

Minutes of the  
TOURISM AND ARTS COMMISSION  
June 15, 2021  
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Swedenborg, Steven Sinkler, Greg Bell in person.

Excused: Mike Morgan and Greg Allen

Staff: IT Director Rusty Barrett and City Recorder Jennifer Barrett

CALL TO ORDER

Kingwell called the meeting to order at 12:08 pm.

Kingwell relinquished control of meeting to Walker as he is a member of Cannon Beach Gallery Group

TAF APPLICANT INTERVIEWS

Cannon Beach Gallery: Joe Clayton and Jim Kingwell

Digital Social Media

Kingwell reported in two of the other applications there is a duplication of funding ask that references amounts being asked for in this application, noting the areas. We cannot be granted more money than asked for, and if the request is turned down, still want to accomplish this under the other application. I know there are no guarantees for funding in any of this. In response to Walker's question this is for all marketing for events and gallery group, Kingwell replied we are trying to select print media we think might be effective and request for Stormy Weather print media advertising, noting the changes print media had gone through. This involves the contract relationship running with Explorer Media Group, giving an overview. The initial contract will be covered but the timeframe overlaps with this fiscal year, and hope to have no interruption in this year and future years. In response to Sinkler's question the ask is \$22,400 but the years are off on the application, Kingwell replied this was the description for initial contract agreement with Explorer Media and it will expire. We don't have a new guideline for a new contract, this is an unknown but basing it upon that. This last year our COVID year salvaged a good precedent that if funds are unutilized, it gets returned. Sinkler noted I was confused if this was the 21-22 plan as it says 20-21, but this is the guideline for the year. Kingwell replied yes for this moment and thing may change as we move forward. Clayton noted we try to coordinate our advertising for all the events, so we have year-round advertising for all three events, a discussion ensued. Clayton added what we are trying to do from the substance of the ad moved on from every day is an art walk in Cannon Beach. We see our next ad is where can you experience beauty of over 300 artists, and you look at all galleries combined you can which is another way to promote the city. In response to Bell's question if this is granted there will be a subtracted amount from them, Kingwell replied yes and I will note them when we get to it.

Earth & Ocean

In response to Walker's question did this event happen last year, Clayton replied no, it happened two years ago. With last year the way the mechanism was, we felt since it was a new event we didn't proceed. We recognize the environment and aspect of it as well and contribute a percentage of sales to non-profit, adding one of our staff works for the Wildlife Center and had an in-gallery raffle to promote as well. We are giving something back to the environment. A discussion ensued regarding the past award amount. Kingwell added you will see a fairly detailed breakdown that was provided and already working with Tracy Abel, as well as others. Already have save the date rack cards printed in color, adding the participates and events that will take place including a dinner. In response to Walker's question you are hiring the We Players for the weekend, and they are involved in the dinner and may be involved in other things in town, Kingwell replied they will be, adding they are doing street theater in some areas. Kingwell gave an overview of other participants in the event. Kingwell gave an overview of the sea star being created on the beach, the event would happen on the Saturday, with a Friday introduction and discuss clothing to be

worn, the video and photos used from this would be for future events advertisement and not sold for profit. We are trying to rely on the drone instead of the fire dept to make this happen, adding the details are not completely set. Walker added this sounds good and I hope that someone does a press release to Portland media to cover it. Kingwell replied I am hoping OPB may be interested. Kingwell gave an overview of the final firing of Roku kiln with Dave and Bonnie. Kingwell added the nonprofits would benefit from the event, adding there will be 3 speakers planned for Friday night and Sunday a showing in the chamber of a video or photography footage from the Saturday event. The committee is hammering out the details, still in progress, but have engaged the event coordinator. We are seeking donations for housing for the performers and there is an amount in here for the dinner, wine, which is a value not represented in the bottom line. A discussion ensued regarding ticket prices. Kingwell added if funding doesn't come through, instead of color designated for individual nonprofits in the photo then we would ask everyone to wear a red shirt which would be similar to the sea stars that are out there. Swedenborg noted if you are selling half your t-shirts at cost, if you have \$7,000 in t shirt sales, Kingwell replied we do not plan on selling them all. Clayton added it's a conservative number. Kingwell added it would be an asset to fund future things. This year we had about \$600 in merchandise sales from past Earth and Ocean events. In response to Sinkler's question is the logo staying the same, Clayton replied yes. Kingwell noted there are slight variations in scale depending on where it is being used, a discussion ensued.

### Spring Unveiling

Kingwell reported this is a much simpler budget, giving a brief overview of what would be removed if digital media is approved. Walker noted it is much easier to do now, Kingwell replied yes, noting we do not want to spend money unless it worth it. There is no ticketed event with this, Spring Unveiling has its own character and what we've done in the past does not result in reliable data. We get occupancy data from the Chamber and do not have a coordinator for the event to strong arm info from people. Walker replied you would need to hire another coordinator if you did a ticketed event. Sinkler noted just did 2021 and you had a nice weekend, a little rainy on Friday, how did the galleries do? Clayton replied they did well. The hotels did well but still do not have people coming into the gallery plus there are limitations to how many can be in at a time. Overall, it wasn't a bad weekend. Sinkler added so it was good considering, Clayton replied yes for what it was. I am seeing more people coming to town and getting out of their car and heading to the beach. Good thing is the ones coming in are the ones buying, but there are a lot not coming in. Clayton noted items from the last event. The 2020 was virtual, we had a fraction of the sales, 5 times more than last year, but 60-70% of what we would do on a really good year. Kingwell noted at our gallery it was different, we did about 1/3 the sales from 2019 but the following week we doubled the comparable of the same week from 2019, adding many people avoided that week due to the possibility of more people attending. A discussion ensued on the people who are coming into the galleries.

### Stormy Weather

Clayton reported we've done this jointly with the Chamber and it is a Chamber event but with our advertising year-round being able to promote 3 festivals instead of two really helps so we are piggy backing on each other. Clayton noted the items they do versus the Chamber. In the process with marketing group and Gary to finalize what we are doing for advertising, and as Kingwell said some publications have gone away and some are coming back, leveraging the advertising where we can and push to identify those publications where we can get some bang for our buck. Kingwell added this is not the Gallery Group art brochure, this is the Chamber's, giving an overview. We are requesting funding to improve the quality of the brochure. Walker noted your ask is less than last year, Clayton replied there was work on the website included last year but being handled differently this year. Bell added the social media line item will be the one that disappears, Kingwell replied yes. Swedenborg asked if this was to be approved what would the total be? Bell replied its easy that would be \$6,000, a discussion ensued regarding the digital marketing ask. A discussion ensued regarding concerts.

Gallery Group requested a 5-minute break at 12:52 pm. Reconveyed 12:55 pm

Commission had no other questions. Kingwell took over the meeting. Clayton noted thank you all for serving on this committee and your time.

Kingwell let's take a break until the next applicant, the time is 12:57pm. Reconvened at 1:23 pm

Clatsop Animal Shelter – Savor Cannon Beach  
Gary Hayes

In response to Bell's question is Savor this October, Hayes replied yes. In response to Bell's question and it was

funded this year, Hayes replied yes, it was a bit different. Hayes added it is nice to have the funding ahead of the event instead of behind. The timing of the midterm isn't so weird. In response to Kingwell's question can you give us an overview of what you have Hayes replied giving an overview of the plan for this October, noting the 2021 event is a month-long event in October with micro events which some may be able to expand and not do things that compete with restaurants but give them business, noting examples. In my budget we planned more pre dinner wine tastings and are not necessary planning on returning to big wine walk and who knows what will happen with COVID, but something along the lines of Friday night art and wine walk is something we have considered. Instead of one full Saturday in March, it's something we may be able to do multiple Fridays for a couple of hours. I've taken the model we had for this year and expanded conservatively for next year. In response to Walker's question if every weekend how do you invite the wineries to get back to 2,100 room nights, Hayes replied it will be a challenge on wineries. I reached out to them this year to see if some would be interested in partnering if they would be interested in coming and doing a tasting and working with a business and coordinate their own thing and got several yes and maybes in one reach out. In response to Walker's question for the whole month, Hayes replied that was for a single event, doing a mini wine walk in every week would be stretching it. I don't know that we would have the ability to do that. a discussion ensued regarding the fall event timing. Hayes noted our dates in March conflicted with SIP in McMinnville which lost us a lot of people who do not have their own representatives. Bell noted I like the idea of savor month. Kingwell added I like people who have been attracted to wine events. Sinkler noted if you have a conflict the second weekend of March you miss it for the whole year, but here you have other options to attend. Hayes replied some of the micro events planned will be done at different times, noting examples. Hayes added I have wine left over every year so we can do things like 10-year-old reds. Walker commented the challenge for me is the amount of money you are asking for without the same amount of room nights or not getting close to it. Hayes replied and getting documentation may be harder too, Walker replied you still have a ticket. Swedenborg added you will also get people who are here wanting to sign up the day of, a discussion ensued regarding room nights and tracking. Bell added your email list is over 2,500 people, that is a strong list and you have a following, Hayes replied and social media, a discussion ensued. Walker noted this does give us something in October. In response to Walker's question are you giving up on March, Hayes replied not necessarily, I wanted to hear what you have to say, maybe this reinvention can help us come up with a different feeling. We are planning on October for next year, as for March, I am open to another time in the year that works best for the community. A discussion ensued regarding the liability of the wine walk; Hayes gave an overview of the insurance requirements. Walker noted for 20-21 you said one of things you were going to do was promote on the Savor Facebook page about the local restaurant area since it's been bad, I haven't seen that and think you should do more of that, only two posts since we met. Hayes replied we are intentionally being quite. There were many rolling over tickets to 2021 event and we were concerned if we start putting things out there people may start asking about their refund. We are trying to be careful of what we put out there until we are ready to post information on how to redeem credit. Once everything is live on the website we will do as much as we can. Sinkler added I am looking forward to see how you adapted. Walker noted the Food Bank is 501C3 now, a discussion ensued. Walker added I only mention it because Council occasionally takes an issue with 501C3's who are not in Cannon Beach, so the more you can keep it in Cannon Beach the less likely they will be crabby about it. Hayes added it would be valuable to hear yes bring the wine walk back or no don't, or yes do it in October, it would be beneficial. Sinkler replied what are you hearing from the shops, not just art galleries? The shops in town that have someone pouring in their space, how do they feel about the wine walk going away or coming back? Hayes replied the complaints received were mainly from restaurants and community members and perspectives about the event. Not a lot of negative feedback from the shops. That's why the Friday night thing is good, its casual, a discussion ensued. Bell added if I am a tourist this gives me lots of options, a discussion ensued. Hayes noted maybe 2022 will have a Friday and Saturday thing, we will talk to the galleries to see what their thoughts on it are. Sinkler added if you look at changes, we are seeing in tasting rooms it's the higher quality, a private tasting experience. Hayes added I will be curious to see Art in the Park does in a couple weekends and see how the school can be utilized in the courtyard without it being completed. Kingwell added I appreciate the complexity of what you are doing and the breakdown of expenses, you have the different job descriptions broken out and identifies the need. Hayes replied there is a lot of up front work that is a huge part of this. In response to Bell's question, you have a grant oversite line item, what is that, Hayes replied that's Clatsop Animal Shelter, and they provided volunteers in the past. We figured a better arrangement between the two of us would be a percentage of the grant, if the grant fluctuates then their money does to.

Paused at 2:00 pm. Reconvened at 2:25 pm

Tolovana Arts Colony – Cannon Beach Comedy Festival  
Andrew Tonry

Kingwell stated thank you for putting the update on the remodel in the packet. Tonry thanked committee for funding and time and last year's grant giving an update on the remodel project. I am seeking a grant to reboot the comedy festival. I am often asked when's the next comedy show. It started in 2018, and learned a lot from the 2018 festival, it delivered room night stays and was a successful event. I want to build on what we learned and put together an even better comedy festival. It's an ideal way to unwind, and worth mentioning comedy holds a significant space in pop culture and young audiences to bring people to Cannon Beach for years to come. In response to Sinkler's question on the budget page you have the venue rental, in the application under question 9 you seeking an in kind donation, Tonry replied I spoke to Patrick and he said he can probably help and there is a potential to hold one or more nights at Tolovana Hall. It all depends on the talent we book. In 2018 we had one night at Coaster and one at the Hall. Coaster is a better venue. In response to Sinkler's question what's the capacity at the Hall, Tonry replied it's about 80, but they are close together, 70 is better. Patrick said he can probably help us out, but they've been paying rent throughout COVID. Our timing is winter/spring, we are flexible and want to make sure not stepping on toes of other events and find weekends that Coaster is available and dependent on the performers availability. From a COVID stand, this only really works if COVID restrictions are lifted. I think we all expect it to be in a place we can do this. If there were to be another flare up of COVID we will be returning money, this is not really feasible to social distance. In response to Bell's comment if I am a performer and you booked me I may still want my money, Tonry replied its contract by contract basis and sometimes it's a percentage not the entire amount. I wanted to highlight we are, as far as management, we are not hiring a marketing firm or event producer or sound man. We are doing it in house at rates well below market. There may be some changes to the marketing, I reached out to Willamette Week in Portland for rates and was a lot higher than expected to even get on their website. Thinking of switching to Facebook social media. Kingwell added I appreciate the question you through out about the competition of hours and appreciate the value is listed under the event, a discussion ensued. In response to Walker's question what ticketing are you using, Tonry replied I built a four square website and sell through them. In response to Walker's question is there a way to collect data, Tonry replied yes I can pull zip code information and can get a count with the raise of hands, a discussion ensued regarding the method of raising hands. Walker noted I would much rather have your zip code data. Sinkler added the accurate data is there and if we can get Coaster from going away from the hand pull, having the zip code data will give the information and will help in marketing. Tonry replied if we wanted to not take cash then every ticket would have a zip code attached. In response to Sinkler's question with the money gave you last year with hall renovation, what still has to be done, Tonry replied we need to paint and have a volunteer contractor friend will put in a nice slab shelf this summer and then paint. Still waiting on a couple fixtures, the tracks are installed but they didn't deliver the lights themselves, but the order is in. In response to Kingwell's question about the original estimate, Tonry replied we found a way to made it work. We covered the difference about \$1,000 for track form LED.

Paused at 2:42 pm. Reconvened at 3:07

Coaster Theatre – Late 21-Early 22 Season

Patrick Lathrop and Jenni Tronier via Zoom

Lathrop gave an overview of the application. We are looking at the 2022 season to celebrate our 50<sup>th</sup> anniversary with a monthly concert series culminating with a big performance in May with a performance of Pink Martini. Also we will offer tickets of events outside the 50-mile radius first with their fanbase and marketing, then open up sales for local and other individuals in an attempt to encourage people to purpose tickets who are not in the area. Walked asked instead 2 events it's month, Lathrop replied starting in January through May and probably nothing in June-August, then picking up in September. Tronier added it's 4 artist and groups ending with Pink Martini. In response to Walker's question is Broadway Across America Program still around, Tronier replied as of right now they have a slate season and are planning to continue with program as long as the season continues. In response to Kingwell's question do you have a guess to of attendance of concert series, Tronier replied last time Pink Martini was here sold out tickets in 3 days so predicting a good turnout. Depending on other groups – we try to estimate about 75 depending on the time of year, so it could vary from January concert to April concert. Lathrop agreed adding this attempt to address their fan bases will help with those sales. In response to Sinkler's question with the aattempt to address the fan bases will you work with the artist to promote through their channels as well, is that the idea, Lathrop replied that is right. We hope to work with them so they are marketing their own concert to their established fan base but will also be working with hotels locally to confirm if someone made reservation on date of the concert, they would also be eligible to have the presale in that respect. Kingwell added I like that presale thing, it overcomes the problem of us locals buying all the tickets once they come out. Lathrop added it will help with the lesser known on the coast groups that are popular in other areas. In response to Bell's question do you recall the funding request for last year or 2019, Lathrop replied I still have the funds for 2021 season. We were granted the money for two

events, one proposed to do in June which will not be happening, the other in September which is unlikely to be happening. Those dollar amounts were around, Tronier added we were given \$22,729. In response to Walker's question which are coming back, Lathrop replied most will. We did use a small amount, almost all are coming back. Should I hold off in case I can do a concert in September? Kingwell replied I would hesitate as September may have some potential. In your evaluations of what's been expended we will be heavily reliant on your accounting. I would wait if there were an opportunity for September, a discussion ensued. Swedenborg noted the Pink Martini concert is \$23,000 for one night, Lathrop replied yes, that covers the cost of the band itself, sound, hotel, all the food, various other costs involved. Swedenborg asked so ticket price is about \$115 per ticket, Lathrop replied we probably won't exceed \$100 per ticket, and we have 199 seats, a discussion ensued. A discussion ensued regarding Pink Martini.

GOOD OF THE ORDER

None.

ADJOURNMENT

Chair Kingwell adjourned the meeting at 3:28 pm

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Jennifer Barrett, City Recorder