

Minutes of the
TOURISM AND ARTS COMMISSION
October 21, 2020
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Swedenborg, Mike Morgan, Steven Sinkler, Greg Bell and Greg Allen

Excused:

Staff: City Manager Bruce St. Denis and City Recorder Jennifer Barrett

The public is encouraged to listen to this meeting via zoom or live stream via YouTube. Attendance in the Council Chambers is extremely limited due to the social distancing requirements.

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CALL TO ORDER

Chair Kingwell called the meeting to order at 1:01 pm.

The Committee announced themselves for those on zoom.

Kingwell noted we are presenting to Council to review and vote on 11/3. I'd like to see if we have an agreement on the procedure of accounting. The Council set rules on how to tally up and are not interested in funding more than the ask. In the past tallied amounts for each individual for average, then discuss those proposals, entering changes made by input from members, retally. This is affected by anyone with recusals, is that the understanding of the committee or are there any changes. In response to Sinkler's question as an individual member you can't give a number above the ask, Kingwell replied yes and a discussion can affect the changes people would make. Kingwell added Council said they will not support numbers above a certain amount subject to guidance from this Committee. You will notice dates of events fall outside the fiscal year but looking through guidelines there was no limitation for event occurring within the fiscal year.

Committee member declared any bias or conflicts

Swedenborg no conflicts

Walker no conflicts

Morgan no conflicts

Allen no conflicts

Kingwell stated I am involved with the Gallery Group and will not be voting on their proposals

Bell no conflicts

Sinkler no conflicts

FY 20-21 TAF GRANT AWARD RECOMMENDATION DISCUSSION

Committee gave recommendations and opened the floor for discussion on numbers given.

#1 CBAA – Artist Program:

No discussion

#2 CBAA – The Union Know Beauty

Kingwell noted seemed this is like a business promotion. They wanted to fund planning for the event as anticipating another funding cycle between now and then. I am not taking issue with beauty as art. In response to Walker's question are you are assuming there will be another funding cycle, adding this is in conjunction with WOW and if the request for funding in October 1st they will only be able to plan for an event that will come in a month. Kingwell noted this was a year change for the deadline so we will have a May 1 deadline. Sinkler noted I thought we were moving to October, Kingwell replied I don't want to do something that would disqualify an opportunity for an event. Sinkler replied I agree, very business centric. They are already talking to boutiques and shops and glad they are pulling other organizations in. This is a market segment we are not touching now. Walker added I asked how she and Katie will be involved in the money and she specifically said its to pay for talent and they are not getting paid. Morgan noted I am an old hippy and I have a problem with a Vegas person coming in and problem with spray on tan clinics, it's so not Cannon Beach. I can't wrap my mind around that as an art event, but don't want to be a grinch. Kingwell refined his amount.

#3 CB Chamber – Event & Tourism Video

Morgan noted the increase in ask, adding I felt too much of a leap. Kingwell replied I think there will be less action to video this year and they need to sharpen the message. Sinkler noted there are a lot of videos out there but want to make the money available if it happens and if it doesn't the money will come back to us. Kingwell added agreed, unused funds will revert and enabling something to happy is worthy thing. A discussion ensued regarding current videos.

#4 CB Chamber - Fat Bike:

Sinkler adjusted his number. Kingwell noted this has potential to be a long-term event. A discussion ensued regarding the bikes used on the trails including one wheels and eBikes. In response to Morgan's question why wasn't there a request for Klootch Creek, Sinkler replied I believe they said that was going to be their last ask. Walker added I think they were slowed down so they may come back, discussion ensued.

#5 CB Chamber - NC Culinary.

Kingwell noted I love culinary fest. I felt the time frame was wrong due to having another sequence of funding, put in funds for planning and this year would be a development year. The plan has to change how it's been done in the past, looking for development money. Walker added it seems like we are paying for all the food and the food number was high. I asked and felt the answer was odd, adding not sure why Chamber does this when it's not a fundraiser for them and it takes a lot of work. In response to Morgan's question who makes the money, Sinkler replied the restaurants. There are a couple of restaurants that will receive the bulk of the money. Walker added this seems very targeted, I want to support them, and it goes in with the branding of the town, but who is making money off of this. Swedenborg added the audience is not very broad but definitely the clientele you want in town and I like the pivot they did with changing the menus around. It's just a handful of restaurants and looking at how many people it will bring, it is a little light. Morgan noted I have a problem with events going up 1/3. Sinkler added they have asked for the same amount last year and we gave them less, a discussion ensued. Morgan noted concerns of the amount the nonprofits actually get from these events and would like to see a minimum amount for each. Swedenborg added the Chamber was asked to be a part of it and they do a lot of work and not get much out of it, adding there is another fund source for nonprofits, the \$90,000 for Community Grants. Kingwell adjusted his number.

#6 CB Food Pantry - WOW!

Walker noted when Wendy was here this event was getting some major momentum, and then helped along by Buddy who is volunteering her time. That weekend I saw ladies with that pink bag all over town. Sinkler noted he

saw the same thing, lots of women with pink bags, a discussion ensued. Kingwell noted his number was due to the split nature. Swedenborg added there is no cap to this event.

#7 CB Gallery Group - Expanded Digital/8: CB Gallery Group - Spring Unbelieving/#9 CB Gallery Group - Stormy Weather

Kingwell there is a potential overlap in funding with advertising and promotion. There are three proposals, and one could cover advertising for all three, but it's a standalone for a year-round. There is some duplication in funding for Stormy Weather and I wanted to point that out and don't want to be in a position for personally trying to help justify the amount of public relations cost across the board. Walker noted the expanded media is a larger broad scale, with some broke out smaller. Kingwell added there were two ways of thinking about this in Gallery group. One is to ask for things based on event specific portion or year-round portion; the promotion was an add on with some overlap. The PR was to look for an individual to do things from the former paid position. That job is being picked up by member for Spring Unveiling but trying to contract event by event and portion for promotion that will be covered by the overall proposal and still be able to divide out event by event. Kingwell noted the benefits of the social media aspect. In response to Morgan asked how much overlap in promotion and marketing in each of the applications. I would like to see the amount of money spent on event/content versus promotion/advertising and there probably overlap and could save money by hiring one PR or advertising firm to cover multiple events. Kingwell replied that is the hope with this one application, a discussion ensued.

#10 CB History Center - Cottage Tour
No discussion

#11 Clatsop Animal Assistance - Savor CB
No discussion

#12 Coaster Theatre

Kingwell noted I don't see them being able to pull off the spring event. Walker added and if they don't pull off either the money will come back anyway. Morgan noted that is true for all events.

#13 Tolovana Arts Colony – Tolovana Hall CIP

Bell noted the discussion on this was interesting. It is like the electrical in the bandstand. Kingwell gave an overview. Sinkler noted the immediate return on the electrical upgrades in the bandstand. Bell added as a committee we've talked about things like this. Walker added we are working on the product.

#13 Tolovana Arts Colony - Get Lit

Discussed the parameters of the event and how the event is pivoting.

The Committee discussed totals and the amount in reserves. In response to Swedenborg's question do we have a mechanism to add funds into these events or can there be a mid-year request, Walker replied there is not a mechanism for that. Kingwell added the only mechanism would be a second request for funds up to the original amount of the request. Walker noted make a plea, I listened last night to the Council meeting and am concerned that a whole bunch of money is going to the Chamber for "advertising" which concerns me. It needs to be thought through by someone who can put a lovely ad together with thought about making it a restaurant-oriented thing and maybe doing the passport or coupon book, something to get people into restaurants. Make a plea for if you get extra money to do that. Having someone with a plan to put something together on how to handle the next 6 months and think about PR instead of advertising. Not sure if people know how to write a press release or getting it out and an ad is not the same as having a story about the situation. Sinkler noted as the chair of marketing committee for the Chamber I hear that and am a big supporter. Advertising is not a key spend item in our budget due to how tight it is. Walker added I am concerned the dollars will not be tight. If we have more money what if Council says to give the money to the Chamber. The answer is not to run ads. Swedenborg added that is not what's being proposed. The City said this is more of a Chamber thing, but the Chamber can go to a third party and say we need you to run this or they can hire someone. Kingwell added that's a key choice on who they hire. We tried to hire someone for PR for the Gallery Group and it did not meet expectations. Swedenborg replied that is the role of the marketing committee, to find the consultant or grow inhouse and hire more people which we are not doing. Walker added that makes me feel better. If you do more money into a PR aspect instead of running an ad you may get more traction, a discussion ensued. Sinkler added we have a contract with a PR Consultant for the Chamber who handles all the activities. There is not much money for advertising and the person who is pro advertising is no longer with the Chamber.

Walker added you hire someone to pitch stories not just run an ad.

St. Denis arrived at 2:09 pm.

Walker added I feel much better after listening to you. Last night I heard advertising advertising advertising and that is throwing money down the toilet. Swedenborg replied that's a term that just gets thrown out there. Allen added the internet is where it is at, a discussion ensued regarding marketing. A discussion ensued regarding cross marketing. A discussion ensued regarding the online presence. Sinkler noted there has not been the funds for marketing as the Chamber was cut by 60% this year. When we had elk in front of Haystack Rock those photos were seen around the world. A discussion ensued regarding consolidated PR media.

Swedenborg gave an overview of the lodging tax breakdowns and what funds are for TAC us and the county portion. We asked Council if TAC should have an expanded role of the three faucets/buckets of money. We don't need a bunch of festivals this year and bring people into town. In the next couple years people will not be traveling as much and doing more of a staycation. COVID will drive it for a couple years. There are things we can do to build a brand in town, such as fixing the midtown restrooms. And as a group we know, or I think we know, what this town may or may not need and utilize those restrictive funds. Walker added it's a great time to invest in a product so when we come out of this we will be in a better position with meeting space and a commercial kitchen or better restrooms. Walker added Council pushed back. The decision was pushed off to the retreat which they said they'd want us at to discuss that. We don't want control but you brought us in because of our expertise, we are coming to you to discuss recommendations then you decide, this is what we think. Morgan added I hope Council cannot expect us to repay the loan for the school out of general fund. It should be TAC funds entirely. St. Denis added the funding source for repayment is the money from the County, so it is restricted funds, and we borrowed it in advance. A discussion ensued regarding the actual funds versus what is budgeted. Kingwell noted I would like to see the reserve under our control back to where we can prefund these things and keep the quarterly payment for flexibility. The ongoing issue of timing of events. There was nothing in the formation of the Committee that limits the timing of the event to the fiscal year that funds it. Walker asked St. Denis, St. Denis replied I am not sure, but you have funds that you can spend in another time frame. I think we should have a discussion on how far out and how much wiggle room is there. We should write it to what your intent is.

Motion: Bell moved to send the recommendations to Council; Walker seconded the motion.

Vote: Kingwell, Walker, Bell, Swedenborg, Morgan, Sinkler and Allen vote AYE: the vote was 5:0 and the motion passed

ADJOURNMENT

Chair Kingwell adjourned the meeting at 2:35 pm

Jennifer Barrett, City Recorder