

Minutes of the
TOURISM AND ARTS COMMISSION
June 14, 2021
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Swedenborg, Steven Sinkler and Greg Bell in person. Greg Allen and Mike Morgan via Zoom

Excused:

Staff: IT Director Rusty Barrett and City Recorder Jennifer Barrett

CALL TO ORDER

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

A discussion was held regarding possible revisions to future packets, specifically on the contact pages and perhaps more information regarding the event financials. A discussion was held regarding the late applications. In response to Sinkler's question is this the meeting to disclose conflict, Walker replied that happens when we discuss the recommendations. Kingwell noted when asked to make determination with groups I am involved with I will punt to Walker and recuse myself. A discussion ensued regarding Oregon Coast Creative. A discussion ensued regarding the late applications. Morgan noted I think we should allow it; it would be a huge impact to the Chamber to not allow it, I think we should formally vote to wave the late applications. A discussion ensued regarding the amount to time being late and the packet information submitted. Sinkler added this should be consider in the award process; the thoroughness of application, and we can respond in a couple different ways, accepting or not and the award size, a discussion ensued.

Motion: Walker moved to accept the 5 late applications received from the Chamber and Gallery Group given the issues discussed prior to this; Swedenborg seconded.

Vote: Kingwell, Walker, Swedenborg, Sinkler, Allen and Morgan vote AYE; the vote was 6:0 and the motion passed.

TAF APPLICANT INTERVIEWS

Tolovana Arts Colony – Get Lit
Tracy Abel via Zoom

Abel gave an overview of the Get Lit plan, noting 2022 will be a change of dates, potentially different authors, and an increased budget slightly. Regarding COVID, I could tell you what I am going to do, but with the possibility of rule changes at the time of the event the rules may change. I will follow the rules in place at the time. For venue – we will be ok and can socially distance if needed. Kingwell noted the date of the event and thanked Abel for returning the unused funds to the city from last year. Abel replied we made a decision early. In response to Sinkler's question do you expect this to be similar to the past or changes to the event, Abel replied it will be similar, but the Friday night may change as they are small venues, we may have a few more venues. The committee hasn't met yet, so no big changes to the schedule, but some authors may not be available. If all authors are available, we may have more than in the past. Sinkler added like the idea of more venues, it brings people to more areas and keeps in smaller groups. In response to Walker's question, would you consider an author that has a quilting series, Abel replied yes, we are always looking for something for Friday night. Walker gave an overview of the author adding I will contact her to see if she will come down. Morgan added I want to comment on Abel's estimate of room nights with a goal of 100 room nights. If people are coming to town Friday night and staying the weekend, with 100 attendees that would be 200 room nights. Sinkler added I agree with Morgan, I think the number is low, but there are a lot of local attendees. Abel replied the number may go up a bit, I am hoping it does. In response to Allen's question why are you assuming with everything going on with COVID there will be more or less heads in bed, Abel replied in talking with the hotels they are experiencing lots of people coming and staying. I see it increasing now

that we are opening back up. For my metrics, I don't have data for two years, it drops and 60 was what I had in the past as there are a lot of locals. In response to Allen's question what about headlines, Abel gave an overview of who came in the past. In response to Allen's question you have 20 new subscribers how many do you have total, Abel replied over 100, it slowed down when COVID hit adding they are subscribing from the website and there was no new materials. A discussion ensued regarding hotel stays in general during the Get Lit event. In response to Kingwell's question is there any way to ask your ticketed participants if they visit Cannon Beach at other times of the year, Abel replied yes. We have a book club that comes from Arizona and they only started to come because of Get Lit. Allen added shouldn't we have a list of criteria that we have in stock that we can give to the applicants so they know what to provide, Swedenborg replied that's what we do, but they don't always complete it, a discussion ensued. The Commission thanked Abel.

Cannon Beach History Center – Cottage Tour

Elaine Trucke via Zoom

Trucke reported I am applying for the 2022 Cottage Tour, this is not a typo. The 2021 tour will happen in September and 2020 didn't quite work out, so you will see figures from 2019 that was used to create the TAC metrics. Trucke noted the plans for the 2022 tour, adding people are becoming more comfortable opening up their homes. Trucke added we are focusing on marketing; we have a mailing list of 10,000 people. We want to get people excited again. Changing it up a little, adding Friday night is more informal event giving an overview. Saturday extended tour and removed luncheon and included a lecture to give people less anxiety of being in small spaces. On Sunday doing a Tea Progressive and extending the event to potentially increase the Sunday night visitors. Walker I love your Sunday idea, Trucke replied we've been wanting to do a two-day tour for a while, but with weather concerns it hasn't happened giving additional information. Swedenborg any data on the return guests or attendees in a year period, Trucke return attendees about 500 people that come regularly and 800 that come every 3-4 years, giving an overview. Trucke added get people from all over US and Canada, and already getting inquiries for next years event and wanting to book the hotel. They are getting excited for things to get back to normal. In response to Swedenborg's question what percentage is a first-time attendee, Trucke replied I believe in 2019 I think it was 70% were return, 20-30% are first timers, a discussion ensued. A discussion ensued about the image of Cannon Beach and how these events help create the image. Kingwell there is an excellent grab of the data on the ticket booth, Trucke replied we just figured it out in 2019, hoping we will be back with the same volunteers and the same system will still work just as well. We were able to get so much feedback from people, a discussion ensued regarding the process used. Trucke explained the breakdown of expenses and revenue per Morgan's request.

Bell arrived 12:58 pm

Cannon Beach Arts Association – Artist Program

Lila Wickham via Zoom

Wickham noted the revisions that went into effect at the Gallery due to COVID, such as using staff instead of volunteers to cover the gallery. The application is about retaining the lessons learned from the COVID environment. We need to focus more on marketing, need to offer online sales as well as in person and need to utilize the assets of our employees the best way possible. Because this marketing is so important, we are increasing Summer Peterson's time, I attached her last marketing report. Wickham gave an overview of their marketing program. We didn't do very well with the matrix, and I can't figure out how to do it in this environment. Once we start exhibitions again it will be easier to figure out where people are from. We are interested in collaborating with the disaster animal response team and partnership with beach dog portraits and give funding to them. We are also working/partnering with Fisher Poets. Sinkler added I am excited to hear you are selling art via social platforms. Those online platforms are important for your organization to grow and expands sales, good job on that. Wickham added we got a small COVID grant and were able to purchase a new computer as the old one was not able to do everything we wanted to accomplish. In response to Sinkler's question you are asking for \$33,000 and \$24,000 last year, it's a big growth, is that due to paying people to come in and sell art instead of volunteers, is it from staffing, Wickham replied the short answer is yes, but also the two projects where we are creating the books for sale for other organizations, a discussion ensued.

Paused at 1:10 pm and reconvened at 1:31 pm.

APPROVAL OF THE MINUTES

Motion: Bell moved to approve the minutes for March 31, 2021 as presented; Walker seconded.

Vote: Kingwell, Sinkler, Swedenborg, Walker, Allen, Bell and Morgan voted AYE, the vote was 7:0 and the motion passed.

Cannon Beach Food Pantry – WOW! Cannon Beach

Brigitte Wahlbeck in person

Wahlbeck noted since the last grant we have been working tirelessly to come up with a great venue. At this juncture what we learned the most is that it was severely underestimated on what it would take budgeting, marketing wise, and getting talent here and people to come and stay. WOW Is 100% funded by TAC as we don't have any metrics or statistics to go off of. The minute tickets sales went live online we received sales. People are remembering the event from the past. We are working on a festival feel for the whole town. Working on marketing to get it established and going, as working on a deficit now. Everyone I am working with can see the potential for this event. Working on a self-help kinda thing, we are encompassing a bunch of different avenues from entertainment and music, a lot are doing in kind services for the 2021 event so we can plug them into 2022. Wahlbeck noted it's hard to discuss 2022 before we have 2021 completed. In response to Walker's question how are you doing tickets, Wahlbeck replied right now it's an overall ticket. We are still working on the details on the website, we just launched it. In response to Walker's question what's the overall ticket price, Wahlbeck replied \$50 but for next year if we get this established we can bump it up a little bit. It's a festival pass with different avenues for classes that will happen that they can purchase for extra. In response to Walker's question event planning is \$3,000 who is getting that, Wahlbeck replied we are working with Events by Aries, they own Child's Play and working with her a lot in the wedding industry. Wahlbeck gave an overview of what they are doing. Wahlbeck gave an overview of the marketing plan. In response to Walker's question the \$5,000 on talent and entertainment, can you break it down, Wahlbeck gave an overview adding you have to have a few good players. Not all can be in kind. Finding a few key people to come in and drive enrollment for some of this. One of the talent is Rachel O'Rourke who does Spark Portland, a self help kinda thing. Swedenborg noted she's a business coach, Wahlbeck added look up We Are Spark, but that is more Blush Lux, and noted the options for WOW weekend such as a Patsy Cline tribute. For WOW we will not have key speakers, more entertainment based kind of thing. In response to Walker's question you are doing Blush on the same weekend in the hopes of merging the two, Wahlbeck replied yes that is what I am hoping. In response to Allen's question have you considered doing the two together to get a better marketing cost, Wahlbeck replied the Blush Lux can happen at any time but seemed like a good time coming out of COVID to do together, that would be more guest speakers, women empowerment. It is more bang for your buck and looking at the budgets they can kinda piggyback on each other and I was mindful of that but it can also carry itself. In response to Allen's question these are trying to bring people in when we don't have other people coming in for events, so it might be a good fit to put them together. Wahlbeck replied I understand that, but they are two different events. And WOW is bigger more inclusive and encompasses all of the business so they can have something at their business and Blush Lux is not like that. In response to Walker's question do you envision Blush Lux can happen at another time of the year, or envisions doing it twice, Wahlbeck replied I would like to do once a year and doing it during WOW can help it gain momentum and could see it growing into its own event. Swedenborg asked the 2022 dates were they randomly picked, Wahlbeck replied it was nestled in between Stormy Weather and Black Friday in the past, with me taking it over I kept it the same. I want to take it to another level on a festival level and it can hold its weight. Swedenborg added you have Stormy Weather, Veterans Day and WOW so you have three big things in November and in February you have President Day and Valentines and nothing else. Walker added maybe with the momentum we can do it in February next year. Walker noted it sounds like you recognize the opportunity of cross promotion in whatever form it seems to fit. Wahlbeck replied keep in mind its two different promotions. It has to be targeted too. I think it is separate as it will bring the other target into this, a discussion ensued. In response to Walker's question did we see a midterm evaluation, Wahlbeck replied you did and nothing had been used. So just now have I just started buying things. There was a midterm, and it was basically I haven't spent anything. A discussion ensued regarding the spending on the 2021 event. Wahlbeck added I realize the marketing is high and it won't be like that in years to come. I am very excited for this. In response to Sinkler's question your main events, where do you think they will be held, Wahlbeck replied the kickoff at the Chamber, and following suite of what 2017 had. I want to see how it flows. The winddown was at Cannon Beach Hotel and it is still available but it may be too small of a space. There are several spaces we are considering, there are big enough places, a discussion ensued. Walker added on advertising in the newspaper, I am not sure that is worth anything. would suggest a press release to get free mentions. Wahlbeck replied I will leave that to the marketing gurus, they gave me a marketing plan and gave me a scope of work and it is fabulous. She's reaching out to bloggers, social media influencers, other media outlets, writing press releases, I was really impressed with her proposal, and I want to work with her, she's great. And I've interviewed quite a few marketing people. Walker added that is a lot better than running an ad, a

discussion ensued. A discussion ensued regarding the future.

Cannon Beach Arts Association – Blush Lux

Brigette Wahlbeck in person Lila Wickham on Zoom

Wahlbeck reported when we wrote the grant last year we didn't have a name so it was Union Knot, but now we have a name and logo. We are working with Erica on this as well, there is momentum on it, we are interviewing people, there is a website for this. This event wants to focus beauty as self-care. It's a huge market and fits into lots of categories. We want to look at Blush Lux as a VIP component to WOW! weekend. Its targeting the majority of women and looking for a diverse crowd. I have some great people on board that are willing to mark down their services, have makeup artists to do classes. We want classes and workshops to integrate self-care into beauty routines and VIP ticket to WOW to pamper yourself even more. Get your hair makeup done in the morning, brunch, go to a boutique at a certain time – they pick where they want to go, get your picture taken by professional photographer – who will print photos for pick up on Sunday. You have your hair done, clothes on and have your picture taken with your best friends. Capture the moment where they are feeling safe and good and having a wonderful time. We want to have photos taken throughout town as well. Kingwell noted you mentioned photo booths outside, that may go into the outdoor merchandising, Wahlbeck replied they can be inside with no issues, a discussion ensued. Wahlbeck added the Union Knot is donating services for this event. We can have a braid bar at the beauty salon, they are all inside and I don't want to worry about if it is raining or not. I want to capture this wherever. We are working with the Arts Assoc. on how to take the perfect selfie or portrait of your dog. We can do that at Art Assoc or Union Knot. Those proceeds would go to them, but we want to make it across the board that 10% of all proceeds go to them. We already presold about 15 tickets. In response to Kingwell's question are they ticket sales, Wahlbeck replied it is ticket sales but they will get off all proceeds, not just tickets. We want to integrate self-care for men as well, a discussion ensued. In response to Sinkler's question you talked about self-care, is this event a beauty events, or a selfcare event, I think of massage and yoga, Wahlbeck replied the community part of that, where it is the spread of it falls under WOW, the specifics of beauty as self-care the make up classes, speakers on makeup would be Blush Lux. WOW is a community event; Blush Lux is ticket driven. In response to Sinkler's question where is the brunch, I am venue driven, I want to see when someone comes in, we show them a variety of different businesses, Wahlbeck replied I don't know yet. I want to have a few vendors that are able to share that don't have spaces either. The Union Knot is a place where brunch can happen and then make up at Tolovana Hall. I know there are enough venues that there is not a problem. In response to Bell's question do you have any reason to believe the Food Pantry will not come on board, Wahlbeck replied no, with the dates I needed to submit before their meeting. Bell added I know it's a ton a work, thank you for taking this one. We funded the event many times and it was always successful.

Paused: 2:22 pm reconvened at 2:30

Cannon Beach Chamber of Commerce: Jim Paino

Kingwell said we took note that your applications arrived after the deadline and we wanted to call it to your attention. Paino replied that was a copier issue for trying to get the PDF.

Welcome Sign:

In response to Kingwell's question I would like to know why is this coming to this committee and not the General Fund? Paino replied this was identified about 5 years ago when the sign fell down. We approached the City to see the procedure, brought it to Council and they said bring to Parks Committee which is where it disappeared at. It hasn't been brought up for several years. Looking at sign on north end now that is about to fall down it's a good time to get started on signs. In preparing the request and why we brought to TAC, people in this town know they are home and don't need a sign to know you are in Cannon Beach. But if you are not from here you could go by it, it says protect our community not welcome to Cannon Beach. A sign is a first impression. In response to Walker's question did it die in Parks because they didn't have any money, Paino replied I am not exactly sure why it didn't go anywhere, that could be. Walker added is it something we can partner with Parks on and go halves? I do think it is important and it would be nice to have something nice. It doesn't put heads in beds but works for tourism, it's a welcoming thing and a lot of money for us and not for the City to cough up some money as well. Paino replied it fits not only on the tourism aspect, if we find a local artist to make a piece it will fit under the arts as well. Then I think it fits on two purposes. If you go down the coast and see other communities their signs are unique to each town. Swedenborg added I didn't know about this from Chamber relationship. We talked about in the past. The Seaside prom thing with light post is cool and Waldport has a cool one. The lens I look through, our charter and how to

spend tourism related funds like the bandstand is the perfect example of what we can get done in the City with these funds. When you count the school (county), the 1% and 1% and finding ways to do projects that the community got behind since we had a rotten sign for years. There will be Public Works at some point so there is a portion on the City and to get it done in this decade I am all for it. Bell added for the RFP I would it suggest the City be involved to put it up or contractor to do the whole thing, Paino we would do contractor to get it completed. We would find a local artist, then a different contractor to build it, its two-fold. Bell added so an artist RFP and then construction. Paino replied I want to get the community involved, give them options and have them vote. We came up with the number on this after going to two different communities to see what they did, and it was pre COVID. Construction costs keep going up, so we are concerned about that, but want to make sure we have enough fund to complete this. In response to Bell's question is there power there, Paino replied there is not. This is two parts, the north end and in state property and don't allow power, but south end on city property so might have a chance. I foresee the same sign for both and didn't want to leave out the power option in case we can. Paino added I love seeing people stopping to take the photo of the sign. Walker noted the Seaside sign is perfect for Seaside. Sinkler added this falls under the same category as the work we did at the park, it benefits the category and there is a tourism aspect. The same thing is here, instead of us prodding, the Chamber is prodding. The Chamber is stepping up and saying let's make the change. Paino added this could be phase 1 the artist component to work with the community. This could take a couple years.

North Coast Culinary

Jim Paino, Bob Neroni and Buddie Anderson

In response to Walker's question you have \$31,000 awarded for this event for 2022 and you need an additional \$40,000, Paino replied last years when we applied we weren't sure of the timing. We spent a lot of time working in the off season and hired Tracy Abel and Bob is very instrumental in making this happen. We looked at the budget to see what we have in place and determined we needed additional funds. While this is the second, the first was pre COVID and feels like we are starting from scratch again. Neroni added some is we are looking to make some one-time purchases that will benefit the comedy fest as well as us. Possibly purchasing a projection system for the event. Paino added a thought a good purchase for future events as well as screen and audio/visual, we are trying to make more of the one-time purchases. Also, some pipe and drape, tablecloths and glassware. Things we usually rent but doing a onetime purchase instead of money going down the drain. A discussion ensued regarding where this falls in the budget. A discussion ensued regarding the budget for the rights of the movie and alternatives options. Anderson noted she is looking at all the options, a discussion ensued. In response to Bell's question the \$31,000 from last year is that still in the bank, Paino replied we spent a little bit but most is still in the bank. Sinkler noted the number of room nights 70-night total. Walker replied its actually 150 because its two people, a discussion ensued. Neroni added that may be low, we are doing a Sunday night event hoping for a 3-night stay. A discussion ensued regarding the dates. In response to Walker's comment I am not getting how other restaurants or venues are participating, Neroni went through the entire agenda of the event, showing how this event is progressive and involves many venues and businesses. Neroni gave an overview of the truffle hunt adding is there a concern that we are not using enough people? Kingwell replied there seems to be an adequate participation. Paino added over the years it will change a bit, the options are endless. Neroni added in addition if you do the math there are some people who do not book early, they can't participate so we can add another one. We are not doing a package, giving reasons why, adding I don't think in a few years this will be a conversation with TAC as we will not need the money. In response to Walker's question what are you expecting the ticket price to be, Neroni replied its ala carte, and a progressive dinner would be approx. \$199 per person and includes wine. Each restaurant is getting \$50-60 and they are responsible for providing a full entrée and beverage, and chamber makes \$20 when all is said and done, a discussion ensued. Neroni added people are certainly buying experience more than stuff. As chef chair, I will know what they are doing ahead of time. Walker added it is starting over, but its more money for the same amount of people. Neroni replied I hear you and respect that you are saying, if you need more detail we can get that for you. A good portion of that money is for one-time purchases so we don't rent each year, a discussion ensued. In response to Kingwell's question as the event would own those in the custody of the Chamber, how does that work? Neroni replied its up to Paino and Anderson. Paino added as for storage we do have some in the kitchen and have a storage unit for all our events so we do have space. Neroni noted buying things that the Chamber can use in several different capacities as long as we are tracking their use, is that good logic. Walker replied yes. Swedenborg asked do we have any precedent with purchasing items like this, Commission could not recall one. A discussion ensued regarding the purchase of electronics and glassware. A discussion ensued reducing the cost of purchasing a projector and screen and uses for them outside this event.

Fat Bike – Daniella Crowder and Jim

Paino noted Crowder is contracted for fat bike. I asked staff to bring scavenger hunt cards so you can all see them, hoping they will all arrive shortly. I will make sure you see them. Paino added we did fat bike during COVID and were limited to 50 people max and hit that number pretty quick. Crowder gave an overview of the passport books, showing examples over zoom. Crowder noted the prizes were partially donated but most purchased due to COVID we didn't want to ask for donations. The event was around the time there were questions if we would be going to extreme level, so did a self-guided tour for Klootch Creek instead. Crowder gave an overview of how far people came to attend the event, noting 22% came from over 200 miles away. Most people did stay locally. Overall, it was a real success. People felt safe at the event and everyone there couldn't wait to come back next year. Several of the art items that were planned for this year, due to COVID, we had hold off and do next year. Getting people into the businesses were huge. In response to Bell's question do they submit the photos to you on social media so they can be shared, Crowder replied I can dig through the hashtags and share with you, a discussion ensued regarding the amount of people in town for the event. A discussion ensued regarding the amount of fat bikes in town. Sinkler noted we have fat bike people here every week and this event showcases the town to this demographic. Swedenborg added we created a space for people to store their bikes instead of leaving them in the room banging on the way up, and we are tracking that, curious to see what the larger hotels are doing. Sinkler noted I like the demographic, its younger athletic and we are creating an annuity, they will be coming back for years. Walker added and bring their kids. A discussion ensued regarding demographics. Kingwell added, a town for all seasons. Bell commented I didn't see many that asked for less than the prior year and yours is. Paino replied when I first brought these ideas the goal was 3-5 years to be self-sufficient and this one is going that way. With the passport book and the success we've seen grow, sponsorships will follow. Walker added I think you did the same thing on the room nights as it is two night. Swedenborg asked you've seen other bike festivals, were do you see the size of this going? Crowder replied the thing we will start to see is the e-bike people, that will be the new population at bike events. They are a different demographic; they have more money and maybe not the super serious cyclist but they want to be out and enjoy this. For this year, as the word gets out, we get more and more people. And with Klootch Creek we set people on their own on Sunday but next year we will have a full day of activities which will make another room night as well, then dipping into e-bike and mountain bike crowd and see it building even more. Crowder noted pedal assist is legal on the beach. In response to Walker's question how long will it take to get to 500 people, Crowder replied I don't think it will be too much as we are on the beach and Klootch Creek trails can handle it, but parking may be an issue, a discussion ensued. A discussion ensued regarding the potential future of the event.

Event/Tourism

Paino reported this is to support all TAC events. We want to support and provide videos for each event. Videos are a large part of promotion, and we would like to be able to provide them. Had some success with our video and like to showcase events are they are coming up. I feel this is an important part of that. The process is a little longer, it's not just simple shoot and good to go. We can do easy videos that way on your phone, but we are working with Morrissey Productions to produce a high quality video for our website, but can do short ones for social media as well. Paino noted the price has gone up, but he is giving us quite a discount. In response to Walker's question you have TBA what are you seeing, Paino replied it depends on what you support, noting options of videos outside of the TAC events. We are still finalizing the details. Any funds that we don't use will come back. In response to Swedenborg's question with the COVID videos did they come out of these funds, Paino replied the initial one with Sam did.

GOOD OF THE ORDER

J Barrett gave a reminder, tomorrow at 1pm for rest of interview, and a recommendation meeting at 1pm on the 28th. A discussion ensued regarding dates.

ADJOURNMENT

Chair Kingwell adjourned the meeting at 3:45 pm

Jennifer Barrett, City Recorder