

**From:** [greg capito](#)  
**To:** [Alexandra Pierce](#)  
**Subject:** Cruise Ship Fee Ideas  
**Date:** Tuesday, April 15, 2025 5:51:32 AM

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**EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS**

1. A bonus payment for JPD officers to daily "walk the beat" downtown. The areas between the two parking garages are of special concern to insure the absolute safety of visitors and residents.
2. Daily cleaning of the docks including power washing of the seats/tables around the Marine Park. These areas reflect Juneau and are intensely used. They should be spotless and sanitary. Hiring seasonal employees to do this daily maintenance is appropriate.
3. Crowd management of the sidewalks on South Franklin is another important public safety issue. When 5 ships are docked, the sidewalks are flooded so visitors spill into the street. A contract with a local security company, to assist with crowd control, is needed to prevent accidents.



FY2026 Marine Passenger Fee Request  
Supplemental Information for Downtown Ambassador Program  
April 30, 2025

### Executive Summary

- This service is primarily for cruise ship passengers, respecting that these are passenger fee dollars.
- This pedestrian-oriented program offers support on the streets in Downtown Juneau and bridges the gap between static info points and real-time, on-the-ground immediate visitor needs.
- This is a modest, high-impact investment in visitor satisfaction, local employment, and community pride using Marine Passenger Fees designed to support this kind of real-time, visitor-facing effort.
- This program has been long supported by CBJ and promotes Juneau's reputation as hospitable, and welcoming, while also enhancing the overall cruise passenger experience.

### Purpose

- This program, which started as a downtown security measure, is now more hospitality oriented.
- A focus on the visitor experience still requires monitoring downtown for security/safety concerns.
- The benefit and purpose of having mobile Ambassadors is to proactively see, identify, and report issues that may affect the security/safety of visitors or negatively impact the visitor experience.
- Trained and friendly Juneau locals wearing brightly colored gear outside on the streets throughout downtown and provide cruise ship passenger visitors that are wandering, shopping, or perhaps even lost with access to live, mobile wayfinding guides in the immediate moment of need.
- When an ambassador answers questions, gives directions, addresses needs, and shares Juneau's offerings with those in immediate need outside and on the street, that visitor's time in port has been optimized by minimizing the time and effort required to hunt down help.
- By delivering direct, visible, and personal engagement with pedestrian cruise passengers on the street, we are ensuring their brief time in Juneau is enjoyable, efficient, and safe.
- This practice of providing visitors with highly flexible, personalized human contact, and localized insight reflects best practice in destination cities with similar high cruise passenger traffic flow.

### By the Numbers

- 10+ years of historical investment from CBJ, reflecting need, precedent, and effectiveness.
- On average, each ambassador assists approximately 50-100 passengers per 4-hour shift.
- Coverage is provided on the street seven days a week May-September.
- Funding is only used for staff wages, weather gear, and program coordination.

### Measurable Community Benefits

- On-demand mobile assistance offers alternatives to the Visitor Center and city services.
- In the moment help reduces risk of visitor dissatisfaction, negative reviews, or confusion.
- Amplifies ability to assist with accessibility needs, emergency support, and last-minute logistics.
- Supports returning visitors to Juneau seeking out sentimental or meaningful landmarks.
- Provides extra eyes throughout downtown to help maintain a safe environment for visitors.

**From:** [Nimmy Philips](#)  
**To:** [Borough Assembly](#); [Alexandra Pierce](#)  
**Cc:** [Downtown Juneau](#); [Dezarae Arrowsun](#); [Cindee Brown-Mills](#); [Hollis Kitchin](#)  
**Subject:** DBA request for CBJ Marine Passenger Fee and Supplement information  
**Date:** Wednesday, April 30, 2025 1:34:41 PM  
**Attachments:** [FY2026 Request for Marine Passenger Fees Downtown Ambassador.pdf](#)  
[DBA FY2026 Marine Pax Fees - Supplemental Information for CBJ Assembly.pdf](#)

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Good afternoon Madam Mayor and members of the Assembly, Tourism Manager, and City Manager,

Please find attached a one-page summary detailing the Downtown Ambassador program, along with the Downtown Business Association's original FY2026 request for the utilization of marine passenger fees.

Representatives from the DBA will be present at this evening's Assembly meeting to address any questions or concerns you may have.

Sincerely,  
Nimmy Philips  
[nimmy@spicejuneau.com](mailto:nimmy@spicejuneau.com)  
Cell No. 907-209-9167

" Be the change you wish to see in the world." Mahatma Gandhi

**From:** [Fishing Vessel Dial West](#)  
**To:** [Alexandra Pierce](#)  
**Subject:** Marine Passenger Fee Comment  
**Date:** Wednesday, April 23, 2025 2:17:08 PM

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Regarding marine passenger fee proposals this year, I have:

- Two specific concerns
- A general comment on fund use
- An alternative suggestion

1) Dock Camera Recapitalization:

This is an expensive solution to a problem that doesn't exist. I'm increasingly frustrated by docks and harbors taking on security duties. As a board member, I'll state clearly: our job is providing docks and harbors, not policing the waterfront. We can't keep hiring security officers instead of harbor officers.

2) Pulse Point App Cost:

Why does the "free" app cost \$30,000 when the bid in the proposal shows only \$18,000? This money should stay local - \$30,000 could nearly fund another seasonal position with better local ROI.

3) Infrastructure Spending Problem:

We consistently fail to account for long-term maintenance costs of our infrastructure investments. At docks and harbors especially, we chase funded projects rather than letting community needs guide development.

4) Alternative Approach:

The Assembly should show restraint. There's no urgency to spend these funds. Tourism is volatile - we should instead, save for future disruptions like COVID or reduce our debt burden.

Clayton Hamilton  
FV Dial West

**From:** [Cynthia Krehbiel](#)  
**To:** [Alexandra Pierce](#)  
**Subject:** Marine Passenger Fee Public Comment  
**Date:** Tuesday, April 22, 2025 3:41:35 PM

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Good day, Mz Pierce,

I am interested in having the marine passenger fees collected by CBJ funding the following priorities, in order:

1. An outhouse, garbage receptacle and covered bus stop at the intersection of Glacier Spur Road and the Mendenhall Loop Road.
2. Downtown public Wi-Fi.

Many thanks for your efforts on this, Cynthia Krehbiel  
PO Box 210604, Juneau, AK 99821

**From:** [Rachel Kelly](#)  
**To:** [Alexandra Pierce](#)  
**Subject:** Marine Passenger Fee recommendations  
**Date:** Thursday, April 10, 2025 9:25:04 AM

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Increased BLS summer staffing for CCFR both at the cruise ship, but also at the glacier given the decreased FS staffing and long response times for pulling people with minor injuries off those trails.

Rachel Kelly  
907-957-00473

**From:** [Luke Holton](#)  
**To:** [Alexandra Pierce](#)  
**Subject:** MPF Public Comment  
**Date:** Monday, April 14, 2025 1:14:33 PM  
**Attachments:** [CBJ Assembly Public Comment Luke Holton.pdf](#)

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Alex,

I am attaching a submission for public comment to the MPF recommendations. I have copy and pasted the PDF contents in this email (below the signature line) for your convenience, and also attached the formal PDF. Please let me know if you prefer to relay these comments to the Assembly in a different format than what I've provided.

I look forward to discussing the SEA-Guides proposal in more detail once you return to the office!

Thank you,

**Luke Holton**  
**Director, SEA-Guides**  
**Cell: (907) 723-5420**  
**Email: [lukeholton@seagservices.com](mailto:lukeholton@seagservices.com)**  
**Website: [www.seagservices.com](http://www.seagservices.com)**



Letter Contents:

"Thank you for accepting my comments regarding the use of FY26 Marine Passenger Fee (MPF) funds. This letter is in support of applying MPF funds to the Juneau Mariner's Education Program, a proposal submitted by Southeast Alaska Guide Services (SEA-Guides).

Firstly, I'd like to applaud the recommendations made by the Tourism Manager's Office. These projects are beneficial to visitors and tourism operators of Juneau and pragmatic uses of the MPF program. The proposal submitted by SEA-Guides was not selected for recommendation by the Tourism Manager, however, I would encourage the Assembly to reconsider the proposal's adherence to the CLIA Settlement Agreement and petition for CLIA to waive objection to use of MPF funds to address growing concerns centered around maritime tourism.

Please consider that implementation of head taxes is designed to financially counteract negative impacts that a specific industry brings upon a community (known as Pigovian Tax or Bag Tax). During the CLIA vs CBJ Settlement litigation this purpose was altered, diverting

funds

away from programs that attempt to counteract negative externalities to our community members and infrastructure, whilst still allowing for the collections to benefit cruise infrastructure.

Although the CLIA vs CBJ Resolution still allows for programs like art murals, Sea Walks, and improvements to recreational areas, I urge the Assembly to consider these as items of secondary importance to the proposals which directly aim to counteract negative externalities. Analogous to boat construction, we should 'patch any holes before we apply paint'.

Finally, please also consider that Alaska is one of three states left in America that does not require owners to obtain training prior to operating a vessel. This leaves it upon municipal entities to ensure that their waterways are safe from negligent boat operators, which Juneau is plagued. With the continued increase of maritime tourism operators in Juneau, it is imperative that our leadership finds a way to train recreational boaters in safe methods of boating around commercial vessels, and visa vera, training commercial operators in tourism practices which reflect highly upon our industry.

Thank you for your review of my comments, and service to our great city!"



**From:** [Luke Holton](#)  
**To:** [Alexandra Pierce](#)  
**Subject:** MPF Question  
**Date:** Tuesday, April 8, 2025 6:09:19 PM

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Hi, Alex!  
Hope you're well.

I've reviewed the proposed projects to be funded by the FY26 MPF. I'm a huge fan of the recommendations you made. For my Board Member's awareness, are you able to share any details regarding why the decision was made to not recommend SEA-Guide's proposal for the Juneau Mariner Education Program? Was it not in adherence to the CLIA Settlement Agreement?

I'm happy to have a phone call, email, or office visit. Just let me know what works best for your schedule.

Take care!

Luke Holton  
SEA-Guides Juneau  
(907)723-5420  
[www.seagservices.com](http://www.seagservices.com)



**To:** City and Borough of Juneau Tourism Manager, Alexandra Pierce  
**Subject:** Public Comment on Marine Passenger Fee Usage to City and Borough of Juneau Assembly Finance Committee  
**Submitted by:** Southeast Alaska Guide Services Director, Luke Holton

Thank you for accepting my comments regarding the use of FY26 Marine Passenger Fee (MPF) funds. This letter is in support of applying MPF funds to the Juneau Mariner's Education Program, a proposal submitted by Southeast Alaska Guide Services (SEA-Guides).

Firstly, I'd like to applaud the recommendations made by the Tourism Manager's Office. These projects are beneficial to visitors and tourism operators of Juneau and pragmatic uses of the MPF program. The proposal submitted by SEA-Guides was not selected for recommendation by the Tourism Manager, however, I would encourage the Assembly to reconsider the proposal's adherence to the CLIA Settlement Agreement and petition for CLIA to waive objection to use of MPF funds to address growing concerns centered around maritime tourism.

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Finally, please also consider that Alaska is one of three states left in America that does not require owners to obtain training prior to operating a vessel. This leaves it upon municipal entities to ensure that their waterways are safe from negligent boat operators, which Juneau is plagued. With the continued increase of maritime tourism operators in Juneau, it is imperative that our leadership finds a way to train recreational boaters in safe methods of boating around commercial vessels, and visa vera, training commercial operators in tourism practices which reflect highly upon our industry.

Thank you for your review of my comments, and service to our great city!

Luke Holton  
Director, SEA-Guides

**From:** [domadmin@juneau.org](mailto:domadmin@juneau.org)  
**To:** [Alexandra Pierce](#)  
**Subject:** New submission from TBMP - MPF Request Form  
**Date:** Thursday, April 17, 2025 10:45:25 AM

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<b>Name</b>
Shannon Crossley
<b>Email</b>
<a href="mailto:shannoncdore@gmail.com">shannoncdore@gmail.com</a>
<b>I have read the settlement agreement</b>
<ul style="list-style-type: none"><li>• I have read the settlement agreement</li></ul>
<b>Project Description Options</b>
Write out Project Description
<b>Project Description (Written)</b>
Historic self-guided walking tours if Juneau, start with places important to Indigenous History. Maybe telling the story of colonization through the perspective of a Lingit person.
<b>Project Budget</b>
30000
<b>Conformance with the Settlement Agreement</b>
It benefits passengers by giving them a free, educational activity.

**From:** [domadmin@juneau.org](mailto:domadmin@juneau.org)  
**To:** [Alexandra Pierce](#)  
**Subject:** New submission from TBMP - MPF Request Form  
**Date:** Monday, April 14, 2025 3:41:40 PM

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<b>Name</b>
Paul DiCarlo
<b>Email</b>
<a href="mailto:pauldicarlo23@gmail.com">pauldicarlo23@gmail.com</a>
<b>I have read the settlement agreement</b>
<ul style="list-style-type: none"><li>• I have read the settlement agreement</li></ul>
<b>Project Description Options</b>
Write out Project Description
<b>Project Description (Written)</b>
Use passenger fees for Water and sewer upgrades!
<b>Project Budget</b>
unlimited

**From:** [Jasper Reed](#)  
**To:** [Alexandra Pierce](#)  
**Subject:** Sorry, here is a better link.  
**Date:** Monday, April 14, 2025 4:03:33 PM

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<https://throne labs.co>.

Head tax money should be used for like 6 of these around town.