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To: [Borough Assembly](#); [Rorie Watt](#); [Jeff Rogers](#)
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Subject: Five Options to Increase Benefits and Decrease Impacts from Cruise Industry
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Dear Mayor Weldon and Assemblymembers, City Manager Watt, and Finance Director Rogers,

Juneau has many options under your control and authority for reducing the impacts of the cruise industry on our community and gaining greater benefits for Juneau residents. I'll start with five. I'm happy to discuss this in depth with any of you upon request.

- 1) **Ship Free Saturdays.** In the 1980s and into the 1990s Saturdays often had no scheduled cruise ships and were a cherished day of the week. I propose that CBJ adopt a policy that the city-owned cruise docks and lightering facilities be closed on Saturdays, and Statter Harbor not be available for tour buses and vans. The Assembly could pass a resolution letting the private cruise docks and their clients know that it is the will of Juneau to have Ship Free Saturdays.
- 2) **Bid Access to CBJ owned docks and lightering facilities.** Given the price paid for the Subport lot and continued growth of cruise numbers, it is clear that we have a valuable resource that is in high demand. The Assembly has the responsibility to optimize the return for our waterfront resources. All receipts in excess of that now charged by Docks and Harbors should be directed straight to the CBJ general fund, not retained by Docks and Harbors.
- 3) **Increase the cost of drinking water sold to the cruise ships.** We have a valuable and quality commodity, we should be charging the maximum possible from the cruise industry. Cruise lines limit the amount of drinking water guests may bring on a ship to maximize revenues so they should understand us practicing the same revenue optimization. Any cost of drinking water above what is currently charged should be returned to the general fund and not retained by Docks and Harbors.
- 4) **Pass a resolution letting Norwegian Cruise Lines know that the CBJ will not be leasing or selling the tidelands near the subport property and does not support a dock there.**
- 5) **Reassess the Franklin and AJ private cruise docks.** The Norwegian Cruise Lines \$20 million bid for the undeveloped property without tidelands establishes that the Franklin and AJ docks are vastly undervalued in their assessment. Per state law: Sec. 29.45.110. Full and true value.
 - (a) The assessor shall assess property at its full and true value as of January 1 of the assessment year, except as provided in this section, [AS 29.45.060](#), and 29.45.230. The full and true value is the estimated price that the property would bring in an open market and under the then prevailing market conditions in a sale between a willing seller and a willing buyer both conversant with the property and with prevailing general price levels.

I am communicating directly with you. These are policy actions under your responsibility (except the reassessment which, by statute should simply proceed under the leadership of the Finance Director) and should not be delegated to an industry-leaning task force to screen or delay. If you act quickly on these, all could be put into place for 2020 cruise season. Though the industry will scream, what is best for Juneau should be your priority.

Regards,

Karla Hart