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**CITY OF HOMER
HOMER, ALASKA**

City Manager

RESOLUTION 23-126

A RESOLUTION OF THE CITY COUNCIL OF HOMER, ALASKA
AGREEING TO PARTICIPATE IN A MEMORANDUM OF AGREEMENT
FOR THE JOINT EXERCISE OF A TOURISM PROMOTION BETWEEN
THE KENAI PENINSULA BOROUGH AND THE CITIES OF
KACHEMAK, KENAI, HOMER, SELDOVIA, SEWARD AND SOLDOTNA
AND AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND
EXECUTE THE APPROPRIATE DOCUMENTS.

WHEREAS, Kenai Peninsula Borough (KPB) Code 19.10.030 has been interpreted by KPB
staff to require a memorandum of agreement with incorporated cities in the borough in order
to promote tourism featuring those cities; and

WHEREAS, KPB will work to create a series of video advertisements, at least one of
which will feature tourism promotion for the City of Homer; and

WHEREAS, KPB wishes to enter into an intergovernmental memorandum of agreement
for tourism promotion which does not obligate the City of Homer to contribute any funds; and

WHEREAS, KPB will provide the City a draft or pre-screening of any promotional
materials for review before they are publicly released; and

WHEREAS, The City of Homer supports this regional marketing effort by KPB.

NOW, THEREFORE, BE IT RESOLVED that the City Council of Homer, Alaska hereby
agrees to allow the Kenai Peninsula Borough to feature the City of Homer in their tourism
promotion efforts and authorizes the City Manager to negotiate and execute the appropriate
documents.

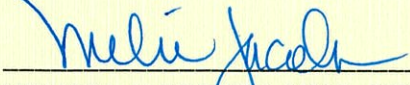
PASSED AND ADOPTED by the Homer City Council this 27th day of November, 2023.

CITY OF HOMER

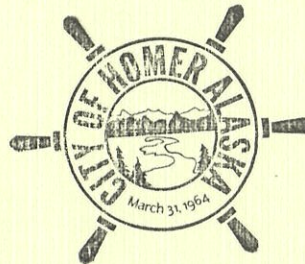


KEN CASTNER, MAYOR

43 ATTEST:

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45 _____
46 MELISSA JACOBSEN, MMC, CITY CLERK

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48 Fiscal Note: N/A





MEMORANDUM

Resolution 23-126, A Resolution of the City Council of Homer, Alaska Agreeing to Participate in a Memorandum of Agreement for the Joint Exercise of a Tourism Promotion between the Kenai Peninsula Borough and the Cities of Kachemak, Kenai, Homer, Seldovia, Seward and Soldotna and Authorizing the City Manager to Negotiate and Execute the Appropriate Documents. City Manager.

Item Type: Backup Memorandum
Prepared For: City Council
Date: 16NOV23
From: Rob Dumouchel, City Manager

The Kenai Peninsula Borough (KPB) has an initiative to conduct regional tourism marketing for the Kenai Peninsula. KPB code § 19.10.030 restricts the Borough's ability to promote tourism outside of the unincorporated areas without some sort of an intergovernmental agreement. To overcome that obstacle, KPB staff provided me with a memorandum of agreement (MOA) that would give KPB authorization to include Homer in their tourism promotion efforts. The MOA does not obligate the City to spend any funds. The MOA does ensure that promotional materials would be shared in advance with City staff. An initial concern I had when approached by KPB was regarding how their campaign would complement tourism marketing efforts made by the Homer Chamber of Commerce. The Chamber's executive director was looped into the conversation and had positive feedback. If it is determined that we do not wish to participate in the MOU at a later date, we are able to withdraw at any time and for any reason.

RECOMMENDATION: Adopt Resolution 23-126



Office of Borough Mayor Peter Micciche

144 N. Binkley Street, Soldotna, Alaska 99669 • (907) 714-2150

From: Joe Rizzo, Communications Director, Kenai Peninsula Borough.

jrizzo@kpb.us

907-714-2158

To: Cities of Kenai, Soldotna, Homer, Seward, Kachemak, and Seldovia.

Coming on as the communications director for the Kenai Peninsula Borough, I wanted to help promote tourism in the KPB. Because KPB 19.10.030 stipulates that the KPB's efforts in tourism promotion are to be restricted to unincorporated areas, a memorandum of agreement is required for the borough to cooperatively work to promote tourism in cities around the KPB. The attached MOA will allow the borough to work collaboratively with cities and chambers of commerce in the promotion of tourism throughout our borough. You will be sent a docusign to execute the MOA.

We have already produced a tourism film that features the cities of Soldotna, Kenai, Homer and Seward (see link in the email). This MOA will allow us to continue and expand our efforts in promoting tourism in your respective cities. I look forward to working with you and your chambers of commerce to promote tourism and foster economic development in the borough.

We would like to start airing these promotional videos before the end of the year. Please contact me with any questions.

Memorandum of Agreement

Between Kenai Peninsula Borough and the Cities of
Kachemak, Kenai, Homer, Seldovia, Seward, and Soldotna
For the Joint Exercise of a Tourism Promotion

This Memorandum of Agreement (hereinafter the “Agreement”) is by and between the Kenai Peninsula Borough, whose address is 144 North Binkley Street, Soldotna, AK 99669, (hereinafter “Borough”) and the participating Cities of Kachemak, Kenai, Homer, Seldovia, Seward, and Soldotna (hereinafter “Cities,” or “City”) whose addresses are included on the signatory page below, for the purpose of intergovernmental joint exercise of tourism promotion (hereinafter “tourism promotion”).

WHEREAS, Article X, Section 13 of the Alaska Constitution authorizes local governments to enter into agreements for the cooperative or joint administration of any function or power, unless otherwise prohibited by law or charter; and

WHEREAS, AS 29.35.010(13) provides authority for the Borough to enter into intergovernmental cooperative agreements for the joint administration of a Borough function or power; and

WHEREAS, KPB 19.10.030 provides that the Borough may exercise its non-areawide tourism promotion powers with a city through joint exercise or administration with a city; and

WHEREAS, the Borough recently engaged a promotion video team to create tourism promotion videos for the Borough and as part of those videos the Borough’s intent would be to directly and indirectly promote the signatory cities within the Borough; and

WHEREAS, the parties hereto wish to memorialize the joint exercise and promotion of tourism which will constitute their agreement on terms and conditions related to tourism promotion, and provide for the potential for future joint ventures as well;

THE PARTIES THEREFORE AGREE, in consideration of the mutual promises contained in this Agreement and the services and fees provided, as set forth below:

1. PURPOSE AND INTENT

This Agreement is established and entered into between the parties for the purpose of jointly exercising promotion of tourism powers. This Agreement contemplates a basic promotion of tourism intergovernmental agreement and does not obligate the Borough or a city to fund or promote tourism.

2. BOROUGH’S OBLIGATIONS

- a. In its sole discretion, subject to appropriation and availability of funds, the Borough may from time to time promote Borough tourism in a manner that also promotes the great cities within the Borough.

- b. Should the Borough include a city in a promotion of tourism campaign, Borough administration will provide the city administration with a draft of the campaign, prior to publication or release, of the promotional materials for city review and approval.
- c. Any Borough tourism promotion campaign not approved by a city, will not include any direct or specific references to that city.

3. CITIES' OBLIGATIONS

- a. In its sole discretion, subject to appropriation and availability of funds, a city may from time to time promote tourism in a manner that also promotes the area outside of a city.
- b. A city that is provided a draft or pre-release screening of any promotional materials from the Borough agrees to respond within two weeks of receipt and agrees not to disseminate or release the materials which will be considered proprietary, confidential, and subject to deliberative process privilege until a final version is released or otherwise publicized.

4. WITHDRAWAL

Any party to this Agreement may withdraw from the Agreement at any time and for any reason with the understanding that if a party withdraws from this Agreement after a promotional campaign has begun any promotion of tourism materials that includes the city may not be able to be removed immediately. Such materials will be removed when it is reasonably practical to do so.

5. CITY AND KPB CODE AND STATE LAW

This Agreement does not supersede any City code, City charter, or KPB code or state law. If a provision of this Agreement conflicts with KPB or City code, City charter, or state law, the respective code and state law controls.

6. CONFIDENTIALITY

All draft or pre-release promotional materials are considered confidential and proprietary to the party providing the materials to the other party. For Borough materials, third-party requests for the materials prior to release will be referred to the Borough and the Borough will respond accordingly.

7. SOLE RESPONSIBILITY FOR CLAIMS.

Any party that runs a tourism promotion campaign pursuant to this Agreement is solely responsible for any claims that arise from the campaign.

8. DISCLAIMER OF WARRANTY.

Any tourism promotion under this Agreement is furnished as is, where is, with all faults and without warranty of any kind, express or implied, including any warranty of merchantability or fitness for any particular purpose.

**KENAI PENINSULA BOROUGH
144 N BINKLEY STREET
SOLDOTNA, AK 99669**

By: Peter A. Micciche, Mayor

Date: _____

ATTEST:

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:

Michele Turner, Borough Clerk

Sean Kelley, Borough Attorney

DRAFT

**KACHEMAK CITY
59906 BEAR CREEK DR.
HOMER, AK 99603**

By: William Overway, Mayor

Date: _____

ATTEST:

Laurie Wallace, City Clerk

DRAFT

**CITY OF KENAI
210 FIDALGO AVE.
KENAI, AK 99611**

By: Terry Eubank, City Manager

ATTEST:

Shellie Saner, City Clerk

DRAFT

**CITY OF HOMER
491 E. PIONEER AVE.
HOMER, AK 99603**

By: Rob Dumouchel, City Manager

Date: _____

ATTEST:

Melissa Jacobsen, City Clerk

DRAFT

**CITY OF SELDOVIA
PO DRAWER B
SELDOVIA, AK 99663**

By: Heidi Geagel, City Manager

Date: _____

ATTEST:

Liz Diamant, City Clerk

DRAFT

**CITY OF SEWARD
PO BOX 167
SEWARD, AK 99664**

By: Kat Sorensen, City Manager

Date: _____

ATTEST:

Kris Peck, City Clerk

DRAFT

**CITY OF SOLDOTNA
177 N BIRCH ST.
SOLDOTNA, AK 99669**

By: Janette Bower, City Manager

Date: _____

ATTEST:

Johni Blankenship, City Clerk

DRAFT