

Minutes of the
TOURISM AND ARTS COMMISSION
July 20, 2020
City Hall Council Chambers

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

Excused: Mike Morgan

Staff: City Manager Bruce St. Denis, Finance Director Laurie Sawrey and Administrative Assistant Jennifer Barrett

CALL TO ORDER

Chair Kingwell called the meeting to order at 1:02 pm.

APPROVAL OF MINUTES OF JUNE 16, 2020

Motion: Swedenborg moved to approve the minutes of June 16, 2020; Walker seconded the motion.

Vote: Kingwell, Walker, Sinkler, Bell and Swedenborg voted AYE. The vote was 5/0 in favor and passed.

Kingwell noted the minutes have approval of the March 10th minutes, however, those have already been approved.

REVIEW FINAL EVALUATIONS FOR FY 2019-20

CBHC Cannon Beach History Center – 2020 Cottage Tour

In response to Walker's question were we able to get money back on cottage tour, Kingwell replied the accounting here shows that there is amount not spent on the spreadsheet line 13, a discussion ensued. Kingwell added it does not show clearly in the printout, there are two colors paid to the event/owed to event. Sinkler added I like that they are driving out of the homes and without funds we should not move forward with holiday event. If not paid to them, do they still do the event or not. St. Denis noted we can bring Elaine Trucke on the phone to clarify. Trucke attended via Zoom and replied some of the funds spent or contracted to spend was on advertised the cottage tour, other advertising was able to shift over to promote the historic tour map. I wanted to do holiday tour and it would be additional cost. I halted moving forward realizing that there is not a lot of funds and not sure if it is appropriate for everyone. We have 4 homes interested in participating. We limited the budget for the 2020 cottage tour, leaving funds for promotion of the event and working with other events together as well as businesses. Kingwell added this helps with the input for when we meet with the City. This is good to know what the money would do and what the costs might be. Trucke noted we are concerned about restrictions. We cannot go into the smaller homes, but a drive by lighted tour might be ok, but not sure what will happen in a couple months. The historic tour will be from now until whenever and we are still promoting and can do other aspects, such as a scavenger hunt. We are pushing people to travel but at different times. Kingwell noted some aspects of the tour potential reminded me of the Chambers walk, something that has legs over a period of time might be well worth. Sinkler added I like the concept of the event and promoting over a longer period of time. I like the concept and structure of the event and would support \$3,200 for this. A discussion ensued regarding where this portion of funding would come from. Swedenborg added what I heard from Trucke sounds like a good use of the funds.

Kingwell added this looks like a current cash flow of right now, are there additional revenues we expect to see by mid-October from lodging. In response to Walker's question do we have the money to make everyone whole, St. Denis replied if you go through 3rd quarter and what we have, we have enough and it does not look like we will need to touch 4th quarter funds so they can go into reserve. In response to Kingwell's question do you know the amount, St. Denis replied I do not, but I will try to get that number, a discussion ensued. Trucke noted the money as

it stands come to \$20,460. Some was the cottage tour and transferred to the holiday tour, the promotion would be addition \$3,602, adding we are still trying to do an event to bring people in off season. WE have been able to switch ads at the last minute, still trying to take advantage of people who still wanted to take a tour. If you do not want to do the tour it is the \$20,450, and with the holiday tour it's that additional \$3,250 which brings 3rd and 4th to \$6,428. I canceled what I could and subtracted where I could in order to not put people at risk. In response to Walker's question the money you are looking for is still within your original aske, Trucke replied yes, and we are coming in with a less of an ask due to budget restriction. If the budget does not allow the holiday tour, we will keep promoting the historic tour. Sawrey noted the amount we would retain in the 3rd/4th quarter amount, a discussion ensued. Kingwell added what to consider with each of these parties is how they are responding to the changing conditions and trust their judgment as they have a track record of them reliably adapting to things. Walker noted at this point if we do not want Elaine to do the holiday tour we will get \$8,336 not distributed. Swedenborg noted Trucke is able to pivot and do something unique, but not all will be able to do that, suggested waiting until the end to see what everyone is doing. Committee thanked Trucke.

CBAA Cannon Beach Arts Association:

Artist Programs

Lila Wickham via zoom. Walker noted they have \$2,216 not spent, so this one is not really pivoting or has a different idea. This is what we did, and this is what happened with the shutdown. Kingwell added if nothing jumps out other than carrying out the program as planned. In response to Swedenborg's question are the workshops cancelled for this year, Wickham replied yes, we could not find a venue to meet the social distancing requirements. In response to Bell's question is the gallery is open, Wickham replied yes and we are not using docents in the gallery due to COVID restrictions. Walker noted I am impressed with what Scott brought in since the gallery opened back up.

Music Festival

In response to Walker's question moving to the music, are you asking for music for next year, Wickham replied no, it's too stressful and complicated. We are having a virtual art camp, but not related to this funding. Kingwell added I like the institution endeavor to keep people aware of the arts, sympathize with the adaptations you had to make and think we should accept their accounting. Sinker added I expect the amounts not spent to come back. The committee thanked Wickham.

CBCC Cannon Beach Chamber of Commerce:

North Coast Culinary Festival

Kingwell noted the financial breakdown. Bell noted I was really looking forward for this year's event after what they did last year. Sinkler asked about negative number in amount to pay event, Bell replied that is money not yet distributed to them. Swedenborg added quarter 3-4 is what we have not paid them, a discussion ensued regarding the funds. Kingwell noted there were refunds distributed for the event. A discussion ensued regarding the numbers. Kingwell noted it will effect cash flow depending on the timing.

Fatbike Festival

Kingwell noted this event is yet to occur, but they are making adaptations for October. They had a planned ride at Klootch Creek with timed departures to maintain social distancing. That program is doing just what we wanted. Walker noted the fact that they are also doing social distancing. Kingwell added at this time they are earing all their money. Bell added this is exciting and hope it all works.

North Coast Partnership

Walker noted they are not going to ask for money anymore. Kingwell added I saw it on late night tv and was impressed. Recommend full amount be awarded.

Event Tourism Videos

Walker noted this has been spent; a discussion of funds ensued. Walked added they spent money to do the reopening of Cannon Beach video. Sinkler noted it was really well done. Swedenborg added in talking to Jim

[Paino] the funds they had left for video production were to be spent on any programs such as Cannon Beach opening or doing a video of not coming this time of the year or a TAC event. Kingwell added you will notice they list the arts and ocean event which is not occurring which would free up resources. We need to ask them how the allocation works, and it did not work as planned to see if there is resource within the budget. It is not clear with the accounting they give us. This is for last year, so the event did happen. In response to Walker's question do you know if they want to keep the \$1,131 or giving back to City, Swedenborg replied that is what has not been spent, anything left in video production would be spent on something like they did with Sam or aTAC event. My personal opinion is don't spend it, give it back for future. A discussion ensued regarding the Fatbike video. Kingwell noted the next application deadline is not that far off for new projects, but the Chamber needs a tighter accounting on where they stand. It is all done in a goodwill situation but would be nice to identify all the things tighter.

Cannon Beach Walks & Clean Beaches Action Campaign

Kingwell noted the walking tour maps are delightful and useful. Walker added this and clean beaches both seem to take the money back and see what happens next year. Committee agreed. Swdeneborg added I do like what they have done.

CAA Clatsop Animal Assistance – Savor Cannon Beach

Kingwell noted this is pretty complex. Bell added such bad timing, we were in the dining room setting up the tables when is cancelled. Swedenborg added my two cents it is fully funded. Consensus to support funding request all the way.

CBGG Cannon Beach Gallery Group

Spring Unveiling etc. - Earth & Ocean Festival - Stormy Weather

Walker noted the event got postponed and the pivoting. Kingwell added they tried to redesign the event to maintain momentum but could not attribute any heads in beds on a virtual event. But the plan was to maintain image of Cannon Beach as an arts center and keep people engaged. Walker added is the event on the Cannon Beach YouTube channel, Kingwell replied it can be. The overall video is an hour and 10 minutes, there is a lot of video out there. Swedenborg added each Chamber member can upload into the chambers catalog, then the administrator at the Chamber shares. Kingwell noted there was a client from Idaho who brought in video from a shop which resulted in a sale. I do not think it was from YouTube, probably from this one and hopes the experience is repeated in other galleries. We hope to maintain a loyal clientele. We did change our plans and dropped a planned promotion in Alaska Airlines, but replaced with Via Journeys promotion and Explorer Media promotion online. The Via exposure was a big one. Chamber was impressed with results through digital advertising through Journeys portion of the via group. It was presented to subscribers who receive the information, touched a new audience for us, trying to reach more NW people from Journeys. We did our typical job and ended up spending more than the amount, but we typically do that with TAC funding anyway. The target here is heads in beds and we are looking for future heads in beds but cannot count a single one. St. Denis noted everyone is going to have the same problem, I wouldn't worry too much about it. The focus is on momentum and trying to get through this year. Walker added it seems to make sense since they paid the money, it should be realized, you spent \$7,232 on earth and ocean. Kingwell replied on earth and ocean we spent \$27,138 for last year's promotion. Walker replied since it was already spent it is a no brainer and the same thing for stormy weather, you spent it, so there is nothing to discuss. In response to Bell's question is stormy weather canceled for this year, Kingwell replied we have a meeting to discuss, and we will probably be in the same position and may try to do a virtual event noting the concerns of having a live event.

Coaster Theatre – Late 2019 Early 2020 Special Events

Kingwell noted they owe us \$15,000; it will be interesting how the City makes arrangements and timing. I would expect a timely return. Walker added I am happy to see they did not spend a ton on advertising of things that will not happen.

NCTA North Coast Trail Alliance- Klootchey Creek

Bell noted they spent the money. Kingwell added when they turned in their status report, they indicated they delayed construction and seems to me their program would be one that could be fulfilled at any time. I wouldn't want to ask for a single dollar back. Bell added they did what they said they were going to do.

Tolovana Arts Colony - Get Lit at the Beach

Walker noted it seems like Tracy had a plan, but there was really no way to pivot on this. Bell added does she need to advertise in the fall to make this work? I would be in favor of a way to repurpose funds; wish she was on the call. Walker added this was the final after May 6th, Swedenborg noted she doesn't have a plan so you can see what she will be looking at. Walker added I am nervous with taking it all back then she will have nothing. I would like to see what she needs to get through this season. Kingwell added this is why timing of cash flow is so important. Bell added I would say let's keep, but she should use, Walker added yes she can use some in the off season time. Kingwell we could ask the City to delay billing in that particular account. Sinkler called Tracy Abel on the phone. Kingwell explained we are looking at the unspent funding and wondering if that is needed for promotion for future event that is not yet funded, Abel replied no. Walker replied so you can give back all \$11,000 now, Abel replied yes. Bell asked if you did not have to give it back could you use it for 20-21, Abel replied yes, my timing was weird. The questionnaire came on money not spent, that is what we did not spend. In the final it went a little different, but in order to reply to the new funding I went ahead and did the new ask for money around \$25-26,000 and already spent some of that money so was already facing giving money back knowing I was asking again. In response to Walker's question if you give back \$11,000 you will not get any payments until November-December. How much would you like to have to help tell people you will have an event in 20-21, Abel replied our expenses are perhaps \$50000. Kingwell noted would there be a difference made if you were to retain some of this money, would funding be better used now compared to mid-November or does that matter? Walker added instead of giving \$11,000 back you could give \$9,000 back to do stuff now, Abel replied we wouldn't start doing anything until September, but also weary of advertising before we get the funding. Abel added in October we get funding, I'd want to start advertising, but do not want to have to dial it back again. Bell added unless we do not get any tourism money this event would be funded. Abel added we do have some advertising credit and did not spend on some of our largest expenses. St. Denis noted I would ask that you do the best that you can so we do not starting funding across multiple years, I know it may be necessary, but if possible to wait until the October time frame,. We might be able to do something as we will have quarter 4 and quarter 1 at that time. Should be able to do some awards when we get around to approvals. Kingwell added and it will give us a clean slate. The Committee thanked Abel. Abel added I hope to return money if it helps other groups that really need it too. We have done a lot of things and we are ok if we return some of the money.

DISCUSSION OF BUDGETARY DECISION RE: FY 2019-20 GRANT PAYMENTS

Kingwell noted the only one we did not look at accepting their number is cottage tours where we may look at freeing up \$3,250 for the tour. The Committee reviewed and discussed each event.

St. Denis noted there needs to be a report on this for council. Council received the spreadsheet, but with the revision we will be short \$1,000. I will craft a letter about the decisions and send to Kingwell for review. The letter we will wrap things up and suggest a schedule that we will meet in September or October and bring our recommendations to a council meeting so they can all nod their heads and get it scheduled. A discussion ensued regarding potential dates and time frames of fund coming in. St. Denis added if we don't know the number until end of October then you have a meeting and Council workshop and regular meeting you are in November. We can do a special meeting after you have made recommendations, or we can always make a work shop a voting meeting. The problem is we will have the 4th quarter information and an estimate of the 1st quarter, but won't have the exact number yet, a discussion ensued.

In response to Walker's question are we adverting for Claudia position? Bruce replied yes. Bell noted in the June minutes we discussed when to have the next application due. St. Denis replied we are looking at ways to shorten the process, a discussion ensued. St. Denis added if we wait until a real number comes the end of October we are pushing it out. Bell for next cycle, do we need to set a date for deadline. Kingwell noted in the letter for final review it was mentioned October 1. St. Denis suggested perhaps a special meeting on the 20th, committee discussed potential dates. The Committee reached a consensus for the following dates

10/6-7 at 1 pm-4 pm for interviews.

10/13 Committee meeting from 1-3p m

Special council meeting 10/20, hopefully at 5:30 pm.

St. Denis added we will use the budgeted number for the first quarter, budgeted number 2nd and we can adjust it based on what it comes in to give an idea of what is available. I will base the letter on budgeted quarter 4 and quarter 1. In response to St. Denis question are there any anticipated changes on packet, Walker replied how would you address potential COVID issues. St. Denis suggested a basic statement that they say yes or no to, we do not need to know their plan. It could be do you understand that you need to meet all restrictions of CVOVID at the time of the event.

Walker noted I am concerned that people on the Committee attend two meetings and not all of them. On the Chamber if you missed more than 3 meeting you are off the board. I am worried there are members who only attend meetings to bless people to get money and others none, but not putting the work in that the rest of us are. It is not just attending the two meetings we give money. I get that people cannot always attend every meeting. St. Denis replied I am sure there is something in the code about it and I'll get with Kingwell on the requirements. I need to know this for other boards as well.

GOOD OF THE ORDER

Bell noted the cottage tour holiday thing would be great to advertise to the City for people to decorate their homes. Walker suggested Trucke do an interview with the Gazette now to print something.

Swedenborg asked when we have a meeting to talk about the way we do things. We are all over and jumping in with the new and unknown and will run into things that are different. We are giving money to the Chamber for advertising and other elsewhere. City funds can be used more cohesively sometimes and think TAC could steer it better. I worry we are doing the same thing in 2021 when everything is different. It has been brought up before to have a meeting on how we, as an organization work, not talk about events. Bell suggested a work session to discuss. A discussion ensued regarding 1% of lodging tax and monitoring the funds. In response to Swedenborg's question would this effect the October asks, St. Denis replied only if you change how you calculate it. You would need to take it to council. You should schedule your workshop as soon as possible. The Committee discussed dates for possible meeting. Committee decided on August 3rd from 1-3 pm. The agenda item to be policy/strategy meeting.

Swedenborg noted TAC was written 10-11 years and with COVID things need to be revisited. The tourism and arts commission charter and policy needs to come forward to what today looks like.

Sinkler added we have a vacancy would be nice to get that position filled.

St. Denis asked with regards to the letter, if there are any gaps is it ok if Kingwell and I to move forward and complete? The Committee agreed. Barrett to send the link to the municipal code for TAC to the Committee.

ADJOURNMENT

Chair Kingwell adjourned the meeting at 3:14 pm

Jennifer Barrett, Administrative Assistant