

December 16, 2021  
Regular City Council Meeting

**Discussion of Creating a Tourism Manager Position - Councilmember Bradberry**



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<b>TRANSMITTAL MEMORANDUM</b>
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TO: The Honorable Mayor and City Council

FROM: Lacey G. Simpson, Acting City Manager

DATE: December 9, 2021

RE: **Discussion of Creating a Tourism Manager Position – Councilmember Bradberry**

At the November 22, 2021 meeting, the City Council discussed the future operations of the Port of Ketchikan. Through the discussion it was suggested that the City should consider developing and hiring a Tourism Manager similar to the effort undertaken by the City and Borough of Juneau. Councilmember Bradberry asked for a show of 4 hands to further discuss a Tourism Manager position including a job description, salary, and hiring process.

Attached for City Council review is a memorandum provided by Human Resources Division Manager Marie Miller detailing the compensation and cost of a position within the City that is comparable to the position with the City and Borough of Juneau (CBJ). Also attached for City Council consideration is the job description/advertisement for a Tourism Manager with CBJ.

As the City Council contemplates the creation of a Tourism Manager or similar for the City, several points are included below for consideration:

1. Tourism is a community-wide economy in Ketchikan. It extends well beyond the jurisdiction and authority of the City and involves sectors in addition to cruise.
2. Several duties listed in the CBJ's description exist as a combination of functions in Ketchikan including the City, the Ketchikan Gateway Borough and private industry.
3. The City Council will need to define the area of focus for this position, its purpose and goals, and the position's job functions and responsibilities.
4. Staff would need to formalize these duties in a job description and present this to the City Council for approval.
5. The hiring process would be a direct product of which department this position exists under and who the position reports to (Port & Harbors Director, City Manager, etc.).
6. Funds to support such a position have not been identified.

In addition to the above, the City Council will recall that the Ketchikan Gateway Borough Planning Department will be developing a Community Tourism Strategy with aims similar to some of the objectives and concerns expressed at the November 22, 2021 City Council meeting. My understanding is that the Borough will begin this process after the first of the year and will convene a steering committee comprised of various community stakeholders including the City.



**HUMAN RESOURCES DEPARTMENT**  
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## **MEMORANDUM**

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**TO:** Lacey Simpson, Acting City/General Manager  
**FROM:** Marie Miller, Human Resources Manager  
**DATE:** December 7, 2021  
**RE:** **Tourism Manager**

As directed, I reviewed the job posting for Tourism Manager for the City and Borough of Juneau (CBJ). The CBJ is advertising the position at an annual wage of \$97,780.80 with a 40-hour workweek.

An annual wage of \$97,780.80 would place the Tourism Manager at grade 778 of the City of Ketchikan's (COK) compensation plan. Grade 778 has an annual salary range of \$97,645.44 - \$131,514.84.

The estimated cost with benefits for this position at grade 778 is \$195,713.78. This estimate assumes the individual hired would have full family coverage for health insurance and it assumes the COK would have to hire at step O of grade 778, which has an annual salary of \$120,276.00 plus \$75,437.78 in benefits placing the annual cost at \$195,713.78.

Please keep in mind that currently the Port & Harbors Director is at a grade 778.

In order to get an accurate grade for the position of Tourism Manager a draft job description would need to be forwarded to Ralph Andersen & Associates for analysis.



**TOURISM MANAGER**  
**PARTIALLY EXEMPT FULL-TIME POSITION**  
**\$97,780.80 Annually**  
40 Hours per week

**WHAT THE CBJ CAN OFFER YOU:**

In this position you will receive a competitive salary package that includes the opportunity for regular pay increases, 12 paid holidays a year, an excellent health insurance program that includes medical, dental, vision and orthodontia care options, paid leave and retirement credit through PERS (Public Employees' Retirement System).

We value the health and well-being of our employees. The CBJ provides free parking, paid time off for parent teacher conferences, the ability to participate in a robust wellness program that includes discounts to CBJ recreational centers and local fitness programs, free bi-annual health screenings, free flu shots, free classes, challenges and webinars on healthy living to assist you with achieving work/life balance.

**WORKING HOURS AND LOCATION**

This position is exempt from overtime and works a general schedule of Monday through Friday 8am – 5:00pm. However, the duties require the attendance at Assembly, board and other public meetings outside of normal working hours. This position is located downtown Juneau in City Hall.

**DESCRIPTION OF WHAT YOU WILL BE DOING**

This position will report to the City Manager and is responsible for tourism planning, management, industry relations and internal tourism coordination. Duties will include collaboration with internal and external stakeholders, recommending policy decisions to the City Manager and Assembly to proactively advance the communities goals on tourism. This includes coordinating activities and entities involved in public outreach, cruise scheduling, planning, permitting, infrastructure development, operations and maintenance, monitoring and reporting, and enforcement. This position will interact with local and international businesses, non-profit organizations such as Travel Juneau and Tourism Best Management Practices (TBMP), government agencies such as Alaska Department of Environmental Conservation (DEC) and City & Borough of Juneau entities, as well as the public.

**WHO WE ARE LOOKING FOR**

The successful person for this position will be familiar with the challenges and opportunities of the tourism industry in Juneau and experience navigating municipal government. This position requires excellent written and oral communication skills, strong analytical skills including the ability to gather and interpret data. The position requires excellent interpersonal skills with the ability to build consensus through persuasion and logic. The position is required to collaborate and problem solve in areas beyond their direct control. Finally, this position will be operating in a dynamic environment that will require business acumen and political sensitivity.

**OUR DESIRED QUALIFICATIONS**

**Education:** Accredited Bachelor's degree in Planning, Business, Marine Management, or any related field.

**Experience:** 5 years of advanced professional level experience that includes complex planning and/or management related to public infrastructure, tourism, or closely related industries.

**NOTE:** This is a benefited position. For more details about benefits, please visit the following web link:  
<https://juneau.org/human-resources/benefits>

***The Tourism Manager is within the partially exempt service and serves at the pleasure of the City Manager. Applications and resumes received are subject to public disclosure.***

## **HOW DO I APPLY AND WHO CAN I CALL WITH QUESTIONS**

If you have questions about this position please call the City Manager's Office at (907) 586-5240.

We are accepting applications until **October 29<sup>th</sup>, 2021**. Your application must be received by the Human Resources & Risk Management Department before the close of business (4:30 p.m. Alaska Standard Time) on the date listed above. You can submit your application by email, fax, USPS mail, or by dropping it off at the Human Resources & Risk Management office.

Applicants can visit our website for a copy of our application and instructions on how to submit it. If you have questions about our application you can contact us by phone at (907)586-5250. <https://juneau.org/human-resources/employment-opportunities>

Email completed applications to [employment@juneau.org](mailto:employment@juneau.org)

Fax (907)586-5392

### **Mail completed application to:**

City and Borough of Juneau  
Human Resources & Risk Mgmt. Department  
155 South Seward St.  
Juneau, Alaska 99801  
<https://juneau.org/human-resources>

### **Drop off completed application to:**

City and Borough of Juneau  
Human Resources Risk Mgmt. Department  
107 Municipal Way, Suite 101  
Juneau, Alaska 99801

THE CITY AND BOROUGH OF JUNEAU IS AN EQUAL OPPORTUNITY EMPLOYER

From discussion of the Council the following additional items were requested to be included in the next quarterly presentation by PeaceHealth:

- Update of COVID cases.
- Update on a detox center with approximate implementation dates.
- A report on issues with the nursing staff or staff in general.
- Status report on the Health Advisory Committee (HAC).

Acting City Manager Simpson updated the Council on the status of the HAC.

Motion passed with Gass, Gage, Zenge, Bradberry, Flora, Mahtani and Kistler voting yea.

### **Presentation by Steve Hayburn – Ketchikan Opioid Epidemic**

By report, staff withdrew this agenda item and indicated it would be brought back at the Council meeting of December 2, 2021.

### **Discussion of Future Port Operations – Councilmember Flora**

Councilmember Flora said at a previous meeting there was discussion regarding the lack of progress that this body has had in the last year regarding the future of the Port operations. He indicated we have a couple new Councilmembers, and felt this is a good time to revisit this topic and establish a new base line. He stated a list of items/questions that he would like to see addressed:

- Where do we want to go with the Port
- What are the things we want to keep that works well for the entire community.
- What things need to be improved upon.
- How do we fashion a model that serves the folks in tourism, works hand-in-hand with the industry, and the general public.
- Continue operating at the status quo, meaning what we have done for the preceding past decades is the way to go, and requires zero modification.

He said we will honor our debt obligations, Berth IV lease and agreements we have in place. He thanked staff for providing additional information.

He opened the discussion up to the Council for their input. A lengthy discussion ensued and the following suggestions were made:

- Hire a tourism manager that focuses on how we want to run the Port. This position would report to the manager and works with or independent of the Port & Harbors Director.
- Develop a strategic plan with both short and long term goals, and figure out our game plan for 2022.
- Work with the Borough to help with completing Port projects through a CPV loan, specifically the dolphin at Berth III that is shovel ready minus increased cost.
- Convene the Cooperative Relations Committee to discuss joint Port project funding.
- Direct staff and some members of the Council to begin working with the individual cruise lines partners and Southeast Stevedoring to see how we can in the short-term alleviate the maintenance issues we are facing.
- Engage Patti Mackey with the Ketchikan Visitors Bureau (KVB) as they are knowledgeable in this industry.

- Initiate conversations with our partners at the end of the season regarding the financial needs of the community.
- Change in the use of the CPV funds to benefit the community in regards to infrastructure.
- Strategic conversations in Executive Sessions on how to approach our partners.
- A fee structure for small increased head tax and moorage fees for long term to plan accordingly.

Acting City Manager Simpson said yes a tourism manager has a unique skillset which is not expressly written out in the current Port & Harbors Director job description. She indicated we can divide the position or add a supplementary position. She informed neither of the two candidates we are currently looking at have a background with tourism. She said she had a conversation with Patti Mackey of the (KVB) who indicated the KVB is very interested in playing a role in marketing the Port, and would welcome a discussion with the City Council on what the KVB could do in terms of fulfilling that role. She informed that Juneau has developed a tourism manager for their community. She indicated that position might not live within the Port & Harbors Department, but in the Tourism and Economic Development budget.

Councilmember Gass questioned the status of staff reaching out to Ketchikan Dock Company for support. He felt it was too late to start a plan for the 2022 season.

In response to Councilmember Gass, Acting City Manager Simpson said she and the Acting Port & Harbors Director had an initial conversation with Ketchikan Dock Company to learn what they would be interested in offering the City in terms of relief for the Berth IV Lease. She said based on tonight's discussion there are different ideas on how to approach our partners, and she recommended a separate discussion on how to strategically approach those conversations in an executive session.

Councilmember Zenge felt we need to look into a tourism manager that reports directly to the Port & Harbors Director and the City Manager, and to start focusing on our economy. She said if we are worried about our partners, maybe it is because we are not addressing them in a way that we should be. She indicated there are people out there locally with those skills that aren't Councilmembers or KVB that can do this work for us. She stated we need to get serious about this and get the right people in place, or we are going to be left behind if we're not careful.

Councilmember Mahtani suggested we sit down with the KVB and see what they would offer in terms of how they would enhance marketing of the Port.

Councilmember Gage felt a strategic plan is a good idea as well as a tourism manager. She said the passengers off these ships impact our water, sewer and garbage, and this community is picking up the tab. She informed other communities collect fees for these services. She indicated we also need to consider the traffic flow, and the best options for dispersing visitors coming from Ward Cove into town.

Councilmember Flora agreed with Councilmember Gass as the short-term plan for 2022 is already set. He asked the Council when considering the longer strategic plan to keep in mind the community outside of the Port. He said the Port is the community's biggest infrastructure and economic driver. He informed we had to defer \$4.5 million dollars for the Berth III dolphins, which has now increased to \$5 million, as well as defer the cathodic protection. He suggested when the Council talks about the longer-term strategic plan that it be reasonable for us as a community who owns the Port to have a say and include a financial model.

Councilmember Bradberry asked for a show of hands to have staff bring back a job description, salary and process of hiring of a tourism manager position, and at least four hands were shown.