



Executive Summary of Coki Point Visitor Experience Agency Coordination

The Office of Senator Myron Jackson tasked the Department of Tourism with coordinating a multi-agency effort to address growing concerns of present issues on Coki Point Beach which affects the "Visitor Experience."

As a result, these agencies, the Department of Sports Parks and Recreation, Department of Health, Virgin Island Police Department, Taxi Commission, Department of Licensing and Consumer Affairs and Waste Management Authority, were invited to meet for the purpose of providing insight on the growing problems, and to collaborate on short and long term action planning to address identified problems. *(The Office of Senator Marvin Blyden and the STT/STJ Administrator were also invited to attend and participated in subsequent meetings.)*

The initial meetings and a subsequent site visit by a collective group of representatives from each agency, revealed a myriad of troubling concerns plaguing the beach. These included but are not limited to:

- Unsightly and unfriendly entrance;
- An unfriendly business atmosphere;
- Undocumented workers;
- Illegal activity;
- Random trash removal for what was described as public vs private property;
- Untrained and discourteous staff all hired as independent workers;
- Vendors operating with expired business licenses;
- various unlawful activity;
- Traffic congestion;
- Annoying Barkers hustling passengers as they approach the beach;
- Businesses in violation of health and food safety codes;
- Limited police patrol; and
- A family grave yard in need of regular care.

Each respective agency was then tasked with making independent visits to the beach to address identified concerns based on their oversight responsibility. They were to report back with-in 30 days at the second coordination meeting. With-in the first 30 days of coordinated efforts, immediate actions were implemented by the Department of Health, Licensing and Consumer Affairs and the Virgin Islands Police Department *(reflected in the attached reports)*.

At the final meeting, specific actions were discussed and each participant was requested to provide next-steps to ensure consistency with the implemented actions, which included: Coordinated community clean-ups, Law Enforcement compliance operations, and written long-term Agency Action Plans.

The Offices of the Administrator and Senator Marvin Blyden agreed to lead the community clean-up; Virgin Islands Police Department lead the Law Enforcement Compliance Operation. After action reports were submitted by Department of Sports Parks and Recreation, Virgin Island Police Department, and the Office of the Administrator.

The following reports are the collective summaries of the agencies immediate and long term action plans to address the Visitor Experience concerns: