shall be void and may be set  
11 aside on petition by one or more of the parties hereto, and all  
12 successors in interest, heirs, executors, administrators, or  
13 assigns shall be deemed parties to the same effect as the  
14 original signers. This paragraph, however, does not prohibit  
15 the State of Alaska from making any lease, conveyance, or  
16 contract for the sole purpose of improving, but not expanding,  
17 the currently existing fuel storage area or in compliance with  
18 land use, safety or environmental statutes and regulations of  
19 the State of Alaska.

20           10. The stipulation and agreement constitutes a  
21 mutual covenant running with the land and all successive future  
22 owners shall have the same right to revoke and enforce its  
23 provisions as the original signers.  
24  
25  
26

Judgment - 7

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PHONE (907) 846-3210

11. It is agreed that all parties shall bear their own costs and attorney's fees.

DATED this 25 day of February, 1985.

*[Signature]*  
United States District Judge

85-002277  
NC

RECORDED-FILED  
JAN 24 1985  
DISTRICT

MAR 21 3 09 PM '85

REQUESTED BY *Dept of Natural Resources*  
ADDRESS *Division of Lands*  
*400 Willoughby Room 400*  
*Juneau AK 99801*

PAULINER, BANFIELD, DOOGAN & HOLMES  
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Existing Fire Pit  
Existing Bench

Proposed Parking Area  
Proposed Barriers

**Gustavus Beach Development Plan Map**  
submitted August, 2018

**Development Plan  
Gustavus Beach Tracts**

The Gustavus Beach is very important to the citizens of Gustavus. It is where residents and visitors take walks, picnic, pick berries and enjoy the views of the Fairweather Range and of Icy Strait. The Alaska Marine Highway dock is located at the Gustavus Beach, and it is therefore the first view and impression visitors have of Gustavus. The public beachlands in question comprise approximately 32 acres on either side of Dock Road (see Figure 1). These lands, known as Tracts A and B, are owned and managed by Alaska Department of Natural Resources.

These lands are priceless for the beauty and recreation opportunities they provide to the residents of and visitors to Gustavus. As Gustavus continues to grow, it becomes even more critical that these lands are

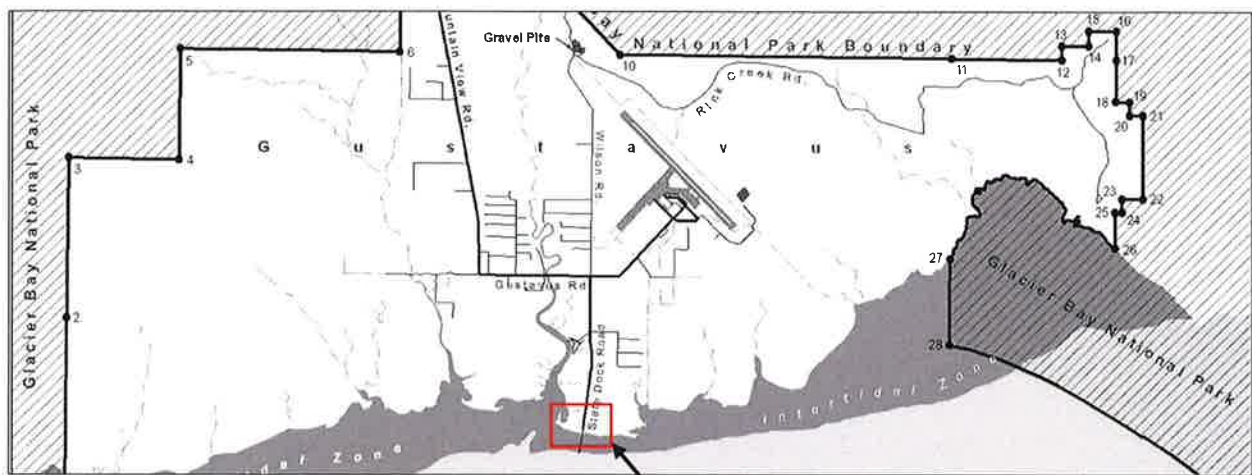


Figure 1. City of Gustavus

Location of Gustavus Beach Tracts A and B

protected for future generations. This development plan will result in the following outcomes:

- Beach lands will be protected and remain accessible to all citizens and visitors to Gustavus for the purposes of recreation.
- Infrastructure (trails, roads, picnicking, benches, etc.), appropriate to the collective desires of the citizens of Gustavus, will be developed and appropriately managed.
- Beach areas that are currently degraded will be restored or hardened to accommodate appropriate use.
- Gustavus citizens will take pride in their beach and care for it.
- Adjacent private land owners will be satisfied with appropriate and respectful recreational use of their lands.

These outcomes are in alignment with the legal judgement settling title of the two 16-acre tracts with the State and recognize the rights of the adjacent landowners. The two tracts of land in question were acquired by the state in 1985 because of a lawsuit that was ultimately settled in the 9<sup>th</sup> Federal Circuit Court of Appeals in San Francisco. This judgement (No. J-76-9 CIVIL) recognized the rights of the upland land owner (the DeBoer Family) and awarded them accreted acreage down to mean high tide line.

But the judgement also set aside 32 acres for the public in recognition of historic recreational use and created a covenant that stressed the intention that the recreational use on these tracts should be “low intensity” in its nature. The covenant states:

*“(We) agree that the state shall use the above-described property for the purpose of continuing the historic recreational uses of the land without interference or disruption and that the land vested in the state will be used for recreational purposes, including walking, jogging, horseback riding, picnicking, camping, sun-bathing, hunting fishing, recreational boating, beach-combing, berry picking, cross-country skiing and other similar recreation uses. It is intended that the recreational use shall be consistent with the natural state of the land and be of a low-intensity nature.”*

Documentation exists within the file system of the City of Gustavus that the community residents became concerned about an increase in recreational use in this area as early as 1981, when the land in question was included in a bill to create a State Game Refuge (city files). The first mention of public concern regarding motorized vehicle use is recorded in 1994 (city files). A letter dated October 26, 1994 to the Department of Natural Resources from the Gustavus Community Association (this was prior to the City becoming incorporated) requested assistance in defining acceptable access and uses for the areas in question, in “accordance with the [DeBoer] court judgement and existing [state] regulations.” The letter and public postings detail some of the impacts being observed including: defined roadways through the dunes, increased size of parking areas, and criss-crossed dunes. No response from DNR is located within the files from this time period (City files).

The issue of beach impacts came to public attention again in 2010. This time the City of Gustavus was incorporated and an official Beach Committee was established by the City to address recreational use issues at the Gustavus Beach. The committee was comprised of citizens both for and against motorized vehicle use at the Beach. They met several times to try to adopt a recommendation to the City for management of the area. All indications are the group was unable to establish trust and could not move beyond internal discord to present a recommendation to the City regarding motorized use.

Currently the Gustavus Beach is unmanaged, and there is visible and growing evidence of disturbed vegetation and soil. Parking areas within the dunes have grown in size and new motorized tracks have developed over the years. Community members have also claimed that ground nesting birds and a short-eared owl nest have been disturbed by motorized use. This spring (2018) the first-ever Artic tern nest was discovered at the beach. Additionally, the DeBoer family has continued to allow non-motorized recreational access to their adjacent private lands, but repeated efforts to halt motorized traffic on their lands have failed. The ability of the City to manage the motorized use on the state-owned tracts will aid the private land owners in enforcing their desire for no motorized access on their property.

When Gustavus residents were asked in a 2016 survey to rate reasons for appreciating our community, 86.9% rated “scenic beauty” as very important and 75.4% rated “pristine

environment” as very important. Slightly more than half (55.9%) believe “protection for the beach near the dock” will have positive impacts for the community, while 72.4% believe “mechanized use of beaches and wetlands” will have negative impacts.

These statistics demonstrate community support of a cooperative management agreement and development plan for the beach parcels on each side of the Dock Road, Tracts A and B, currently managed by the Alaska State Department of Natural Resources. The role of the City of Gustavus under a Cooperative Management Agreement with the state will be a stewardship role assisting the Department of Natural Resources with the management of the tracts.

### **Development Plan Elements**

#### **Legal description:**

Provide a legal description of the parcel, i.e. a metes and bounds description, survey, lot and block, part, or other legal description.

---

Tract A is located within Township 40 South, Range 59 East, Copper River Meridian, Alaska and is located on the Easterly side of the Salmon River at its confluence with Icy Passage. The point of beginning of this description being the intersection of the southerly extension of the centerline of the existing road to the dock, with the mean high water line of Icy Passage; thence northerly along the centerline of the existing road a distance of 900 feet; thence West a distance of 711 feet, more or less, to the mean high water line of the salmon River thence meandering southerly along the mean high water line of the Salmon River and Icy Passage.

Tract B is located within Township 40 South, Range 59 East, Copper River Meridian, Alaska and is located east of the centerline of the existing road to the dock and being easterly of the confluence of the Salmon River with Icy Passage. The point of beginning of this description being the intersection of the southerly extension of the centerline of the existing road to the dock, with the mean high water line of Icy Passage; thence northly along the centerline of the existing road a distance of 900 feet; thence East a distance of 753.48 feet; thence South & 13°30' West along the mean high water line of Icy Passage a distance of 80 feet, more or less; thence North 83°11'25" West along the mean high water line of Icy Passage a distance of 670 feet, more or less, to the point of beginning. The herein described parcel contains 16.19 acres, more or less.

#### **Terrain/ground cover:**

Describe the existing terrain/ground cover, and proposed changes to the terrain/ground cover.

---

The shoreline between Salmon River and Glen's Ditch is fronted by a series of sandy rises and swales built by Salmon River sediments moving eastward by prevailing currents. These features are built atop former beach flats and sloughs that now form the backshore to the north. The landscape is rising about an inch a year due to glacial rebound. Facilities anchoring the former and present docks have tended to interrupt the pattern of deposition.

The first dock had much to do with capture of the sand and initiation of the basic swale and rise features. The modern dock (abutment, island, sheetpile) now appears to be modifying the seaward sedimentation pattern, accelerating deposition to the eastward and initiating erosion to the westward.

Plant communities have developed according to their salt tolerance, response to disturbance and soil characteristics. The communities can be divided in this way:

- Ryegrass sod along the outer shore and slough margins
- Beach sedge/saltgrass/beach asparagus sod below the ryegrass in some sheltered slough margins
- Strawberry/small herb meadow above the ryegrass on the outer shore
- Grass/tall herb/small spruce meadow above the strawberries on the swales and higher parts of the backshore
- Young spruce groves on the highest swales

As uplift has moved the landscape into the upper intertidal and above-tide zones, the communities have matured and tended to shift seaward. Zones seem to have various near-term futures. Ryegrass is being eliminated by traffic just east of the dock. Erosion west of the dock is tending to pinch the strawberry/small herb meadow between ryegrass and tall meadow; it is being erased in widening roadways but perhaps retained by more moderate foot disturbance elsewhere. Tall meadows are being increasingly dominated by grasses and young spruces in some places. Spruce groves are aggressively spreading on the rises and backshore.

Proposed Changes to the terrain/ground cover:

The overarching goal of any vegetation management shall be to maintain the historic viewshed which can be characterized as open with sweeping views of Icy Strait and the Fairweather. To this end the City will designate and retain some spruce groves and take active measures to reduce or eliminate spruce succession onto meadows.

**Access:**

Describe existing and planned access, and mode of transportation. If public access is to be restricted, define possible alternative public access routes.

---

Existing access to both parcels is from Dock Road. Many residents and visitors park on or near the road and walk the length of the beach. Others use bicycles, and others drive vehicles both along the top of the dune and behind the main dune. Planned access will remain the same in terms of origination point at Dock Road; proposed changes are intended to restore natural vegetation, prevent erosion, and to protect the beach and dune vegetation from further damage from uncontrolled motorized vehicle use while still providing for public access. Under all alternatives vehicle access to the beach to allow for kayak and small boat drop-off will be retained at the existing location on the east side of the dock. The City does not intend to manage or enforce motorized vehicle use on the actual non-vegetated beach portion of the tracts below the vegetated dunes. Instead, the state regulations regarding motorized vehicle use will remain in effect.

**Parking and Access:** The parking area in the sand on the east side of the dock will be hardened and delineated and will be able to accommodate a vehicle turnaround for kayak and passenger drop-off as well as unhindered access to the beach. No parking will be allowed on the west side of the dock. Additional parking will be created on City-owned property near the current bathroom facility on the existing gravel pad. No motorized traffic will be allowed beyond the established parking areas. Adjacent private land owners will retain the right to access their property through these tracts, however temporary barriers will restrict access until they request their removal for such access.

**Trails:** A hardened, wheelchair-accessible walking trail will be developed to the current viewing bench, and eventually continuing on to create a loop trail along the river, through the meadow, and back to Dock Road, ending approximately across from the Tank Farm.

**Future Access:** The City requests authorization to develop additional trails and/or boardwalks as well as handicap parking if and when deemed necessary or desirable.

### **Buildings and other structures:**

---

Describe each building or structure, whether permanent or temporary, including a description of the foundation as well as the building and floor construction; the date when the structure is to be constructed or placed on the parcel; the duration of use; and what activities are to occur within each structure.

Attractive fencing, bollards, barriers, curbed sidewalks and signage will create an overall visual identity for the public use beach area. Simple yet effective fencing, planter boxes, and barriers will surround the parking area and identify boundaries for vehicles, while only minimally impacting views to Icy Straits. The existing concrete barriers at the entrance to the dock will be replaced with the same materials and design utilized elsewhere.

An existing fire pit on the west side would be further developed/hardened and/or moved to minimize haphazard use and habitat destruction. Another public fire pit area may be developed on the eastern side of the dock near the new parking lot by the public bathrooms.

No buildings or structures beyond the current benches and picnic tables are planned at this time, but the City requests authorization to build temporary structures in the future which could include covered picnic areas, benches and/or wheelchair accessible trails.

---

**Power source:**

No power source is necessary.

---

**Waste types, waste sources, and disposal methods:**

Trash undoubtedly will continue to be generated by users of the beach and the City already provides bear proof trash containers for disposal (co-located with the current City-owned bathroom facility). These bear proof garbage disposal containers are currently available seasonally from May-September and are checked daily during that time period. The City of Gustavus has already added beach cleanup to the Marine Facility Coordinator position job duties and shall continue to participate in and promote volunteer cleanup duties.

---

**Hazardous substances:**

NA

---

**Water supply:**

There is no water supply currently provided or planned.

---

**Parking areas and storage areas:**

Describe long-term and short-term parking and storage areas, and any measures that will be taken to minimize drips or spills from leaking vehicles or equipment. Describe the items to be stored in the storage areas.

---

Currently, residents and visitors park on both sides of the road near the beach and on the "island" located midway to the terminus of the Gustavus dock (except on the days when the ferry is scheduled to land in Gustavus, currently Monday's and Wednesday's). On ferry days, many of those who normally park on the island will park on the sand areas to the east and west of the ferry dock. Ferry travelers often leave their

cars for several days at a time, in designated spaces and off the paved road; those coming to the beach for short-term recreation park on and off the paved road as well.

Long-term and short-term parking will be retained on the paved road. Expanded long-term ferry parking could be provided adjacent to the Tank Farm. Alternatives for continued parking options are described thoroughly in the Access section, above.

**Number of people using the site:**

State the number of people employed and working on the parcel, and describe the supervisor/staff ratio. Estimate the number of clients that will be using the site.

---

The beach is utilized by practically all Gustavus citizens and visitors. No visitation estimates are available.

**Closure/reclamation plan:**

Provide a closure/reclamation plan, if required for the type of authorization being applied for, e.g. material sale.

---

NA

**Maintenance and operations:**

Describe the long-term requirements, how they will occur and who will perform the work. Specify if any subcontractors will be involved, and explain the tasks they will perform.

---

Maintenance of the public use beach area will primarily consist of regular trash pick-up and removal, added as responsibilities of the City of Gustavus Marine Facilities Coordinator position. Additional maintenance chores on an irregular basis will include repair of built structures authorized under the Cooperative Management Agreement. This type of task could be potentially taken on by citizen volunteers.

A simple monitoring plan will be developed to document effects on minimizing impacts to dune and beach vegetation and erosion. Developing a monitoring plan adds rigor to the local knowledge already amassed regarding the recreation impacts at the Gustavus Beach.

A baseline set of data will be collected to document the current extent of motorized vehicle impacts on Tracts A and B. The type of data collected will at a minimum include photo-documentation of existing conditions and could also possibly include site attributes such as: trail depth and width measurements, soil surface conditions (rutting/erosion, exposed sand etc.), estimated percentage of vegetation loss on road/trail surface as compared to vegetative cover adjacent to area, types of trail use, and the observed presence/absence of: noxious weeds, trail hazards, campfires, localized tree/shrub damage, unsanitary waste, and litter.

Data collection will be conducted by citizen volunteers in collaboration with the City of Gustavus. The overall goal of the simplified monitoring program is to establish the current status of motor vehicle and other recreation impacts and assess whether implementation of this cooperative management agreement has an effect on reducing those impacts.

### **Camping:**

---

While not required in the Environmental Development Plan, the City desires the authority to address camping in the future if conditions necessitate. Currently the camping limit of 14 days allowed under the states Generally Acceptable Uses applies. Under this development plan, camping will become walk-in camping only. Actions the City may take include designating campsites, instituting shorter camping limits, and/or providing minimal campsite infrastructure.

## BEACH AGREEMENT IMPACTS

In adopting the Cooperative Management Agreement between the State of Alaska and the City of Gustavus for the management of “beach” (Agreement), I wanted to provide the Council with some of the fiscal impacts of implementing the agreement.

According to the Agreement, the City’s responsibilities **MAY** include the following:

- Construct a parking area
- Install traffic barriers
- Construct recreational facilities such as trails or shelters
- Conduct work to restore the natural habitat, including:
  - Cleanup
  - Restoration
  - Minor relocation of surface material necessary for the construction of improvement
- Occupation, business, trade, or engage in or authorize activity that would contravene the covenants of J-769 CIVIL is **prohibited**.

The Agreement also has the following “shall” requirements:

- The City **SHALL** take all necessary precautions to prevent erosion, unreasonable deterioration, or destruction of the land or improvements.
- The City **SHALL** be responsible for the storage and disposal of solid waste and debris.
- If hazardous material (i.e. oil, gas, etc.) is spilled the City **SHALL** remove the material from the site and manage the disposal of it. For example, if there is a spill that washes up on the beach, whether we know who did it or not, we are responsible.

If the City chooses to manage the beach with the intent to keep vehicles off of the beach, create a recreational destination in Gustavus with trails, shelters, signage, and restore/improve damaged habitat, then funds will need to be obligated. The Table below puts rough estimates to the costs discussed above. The Table items are listed in a suggested priority to show the ability to implement the projects incrementally. Following the Table is a brief description of each item.

## Costs

**Cost Table**

<b>PRIORITY</b>	<b>ITEM</b>	<b>COST</b>
1	Parking Plan & Development	\$30,000 Plan; Dev Unk
2	Regulation Signage	\$7,000
3	Barriers	\$2,500
4	Cameras	\$1,200
5	Labor	\$35,000
6	Trash Management	\$10,000
7	Trail Improvements	Unk
8	Interpretive Signs X 5	\$500
9	Camping Improvements	\$500
10	Vegetative Restoration	Unk

**1. Parking Plan & Development** – the need for adequate parking that will provide for vehicles on a day-use basis should be addressed as a top priority to direct users where to park. Given the volume of traffic during peak seasonal hours, a number of parking spaces should be determined. I would discourage planning on using Dock Road for parking as it would create a safety issue and create problems with the long walk to the ferry. Imagine, kids, dogs, strollers and toys darting out between vehicles while cars go by trying to get to the ferry or a charter.

As I understand the plan, the intent is to create a parking area on the southside of the oil tank farm and provide minimal parking on the east side of Dock Road. There will be parking demand for beach users, charter fishing vehicles, kayak vehicles, ferry personnel, and ferry users. The limited number of parking spaces on Dock Road near the restrooms is not adequate to provide for all the groups. In addition, if parking becomes difficult for AMHS staff, I would expect that the parking at that area would be designated AMHS parking only.

To create the parking plan, we should contact a contractor such as Sheinberg & Associates to do design and engineering. The plan should be around \$30k, and development cost is unknown until we get the design and engineering completed.

Consideration could be given to implementing the plan concurrent with the barriers and notify ADOT/AMHS that the parking projects are underway to stay-off any parking concerns.

Also, we should coordinate with ADOT/AMHS for the parking at the luggage cart area and determine if there will be any changes by ADOT/AMHS.

**2. Signage** – there are two types. Signage that would provide information as to the allowable uses of the beach (regulatory signs), and interpretive signage; regulatory signage should be a priority.

Regulatory Signs - standard metal signage with information as to the restrictions, fines, and prohibited uses should be placed at all access points (4 signs).

Interpretive Signs - could be constructed of materials (i.e. wood) to enhance the natural environment, providing a variety of information describing what flora and fauna that exist in and around the beach. Depending on the type, number, and location of the signs the price would vary. This could be a multi-year project adding kiosks, signs, etc. as desired and with available funding.

**3. Barriers** – the suggestion of using wood poles with thick rope (hawser type) strung between them would be relatively inexpensive and would likely serve the purpose. The intent would be to place the barrier along the rights-of-way boundary on the west side, and on the east side place the barrier in such a way as to provide for parking and beach access for pedestrians, wheelchairs, and kayaks in a way that would prohibit motorized vehicles such as 4-wheelers, cars, etc. Barriers would also be placed at the ends of the managed area as a reminder that the area does not allow motorized vehicles.

**4. Cameras** – consideration should be given to utilizing remote cameras to ensure safety and compliance. This would require several improvements including a suitable transmitting location, equipment, and staff monitoring.

Surveillance cameras will provide for two important aspects of the management plan: 1) security for people using the beach and parking; 2) for the purposes of enforcement when evidence is necessary. There is also the ancillary use for any events at the beach where security/enforcement needs to be addressed (i.e. vandalism, theft, assault, etc.).

Transmission needs to be explored (i.e. power, i-cloud/recorder, etc.). Also, there would likely need to be a monopole placed near the parking area to get wide coverage.

**5. Labor** – depending on what mechanism the Council decides, it will be important to create a consequence (fine, fee, citation) for violations. In addition, for damage caused by graffiti, vandalism, accident, or carelessness, we will need the ability to collect for repairs. To facilitate enforcement, we will

need a staff person. The suggestion to utilize the Marine Facilities staff should be reconsidered. Enforcement will likely be confrontational and difficult for someone without adequate training. The intricacies of regulation compliance to ensure successful prosecution suggests at least some experience. The position could be combined with other duties for periods where use is not a problem.

Who will do enforcement? It will likely need to be a new position (Compliance Officer?) that could be given wider responsibilities to cover other aspects of the City that need attention. Once the level of enforcement is established, costs for this position would need to be identified. For example, in addition to the beach, would the position address fish box labels by visiting the airport during departure flights, open trash on private property if prohibited by ordinance, assistance with the small boat harbor, etc. Position could also be responsible for trash emptying at the beach and restroom maintenance.

**6. Trash Management** – bear-proof garbage cans, doggy waste disposal materials and containers, labor for pick-up and disposal, and labor for enforcement. Trash receptacles should be located at the parking lot, and one at each access point from Dock Road. Doggy waste stations should be located at various locations along the beach.

**7. Trail Improvements** – To provide for those who utilize wheelchairs or have trouble walking to the beach, there needs to be accessible trails. The best option is likely to “harden” existing trails at a couple spots. The cost will be determined in the response to the parking plan if the two projects are combined.

**8. Camping Improvements** – If the intent is to create a limited number of camping sites there should be consideration of what amenities (i.e. fire pit, site development, etc.) to provide. Proximity to garbage cans and restrooms would be beneficial.

**9. Vegetation Restoration** – Any work such as vegetation restoration and/or landscaping would need to go out for bid. Estimated costs for a plan range from \$1,500 - \$3,000 depending on scope.

As you can see, there are a lot of projects within the Agreement. Projects 1-7 should be considered priorities to maintain compliance with the agreement.

**From:** Julie Howell <julie\_younghowell@hotmail.com>  
**Sent:** Thursday, February 7, 2019 11:03:56 AM  
**To:** Calvin Casipit; Cheryl Cook; Jake Ohlson; Mike Taylor; Erin Ohlson; Brittney Cannamore; Susan Warner  
**Cc:** Tom Williams  
**Subject:** Cooperative Resource Management Agreement Beach Tracts

February 7, 2019

To the Gustavus City Council,

We have a hand-written letter dated 5 April 2000, that a Gustavus resident sent to the then Gustavus Community Association expressing concern for the increase in motorized vehicles and campers marring the beach landscape. Nothing was done. We are now almost 20 years later with a real opportunity for the Council to take action and make a difference in preserving the Gustavus Beach for future generations.

You have before you a Cooperative Resource Management Agreement (CRMA) for the City of Gustavus to take over the management of our beach from the State. The State has been an absent landlord and for the many who enjoy the beach this absence is obvious with the increase in the ruts and roads caused and developed by vehicles; the loss of strawberry plants and other trampled vegetation; and campers who choose any spot to camp whether it mars the view for others or whether the campsite is placed on a rare Bog Orchid that they are oblivious to. Those abusing the beach lands not only have no respect for the state acreage, but also continue their abuse on the adjacent private lands.

This CRMA before you is almost identical to the Tank Farm's CRMA already in existence between the City and the State with a few exceptions that reference frequency of reporting, navigable waters, agreement with the DeBoer family, and procedures to be followed if there are changes to the Beach CRMA. But the responsibilities of both parties are the same in both CRMAs.

There was some concern at the February 4, 2019 Work Session that the immediate responsibilities of the City may be too onerous. The language of the agreement does **not** insist the city immediately address the issues of parking, barriers, trails, etc. Under Section V. City Responsibilities, the CRMA states:

“a) The city....may construct a parking area, install traffic barriers, construct recreational facilities such as trails or shelters, and may conduct work to restore the natural habitat....”

Regarding the discussion of the possibility of oil or hazardous waste spills that might affect the beach and the question of who would be responsible for the cleanup, The Oil Pollution Act of 1990, one legacy of the 1989 Exxon Valdez spill, spells out that those responsible for the

pollution pay for all costs associated with the cleanup operations. The CRMAs for the Tank Farm, Harbor, City Hall/Fire Station and now the Beach Tracts, have identical "e" and "f" paragraphs listed under "City Responsibilities" regarding hazardous materials. There are no surprises or added responsibilities to the City regarding hazardous materials that would be different from the other CRMAs.

Many individuals have given much time and effort to preserving the Gustavus Beach for future generations to enjoy. The first step to intimately control what happens on the Gustavus Beach, is for the Gustavus City Council to sign the Cooperative Resource Management Agreement between the city and the state. We strongly encourage the City to sign this agreement.

Most respectfully submitted,

Jon and Julie Howell

**CITY OF GUSTAVUS, ALASKA  
RESOLUTION CY18-30**

**A RESOLUTION BY THE CITY OF GUSTAVUS IN SUPPORT OF ACCESS TO SAFE  
POTABLE WATER**

**WHEREAS**, the City of Gustavus and its citizens are very concerned with groundwater contamination; and

**WHEREAS**, the City of Gustavus is interested in protecting the health and safety of its residents and visitors; and

**WHEREAS**, the City of Gustavus recognizes that many of its citizens have shallow groundwater wells for domestic and drinking water; and there is no public water drinking source in Gustavus; and

**WHEREAS**, many local wells may be subjected to intrusion from nearby septic outflow, naturally-occurring arsenic deposits, and other contaminants, which can present health hazards; and

**WHEREAS**, the City of Gustavus recognizes that the State of Alaska is responsible, and should be held accountable, for providing a solution to Polyfluoroalkyl Substances (PFAS) groundwater contamination in the Gustavus area.

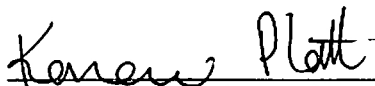
**NOW THEREFORE, BE IT RESOLVED** that: the City of Gustavus intends to investigate ways to enable access of its residents to safe potable water, which may include developing ordinances, adopting public utility powers, developing potable water utilities, and/or expending of public funds.

**NOW THEREFORE, BE IT FURTHER RESOLVED** that: the City authorizes the formation of a Water Action Committee to recommend to the City Council actions to 1) advocate for the resolution of groundwater contamination in Gustavus, 2) research and compile information on groundwater quality in Gustavus, and 3) investigate and propose long term alternatives for funding and methods to provide for a safe, reliable, and affordable water system for its citizens. The Water Action Committee may consist of one City Council member, one member from the Gustavus PFAS Action Coalition (or other current concerned citizen group), one member of the Gustavus business community as a tourism representative, one member of the general public, and the Gustavus City Administrator.

**PASSED and APPROVED** by the Gustavus City Council this 28<sup>th</sup> day of November, 2018.



Calvin Casipit, Mayor



Attest: Karen Platt, City Clerk



**City of Gustavus**  
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Phone: (907) 697-2451

# City Council Reports



**City of Gustavus**  
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# City Council Questions and Comments



**City of Gustavus**  
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# Public Comment on Non-Agenda Items



**City of Gustavus**  
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# Executive Session



**City of Gustavus**  
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# Adjournment