

CRUISE SHIP COMMITTEE

PACKET OF MATERIALS

MEETING NOVEMBER 15, 2018

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Agenda

Bar Harbor Cruise Ship Committee

Thursday, November 15, 2018

1:00 P.M.

Council Chambers, Municipal Building

93 Cottage Street

- I. Call to Order
- II. Approval of Minutes
 - a. October 18, 2018
- III. Public Comment Period
- IV. Adoption of Agenda
- V. Staff Reports
- VI. Regular Business
 - a. Breakwater Evaluation Update
 - b. Chamber Meeting (regarding in-town drop offs) Update
 - c. Draft Budget Review
 - d. Discussion of CLIA RFP
- VII. Public Comment Period
- VIII. Items for the next agenda
- IX. Set Meeting Date and Time
- X. Adjournment

Minutes
Bar Harbor Cruise Ship Committee
Thursday, October 18, 2018
1:00 P.M.
Council Chambers – Municipal Building
93 Cottage Street

I. CALL TO ORDER

The Chair called the meeting to order at 1:00 P.M.

Members present: Eben Salvatore, Chair; Sandy McFarland, Member; Ken Smith, Member; Martha Searchfield, Vice Chair; Janna Richards, Secretary; Stephen Coston, Member; Katy DeGrass, Member; Jim Willis, Member; Amy Powers, Member; Skip Strong, Member; Sarah Flink, Member; Jeff Dobbs, Member; Clare Bingham, Member (arriving at 1:20pm); and Charlie Phippen, Member.

II. APPROVAL OF MINUTES

A. August 23, 2018

Mr. Smith moved to approve the minutes of August 23, 2018 as prepared. Mr. Dobbs seconded the motion and the Committee voted 13-0 to approve the motion.

III. PUBLIC COMMENT PERIOD

There was none.

IV. ADOPTION OF THE AGENDA

Mr. Phippen moved to adopt the agenda as prepared. Mr. Smith seconded the motion and the Committee voted 13-0 to approve the motion.

V. STAFF REPORTS

Mr. Phippen provided a cruise ship count and passenger count update for the remainder of the 2018 season and for the upcoming 2019, 2020, and 2021 seasons. He mentioned that the 2018 season was at a record level with 160 ships booking to date (out of which 12 small ships and 8 large ships had canceled). It was noted that the budget factors in cruise ship cancelations and that cancelations were below average in 2018.

Police Chief Willis noted that he had nothing new to report. Mr. Dobbs inquired if there could be a discussion at a later date about the location of the information kiosk near the pier.

Mr. Knight reported that the Council had approved the expansion of the Harbor Committee and added that their role would be to develop a plan for 121 Eden Street (the

ferry terminal property). He stated that the Council had also approved the lease with Bay Ferries that would operate out of 121 Eden Street.

Mr. Strong provided an update about the breakwater evaluation, reporting that the breakwater had been surveyed by the Army Corp of Engineers. The results of the survey and the evaluation have not been provided as of yet.

VI. REGULAR BUSINESS

a. Breakwater Evaluation Update

Mr. Strong provided an update about the breakwater evaluation, reporting that the breakwater had been surveyed by the Army Corp of Engineers. The results of the survey and the evaluation have not been provided as of yet.

b. Royal Caribbean Line Update

During the August 23, 2018 meeting Mr. Phippen had reported that the Royal Caribbean Line did not have bookings for the 2020 season. Mr. Phippen updated the Committee that since that meeting, Royal Caribbean had requested approximately 30 dates and that he was able to accommodate all but approximately 6 of their requests. He also reported that Anthem of the Seas would no longer be coming to Bar Harbor.

c. Chair update on Council feedback of port fee increase

Mr. Salvatore explained that he had attended the October 2, 2018 Council Meeting to report to the Council that the Committee recommends that the Council not act on the passenger fee increase of \$1.00. He also noted that the Cruise Lines International Association had sent a letter to the Town Manager and Council stating that they would like to have an open dialogue with the Town about fee increases.

Although not on the agenda, Ms. Powers asked Ms. Flink to provide a passenger survey update. Ms. Flink reported that the survey was wrapping up and that the results would be ready in January.

VII. PUBLIC COMMENT PERIOD

Ms. Trautwein offered suggestions for future passenger surveys, including making the survey takers more visible and allowing for passengers to turn in their completed surveys on the ship. Ms. Flink responded that it is purposeful that the survey takers are discrete and that they have been able to get a representative survey sample.

Mr. Jeff Dobbs provided an update from the Village Improvement Association, of which he is a member, noting that cruise ship funds were allocated toward Grant Park and Harbor Park. Ms. Power suggested a plaque be placed at parks/improvement projects to commemorate funders, which would include the cruise lines.

Mr. Phippen noted that a radio station meteorologist had reported the weather from one of the boats conducting water quality testing and that utilizing public forums such as that could be a good way of getting information out to the public. It was also confirmed that the water quality testing is done by the MDI Bio Lab under the direction of Jane Disney.

Ms. Flink offered that the Cruise Canada end of the season debrief is to be held on November 13, 2018 in Halifax and that the Cruise Maine end of the season meeting is to be held on November 15, 2018 in August, and that members of the Committee were invited to both.

VIII. ITEMS FOR THE NEXT AGENDA

- a. Breakwater Update
- b. Chamber Meeting (regarding in-town drop-offs) Update
- c. Draft Budget Review

IX. SET NEXT MEETING TIME, DATE AND PLACE

November 15, 2018 at 1:00 PM.

X. ADJOURNMENT

Mr. Phippen moved to adjourn at 1:32 PM. Mr. Smith seconded the motion and the Committee voted 14-0 to approve the motion.

Signed as approved:

Janna Richards, Secretary
Cruise Ship Committee, Town of Bar Harbor

Date

Cruise Lines International Association
Proposal for Study
November 5, 2018

Background for Study:

Visitation to Acadia National Park has grown considerably on an annual basis and has doubled to more than 4 million+ visitors per year in the last decade. The Town of Bar Harbor, Maine is also experiencing large numbers of tourist visitors. The town is located at some of the primary entrances to Acadia National Park and attracts many visitors prior to or after visiting the Park. Additionally, Bar Harbor is a popular cruise destination. Annual cruise passenger visits are capped by Town regulation and the total number of cruise passengers permitted to visit Bar Harbor has remained constant for more than a decade. Bar Harbor's growth in tourism is being driven by land-based visitors (cars, motor coach, etc.), rather than cruise ship passenger visits.

The Cruise Lines International Association (CLIA), at the request of the Town of Bar Harbor council, has agreed to sponsor a study which focuses on management and operations of ground transportation on town-owned property in Bar Harbor. The purpose of the study is to support the local government in achieving their objectives to sustainably manage cruise passenger visitation, while land-based visitors continue to grow, and to maximize local benefits of tourism while minimizing impacts to residents.

CLIA seeks proposals from qualified consulting firms with reputable cruise industry experts possessing considerable knowledge about cruise operations, commercial transportation, and pedestrian traffic to evaluate the existing ground transportation operations on town-owned property, and identify the landscape of parking spot users surrounding the cruise ship tendering pier in Bar Harbor. Recommendations are sought for maximizing efficiency of operations in support of cruise passenger visits while addressing congestion and maintaining the necessary safety and security of the cruise industry's operating environment.

About CLIA:

Established in 1975, Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association with representation in North and South America, Europe, Asia and Australasia. CLIA supports policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment and is dedicated to promoting the cruise travel experience.

CLIA represents the interests of the global cruise community, which includes over 50 cruise lines – from ocean to specialty cruise ships – comprising more than 95 percent of the global cruise capacity; more than 340 Executive Partner Members who are key suppliers and partners to cruise lines, including ports; 15,000 global travel agencies; and 25,000 travel agent members. CLIA cruise lines serve more than 27 million passengers annually. For more information, please visit our website, www.cruising.org.

Town of Bar Harbor Goals and Strategies:

The study supported by CLIA would be used, if possible, as a supplemental tool to further assist the town of Bar Harbor in achieving their specific FY18-FY23 goals and strategies listed below. These are provided for additional information.

- Goal A: Keep the rate of Property Tax Increases low and Enhance User-based Revenues- Strategy A2 Work to identify opportunities to match potential revenues to incurred expenses to minimize impact on property tax and rate- payers, including revenues from proposed parking program, cruise ship fees, fees for commercial trash haulers, licensing fees for sale of marijuana, and fees related to enforcement of various town ordinances (e.g. registration and inspection of weekly rentals).

- **Goal C: Create Effective Plans for a Sustainable Future- Strategy C4**
Work with the Cruise Ship Committee and other stakeholders to create a plan to reduce congestion in the vicinity of the town pier and waterfront by tour busses and various services provided to seasonal visitors, including passengers from cruise ships.
- **Goal E: Improve and Maintain Local Infrastructure- Strategy E3**
Manage cruise ship visitation, within limits set by the Town Council on a yearly basis, to ensure that the income stream from cruise visitation continues to make public acquisition and development of the ferry terminal viable.

Scope of Work Includes:

- Development of options to alleviate or improve the congested areas surrounding the cruise ship tendering pier in Bar Harbor without causing significant disruption or additional costs to commercial tour vehicles that serve cruise passengers, and without a negative impact to the service quality experienced by the cruise passengers.
- Consideration of broader tourism-related congestion and traffic issues in the Town of Bar Harbor during cruise season.
- Identification of the parking and traffic flow of commercial ground transportation providers working with the cruise industry, and recommended options for management and ongoing monitoring of users in the designated operations area.
- Recommendations for improved pedestrian flows that will reduce congestion while maintaining cruise visitor exposure to all the town of Bar Harbor has to offer.
- Consideration of all other town-owned properties that can supply relief to congestion created by tourism and foster a sustainable relationship between the town of Bar Harbor and the cruise industry.
- Evaluation of the impact of the courses of action proposed to the tourism experience of cruise passengers and resulting service quality
- Evaluation of the overall impact of the courses of action to the accessibility and marketability of Bar Harbor as a cruise destination

Timeline:

RFP Response Due Date: ^{December 7,} November 30, 2018

Completion of Study: June 1, 2019 or sooner.

Principal Points of Contact:

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