



2021 Committee Chairs and Staff Contacts

Audit

Chair: Danielle Hayes, HAP Alaska Yukon

- *Meets quarterly*
- *Committee provides financial oversight to the Administration Department, Explore Fairbanks Board of Directors and President & CEO*

Staff Contact: Dawn Murphy, Director of Finance & Administration

(907) 459-3774; dmurphy@explorefairbanks.com

Communications

Chair: Javier Villasenor Gaona, Chena Hot Springs Resort

- *Typically meets 2nd Tuesdays at 10:30 am August through May*
- *Committee provides advice and support to the Communications Department who is responsible for domestic and international placements of paid-space advertising, media relations, publications and video production, website, and presence on the internet and social media sites*

Staff Contact: Amy Geiger, Director of Communications

(907) 459-3775; ageiger@explorefairbanks.com

Meetings & Conventions

Chair: Carly Nelson, Wedgewood Resort

- *Typically meets quarterly and as needed at 3:00 pm August through May*
- *Committee provides support to the Meetings and Conventions Department who is responsible for sales, marketing and support of groups and individuals planning meetings, conferences and conventions that are being held or have the potential to be held in the Fairbanks area*

Staff Contact: Scott McCrea, Director of Tourism and Convention Sales

(907) 459-3783; smccrea@explorefairbanks.com

Nominations

Chair: Greg Allison, Good Cannabis

- *Meetings called as needed during the year; meets in the last quarter; and once in January*
- *Committee is prescribed in the bylaws and must have a ratio of two partner members to each board member on the committee, therefore, the committee is usually three people. The committee is responsible for recruiting at least two partner members to run for each seat open on the Board. It is the intent to move this more into a board development process wherein potential candidates are encouraged to get involved in Explore Fairbanks prior to deciding to run.*

Staff Contact: Scott McCrea, President and CEO

(907) 459-3770; dhickok@explorefairbanks.com

Public Policy Advisory

Chair: Adriel Butler, Aurora Expeditions

- *Meetings called as needed*
- *Committee provides advice and support to the Explore Fairbanks Board of Directors and President/CEO on issues and development that may impact the visitor industry*

Staff Contact: Scott McCrea, President and CEO

(907) 459-3770; dhickok@explorefairbanks.com

Tourism

Chair: Ralf Dobrovolny, 1st Alaska Tours

- *Typically meets 2nd Tuesdays at 1:30pm August through May*
- *Committee provides advice and support to the Tourism Department who is responsible for sales and marketing efforts targeting domestic and international tour operators, travel agents, AAAs and airlines*

Staff Contact: Scott McCrea, Director of Tourism and Convention Sales

(907) 459-3783; smccrea@explorefairbanks.com

Visitor Services & Partnership Development

Chair: Shalley Villamarin, Grande Denali Lodge

- *Meetings called as needed*
- *Committee provides advice and support to the Visitor Services and Partnership Development Department who is responsible for oversight of the Visitor Services personnel and daily operations of the Explore Fairbanks Visitors Center. Executes partnership retention and recruitment campaigns annually, as well as, partner networking events October through April.*

Staff Contact: Charity Gadapee, Director of Visitor Services & Partnership Development

(907) 459-3758; cgadapee@explorefairbanks.com