

Minutes of the  
TOURISM AND ARTS COMMISSION  
October 13, 2020  
City Hall Council Chambers

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

Excused: Greg Allen and Greg Bell

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.

Join Zoom Meeting:

Meeting URL: <https://us02web.zoom.us/j/82412729340?pwd=S0hkN3ovRDI4eIMzU3lzUHVERXo5Zz09>

Meeting ID: 824 1272 9340

Password: 933676

One Tap Mobile:

+16699006833,,82412729340#,,1#,933676# US (San Jose)

+12532158782,,82412729340#,,1#,933676# US (Tacoma)

Dial By Your Location:

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 824 1272 9340

Password: 933676

View Our Live Stream:

View our Live Stream on YouTube

### CALL TO ORDER

Chair Kingwell called the meeting to order at 1:03 pm.

Kingwell reported on site we have Committee members Walker, Swedenborg, Morgan and myself in the room which is a quorum. Three members are absent.

### FY 20-21 TAF INTERVIEWS

#### **Cannon Beach History Center**

Elaine Trucke via zoom. Trucke reported I am not sure that 20-21 will look like. 2020 was a letdown as it was a big fundraiser for the organization. I am already working on the 20-21 tour digitally in case they are unable to proceed as planned. The digital content will happen no matter what. Trucke gave an overview of how the physical and digital even will occur. We moved the 2020 marketing that we were unable to get out of to the 20-21 tour. Trucke gave an overview of the event days and discussed options of how to revise the event based on the conditions. Kingwell noted a Friday concert and opening reception are subject to cap on number of attendees. Have you thought of multiple venues or speakers for lunch and other options? Is your thinking of adaptations based on COVID requirements? Trucke replied I have been talking with Doug Deur about options, including open air, a lot will depend on the weather. We have a plan A and plan B. Trucke noted the benefits of the digital event for the homeowners. Kingwell noted the positive downside is this is an ongoing event and content for the history center itself. Trucke added we have been creating a lot of digital content since this started.

Sinkler joined via zoom at 1:12 pm.

Trucke noted in the past worked with artists on raffles, and typically work with contractors and home designers and work on the concept of the small town on the Oregon coast. That idea of architecture and design of small-town America, noting the people she works with and hopes that people come learn about the history of how it got started and got the look it has. Trucke noted other aspects of her event such as artist who showcase their art in the homes being toured. In 2014 a doorknob became a big deal during the tour and received over 100 emails after the event about the doorknob that was created by Coaster construction. In response to Kingwell's question what does Beyond 50 do, Trucke replied they do an email blast that hits our main demographic and gave an overview of what they provide. In response to Walker's question are there any of these items that can be pushed out in terms of dollars spent in case it has to be canceled so there is less money on the table, Trucke replied I would focus on the annual publications, adding they get a big mailing list from Sunset Magazines. Our Travel Oregon and other contracts we were not able to get out of the ads, but there was a benefit from them, but not as good as the other ones. Walker noted the Seattle Times and Oregonian, is it possible to wait until March, not sure what the deadlines are, Trucke replied the Oregonian was very flexible and was able to work with and could wait until March or April even for the ad. With the Seattle Times they are a bit more restrictive. Trucke gave an overview of the annual advertising adding some need to know by November. In response to Morgan's question the expenditure for Sunset Magazine is cost effective, Beyond 50 seems very cost effective too. Have you received feedback from the magazine, Trucke replied we made 1100 new contacts from the magazine, but with the postcards from Beyond 50 people tend to keep the postcard and wait for the event. When you see an advertisement in a publication, it is not always saved until the event. Morgan noted 1859 and PDX Monthly may be a better investment. Trucke replied we did both in the past and last year didn't see any response from it and no one saw the ad in either publication. There wasn't really the response. If I spend that kind of money I want to see a response from it, and concentrating on places where we do get a response which is a more bang for the buck. A discussion ensued regarding the response from sunset magazine and other publications. Swedenborg noted September is an odd time for this. Was there any consideration, assuming you go with a backup plan, of doing this at an off time? Trucke replied in the past the tour included gardens which is why September was chosen to make sure the garden was looking their best. And the 2<sup>nd</sup> homeowners were trying to get there before they leave. I am hesitant to push too far back due to how dark it gets, If this is all digital and in October it still stays light late. If we move forward with just being drive by/digital we can move to the end of September or October wouldn't be bad, especially this year to due fires and air quality. I don't want a lot of people driving around when it is pitch black in October. We haven't set any dates in marketing, left it at 2021. Kingwell thanked Trucke for the presentation adding I appreciate your response to the questions. Thank you for applying. Trucke thanked the Committee for being fit in early in the schedule.

### **Cannon Beach Chamber – Jim Paino** **Cannon Beach Fat Bike Festival**

Paino reported the final report that includes the rescheduling and why it was rescheduled. We had extensive COVID plans, but when came down to it, the insurance company didn't want to cover due to COVID. The other aspect was the landowners at Klootchey Creek Trail were concerned of having an event during COVID. We reached out spoke with Oregon Rides and will be ready for moving back to spring. This put us in an odd situation where it is the end of the previous year and will need to get with Laurie Sawrey to make sure the number is correct. I have a check to give to the City. We may still owe more money and will get with Laurie to discuss to make sure we are accurate. The only expense incurred for Fat Bike was the initial deposit to Oregon Rides and they will carry forward to this year. Looking to take all lessons planned and learned this year and moving it to spring and there has been a change in the biking world. Getting outside and on your bike is a big thing now. There is a lot of promotion going on for outdoor recreation, noting examples. To address the COVID aspect, we showed in the final report we were on top of every COVID aspect that we were aware of and realizing that that could change. We've seen things change on the dime and will be monitoring and be prepared for that when then event comes. In response to Walker's question will you have a same problem with insurance and the Klootchey creek people, Paino replied we were going through a bike insurance for this but will reach out to our insurance to see what the options are. We are exploring all options and have time for a more in-depth discussion to see what their requirements and concerns are in order to address them. We plan to have time slots with bikers being released in Klootchey Creek Trail as they are unlikely to change in the short term. There is an alternative to the Klootchey Creek Trails, we can always go back to the beach ride that doesn't need the Klootchey Creek or the Forest Reserve trails, but would like a more expensive event. In response to Morgan's question what is the event registration, Paino replied the ticket price developed previously included a shirt and swag so there was a value in not just participating. I think it was about \$40 for the weekend and less for the day,

a discussion ensued. In response to Walker's question on event management does that include the money they are keeping from this year's canceled event, Paino replied that includes it. In response to Walker's question so this will be less, Paino replied yes, a discussion ensued.

Swedenborg noted this was a very low risk event, will it continue to be with being able to roll it over should the event not happen, Paino replied I think they will continue to be flexible. In response to Sinkler's question you are targeting 150 attendees, the previous event had under 50. How are you going to get to 150, what's the plan, Paino replied that was the goal after year two and we did not re-address that number with the COVID aspects. Looking at other rides taking place in Oregon they were at 25% capacity which is why we didn't do it this year. We haven't really set that goal and haven't had the in-depth conversation with Oregon Rides on what we will achieve. The 2<sup>nd</sup> year had terrible weather and it crossed over another major biking event on the west coast which made our numbers lower. A discussion ensued regarding the dates of the event and event registration numbers. Sedenborg noted this summer, the amount people traveling with bike racks has increased exponentially. Biking is definitely becoming more popular. Paino added there is a push with the travel companies with people being outdoors and we want to take advantage of that.

### **North Coast Culinary Fest**

Walker noted there was a typo on the amount given on page 1. Paino replied the event couldn't happen due to COVID. We considered moving it to a fall event, but with other things happening already it made it difficult and COVID will still be happening, so we opted to postpone until spring of 2021. We got through summer and began having conversations on what to do. We talked about when the time would be right to have the festival and come and enjoy it without fear. After discussions decided best to move it out to May of 2022, so why asking now? In order to plan the event in situation the Cottage Tour was in. If we continue to do the event this event would be on a shorted time frame to plan, so putting ask in now so we can plan for the future. It comes back to does TAC stay on October or go back to a spring request. When would be appropriate to ask for funding? Without knowing the answer, we didn't want to miss the opportunity. Morgan noted I was pleased to see if pushed out to 2022. I think it's the responsible thing to do. Kingwell noted I think this was a single year adaptation and believe we are still on track for a round of applications next May unless there is a policy change to shift the request date. This was a response to COVID and the level of information we had at that time. Paino noted we wanted to make sure we didn't miss this, if going to go in May, this can wait until then and we will have more information to provide. A discussion ensued regarding the potential revisions to the application, such as the ticketing agency which is a substantial savings. Paino added I am happy that this will be a May ask so we have time to do our due diligence but didn't want to miss the opportunity. We want to do a great event and put Cannon Beach on the event for our wonderful culinary options. Paino answered questions from the Commission about the event costs. Paino noted it is really inclusive, and is an amazing experience. In response to Kingwell's question the request would be for the Committee to take on some of the risk of cost that assumes a modest profit, Paino replied with any event it is difficult to determine how many people will attend, a discussion ensued. Walker noted the Chamber is not making much money off to if, it is mainly PR, however the restaurant and lodging will make money. In response to Walker's question the about event company used before, Paino replied we are not using the company as before, but using an event planner and it will be using Tracy Abel. In response to Julie's question what is the staffing cost, Paino replied its people covering the venues to ensure the proper people are attending, the ticket area etc. From a staff perspective, our staff puts in a lot of effort as well. There is not a management fee in this that we are charging to put this on. Perhaps that is something we should include, but I really want us to grow and build this event. Bob has grand ideas and the first one was a great event. I want to get it up and running. We want to be self-sufficient as quick as possible and will learn efficiency as we go and not looking to make a big profit off a startup but hope to in the future. Kingwell added you will find respect for the sweat equity that goes into it. Walker asked about transportation costs, Paino explained to transport a certain number of people to and from events that are not in Seaside as alcohol will be involved and do not want people to drive after consuming alcohol, a discussion ensued. In response to Walker's question what is the equipment, Paino replied plates, utensils, finer dining equipment for the events that we are hosting that are not in restaurants. Kingwell added it looks like a work in project, only response is a lot of the details will need to be worked out and the effect of the budget will affect the request. The next round of funding will give you time to work on the details and I like that you were upfront and the timeframe. Paino added we are way ahead on the planning process after last year and will be able to flush out the details better. A discussion ensued regarding the DMO.

## **Event & Tourism Video Production**

Paino reported the last 3 years we have been doing the video request and have been refining the process. When COVID hit we planned a tourism video for the community but used part of the funds to put the video together about keeping our community healthy and safe. When initially developed, the plan would promote the TAC events that we could promote then do a promotional video for town. We added Haystack Rock and trying to identify specific things in our community that people want to see. We added a couple into this request and want to make sure we can help support all TAC requests. We are guessing at the number of events that TAC may have. How many of the applicants would like the support of a video through this request and we will oblige. If we know who wants to participate we can fine tune the costs. In response to Kingwell's question this is differential from DMO and TAC, Paino replied we want it to be about the community and TAC events that's why we put it here. In response to Kingwell's questions there is a community highlight video is that highlight of events, COVID response, what is your thinking about the line item? Paino replied all of the above. If it is appropriate to do a COVID for the next phase we will do that. If COVID is gone we will look at how have we transitioned for that time, if everything is back to normal we can look at HRAP, a community based video that is important to promote. This gives the flexibility based on what is appropriate based on the year. A discussion ensued regarding past videos. Morgan noted there is an error on the front page, the amount funding from TAC year and later on says \$11,831, Paino replied I apologize a clerical error on rushing to get it together. Morgan added it also seems a lot of topics are outside the scope of what TAC should be funding in my view. In response to Walker's question like what, Morgan replied like COVID. Instead of focusing on individual events or arts its more generalized. A discussion ensued regarding the amount requested, noting an error on page one, the amount funded last year was \$11,831.

The Committee took a break at 2:22 pm and reconvened at 2:49 pm

## **Clatsop Animal – Savor Cannon Beach**

Gary Hayes

In response to Morgan's question when in 2021 are you planning your event, Hayes replied the entire month of October and will be a combination of a year-round effort with the month of October giving us time to see what is possible for events. It would be micro-events. Hayes noted restaurants with outdoor seating are not hurt as bad as the rest of the year, but will be in big trouble over the next several months. Calling Cannon Beach a culinary destination is a primary idea behind it. Kingwell noted the marketing efforts are to leave impression from not a weekend or specific event but an experience. Hayes replied that would be true for the entire year and the month of October trying to recognize there can't be any large events so a series of events through the entire month. It could be considered restaurant month in Cannon Beach, a discussion ensued. Hayes added we are looking at what we can do to maintain the ground we created and promote restaurants when they need it most. In response to Kingwell's question, the focus on many applications prior to this was to develop overnight stays, how does your strategy address overnight stays, Hayes replied for anything we produce in October we can track all of that. If we could have some ticketed events we can track it, the rest of the year would be impossible to tack. The rest would be impressions, social media, advertising. In response to Kingwell's question can you use those impressions to create overnight stays in town, Hayes replied I wouldn't know what number of impressions it would take to average out to an overnight stay. In response to Sinkler's questions over 2021 moving to October, what about 2022 do you plan on doing that back in the spring or going fulltime to October, Hayes replied I would hate to predict right now. This could have us reinventing everything. A month-long promotion, not that it can't be in March, but a series of smaller events instead of a big blow out weekend. This made us come back and reinvent what the best opportunity is for us. It could come back to a spring month, or could stay into October, this may be the year that tells us that. Sinkler noted I appreciate you pushing it back to another date in the calendar to push for tourism. Hayes replied I am keeping it open and would like to hear your feedback, restaurant feedback, lodging feedback and what makes sense moving forward. In response to Swedenborg's question will you go into detail of the micro events, would that be one time for 10 people every other hour so it's an 80 person day, Hayes replied a combination. It could be every Thursday in October there is specific event, such as a Pinot tasting. I have wine that wasn't used last year so I have savings on that and gave a few examples of how an event may work. Swedenborg added you want scale without a crowd and how do you approach doing that, and you gave me an answer. Hayes added they could have an early seating and a late seating each with 10 people, a discussion ensued. In response to Swedenborg's question is there things going on constantly through the month, Hayes replied we don't know where this is going, and based these number on 8 events, a couple events each week for the month. These are the ones we produced, and hope others will

jump in and do other things as well. Marcy Dunning from Clatsop Animal noted we would do smaller events and participate one volunteer with one dog, shelter animals, at the event. In response to Morgan's question the donation to CAA, you got \$2,965 which is 2% more or less. Is that typical? Seems like a very low number for a \$116,000 budget, Hayes replied that was the canceled event. I believe we sent about \$3,400, Dunning added it was over \$3,000 and the event was canceled. Hayes noted we recognized a flaw in the agreement and even though we took a loss in 2020 we still did a contribution to CAA and did a \$1,400 contribution to the food pantry. Hayes added the contribution for both when we went to refund the advanced tickets gave them the option of donating the funds to CAA or food pantry and they split pretty evenly, and CAA came close to the \$5,000 they originally targeted. Morgan noted the nonprofits receive from these events, seem like the back of my mind at one-point nonprofits that weren't their own sponsor were getting 10-15% just for being the sponsor. Walker replied Get Lit was \$5,000. Hayes noted I talked with Dunning on a better way to handle it. They get a certain amount per ticket sold and this year we discussed 10% of the TAC grant. Morgan asked so you are asking for more than last year, Hayes replied we were on a good path, by being able to reduce the amount of our ask, we are not back to the starting gate at this time, a discussion ensued. Hayes noted more of a yearlong marketing campaign and come October we will see what we can do. The advertising for Savor, I did a good job to position Cannon Beach as a culinary destination. A discussion ensued reading advertising. In response to Walker's question at what point would you have the October events nailed down to be able to advertise Hayes replied that has always been a challenge and our advertising and PR has always been general. We will have some things nailed down but will be really be how soon we get the brochure out. Getting restaurants to commit to an event 6 months in advance is not an easy thing. We typically do two printings on brochures, one is what we know at the time, and the second once we get things nailed down. That brochure could be dining guide like, and also serve as something to promote other restaurants in town. Hayes added it is going to be a tough time for restaurants. Kingwell noted we appreciate you trying to rethink events and redesign and Sinkler's observation about timing is responding to conditions that are unique to this year. Hayes added some people from last year's events wanted to have it credited to next year's event. Sinkler noted spring is a better event for winemakers and is an easier time to ask winemakers to come to Cannon Beach for an event. Hayes replied I agree and if we decide that we want to move back to a major winemaker event October may not be the timeframe as they are busy. On the other hand, this may be a new look for the event, a discussion ensued. Morgan added with regard to the wine aspect, in bad weather whether April or February, once the school gym is renovated there is a great venue for something like that. Hayes replied that would open up some opportunities. That is one of the things of reinventing the event, no one knows what conditions we will be in and trying to be conservative. St Denis noted we will have a meeting on the 20<sup>th</sup> to discuss organizing the effort on what will need to come next. Hayes apologizes, adding I saw a couple typos. First have already done a proposal for 20-21 which was due shortly after Savor Cannon Beach. I heard the day before that the application was due on this one and hurried to get it in.

### **Cannon Beach Arts Association – Lila Wickham**

#### **Art Exhibits**

Wickham apologized for missing the email. I submitted when due the first time and sent a revised application. In response to Kingwell's question you are seeking funding throughout much of the shoulder season, Wickham replied yes based on October through April. I did research about the shoulder season and they differ by community. Morgan noted our shoulders are getting narrower and narrower as Portland population grows and people are coming to the beach in greater numbers. Swedenborg replied this weekend is October 15<sup>th</sup> it goes down until the first week of March with exception of holidays. The difference is weekends you would maybe get something but now every weekend is full. And in the dead of winter where it used to be crickets there is maybe 50-60% utilization in town because people are coming because it is more than half off from coming in the summer, a discussion ensued. Wickham noted this is an exhibition grant and continued to have our varied shows and trying to follow Walker's lead, the virtual sales with Facebook live. We set up an online store. We can sale jewelry online, but you are not going to sale a big piece of art that people haven't actually seen. We are getting more traffic, but due to regulations we are limited on how many at a time. Like you all know it is a big learning curve this year. A discussion ensued regarding number from this September from last September. Wickham added we are not really using volunteers as it is complicated due to COVID, we are using Scott and Summer noting their average sales. Kingwell noted I added up your proposed budget column for TAF and came up with \$26,520 and your request is \$25,000. Wickham replied I looked at it multiple times. Kingwell added not in the TAF budget is your art camp director and art camp things which could change due to COVID, Wickham replied yes, and we did our art camp virtually this year giving an overview. Not sure what we will do next year, and it is so uncertain. That part is not in the cost. Sinkler added

looking at your submission and talking about your marketing plan, I see a lot of print, direct mail, etc., do you guys do a e-newsletter? Wickham replied yes and we experimented with getting away from print. Our audience really likes the post cards. Summer has been doing marketing online with Instagram, Facebook, etc. Sinkler noted I am on Facebook now and the last post was May 6<sup>th</sup>. There is a lot of opportunities to post your work on the site, through online Facebook purchase to sale art. It's a great tool to help you with this as well as with Facebook live, a discussion ensued. From the audience Andrew Tonry added Summer and Scott are doing a Facebook live for the latest show, I am pretty sure they are doing it, a discussion ensued. The Facebook page is under Cannon Beach Gallery which has posts through October 9<sup>th</sup>. Kingwell noted every requested dollar is only for a percentage of things that would be normal business operations. Wickham noted revisions from her original applications to her revised one. In response to Wickham's question what the next dates are, Barrett replied the Committee meets 10/21 to make recommendation and will either bring to Council the week of 10/26 with a vote on 11/3 or make recommendations and vote at 11/3. Kingwell added Council will discuss the possible dates for the week of 10/26 tonight.

### **Tolovana Arts Colony – Andrew Tonry**

#### **Tolovana Hall CIP**

Tonry reported I had a meeting with Bruce early in the year to discuss the renewal of our lease of Tolovana Hall, which was renewed. While going through our wish list and he suggested to submit a TAF grant and here we are. Most of you have been in the Hall, the ceramic floor is scuffed and shows its age. It's also less than ideal for those who dance on it. There is also an aesthetic concerns which extend to the lighting. These are things we'd like to enhance. I provided a menu of different options and besides enhancing the arts, which it does. Numerous grant awards like the Cottage Tour and Culinary Fest and Comic Festival have used the space and that extends also to the Arts Colony programming which draws tourists. This is a fraction of other requests that have come in and it is a permanent enhancement. Tonry noted the kitchen was updated about 6 years ago. There is a list of options in the request, a discussion ensued regarding the lighting. In response to Swedenborg's question what is the utilization of the Hall in terms of rentals, Tonry replied it has changed since this was put together. Council said not to do rentals, but I want to revisit it. A discussion ensued regarding the public use to Tolovana Hall and the requested revisions in the lease.

### **ADJOURNMENT**

Chair Kingwell adjourned the meeting at 4:14 pm

---

Jennifer Barrett, City Recorder