

Minutes of the
TOURISM AND ARTS COMMISSION
June 28, 2021
City Hall Council Chambers

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

Excused: Greg Allen

Staff: IT Director Rusty Barrett and City Recorder Jennifer Barrett

Others: City Attorney Ashley Driscoll

CALL TO ORDER

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

Driscoll stated just a reminder that we should declaration of conflicts of interest. Driscoll gave an overview of the process and the difference between potential and actual conflict.

Swedenborg stated I am on the Chamber board and my tenure ends in a month, and there is no direct conflicts. In response to Driscoll's question do you receive compensation, Swedenborg replied no. Driscoll replied then it is not an actual conflict.

Kingwell stated I am a member of Cannon Beach Gallery Group. I operate an art gallery and would be impacted financially on the four Gallery Group applications. There is sufficient appearance of conflict and I will recuse myself on recommendations, but will be available to answer questions.

Bell stated I have no conflicts to declare.

Walker stated I have no conflicts to declare.

Morgan stated I have no conflicts to declare.

Sinkler stated I am on the Chamber Board of Directors but am not compensated. As the owner of The Wine Shack, the Wine Shack will be a venue location for Savor Cannon Beach, but do not know to what extend they will be purchasing anything, and I am not charging them a venue fee. It may be a potential but not actual conflict. In response to Driscoll's question can you make an impartial decision, Sinkler replied yes.

TAF GRANT AWARD RECOMMENDATION

Kingwell stated lets survey folks to put together an initial round and return to discuss. Discussed TAC amount available and requested. Kingwell noted in Gallery Group there are duplicated requests due as individual grants cannot be given in excess of application amount. If digital social media is not funded, some that would be used for the event is built into individual event.

Morgan asked are we going to discuss the merits of each of this when we circle back, Kingwell replied yes absolutely there will also be opportunities to revise amounts based on discussion as well.

Kingwell recused himself. Driscoll suggested having J Barrett call the names.

CB Arts: Artist
No discussion

CB Arts: Blush Lux

Kingwell noted this is a fair range. Walker added there is so much potential with this, Bell agreed. Sinkler adjusted his number. Morgan asked I would like someone to explain how a make up festival fits in with the goals of TAF? Sure, it brings people to town, I have a problem with the concept, don't think it's something, I don't know, I am an old hippy and can't see that as being something we want to promote. Given the fact that there asking for basically close to 100% of funding, aren't they supposed to have some skin in the game? I want to ask Walker, why is it such a great and worthy event. Walker replied makeup counts as art and there a lot of artisan work with makeup for theatre or going out every day. I feel its upscale, brings the right people to town in a down season which is a great time to bring people to town. The target market is right on and think it will bring people back year after year. Kingwell added I broke down all the applications in general categories and I have this and WOW in a crossover hybrid category of part general tourism and part theatre. Kingwell noted the other categories he has on his list. Their overall budget fo this event is\$ 46,800 and crossover between that and WOW and the WOW budget has some cross promotion. Walker added they have skin in the game with tons of volunteer work and using all their spaces that they have, they are working hard on it. Bell noted this brings women to town and women spend money. This is kinda their first year and with other first year events we've funded it to see what happens. Walker added they said the cant move it from WOW weekend and stick it in February. Swedenborg replied it's a flexible event and not the same silos as others. I took it down a little, had a feeling that it was a one business venture, but would like to see them partnering with other businesses, worthy of taking a look and see how it goes.

CB Food Pantry: WOW

Kingwell noted they are certainly trying to cover all bases and question in terms of total amount. They included sanitation stations that may not be required at the time of the event. Bell added I am encouraged this could come back with a vengeance and applaud Brigitte for taking the event on.

CB Chamber: Culinary event

Kingwell noted it is interesting we funded some last year with additional this year. Walker added it's a lot of money for 150 room nights. I recommended \$31,000 last year and now they are coming back. Bell noted I am excited for the event but they were given a lot of money. Walker added seems really excessive for something that is trying to be self-sufficient, Kingwell noted a fair amount is for planning. A discussion ensued regarding the last year amount, Kingwell noted they said this was supplemental to the amount they have from last year. Swedenborg said it was a success one year and have some that were successful for 10 plus years. We are at the beginning of the weaning stages for this event. I would like to see it succeed. It has potential and is ticketed. But the cost per room night doesn't pan out. Walker added if they want to start buying linens and dishes they take a couple years to complete. We hope the event comes back but what if they don't. It is an audience for food and wine, we are a wonderful place to come eat. I would like to see them build more room nights in as they are limited to the number of people. Perhaps in the future they can build onto a weekend and get more rooms nights, it comes with time and venue.

CB Chamber: Welcome sign

Kingwell reported two of us did zero. Walker replied I struggle with it. Morgan added my point is has this been fully vetted with the City and will the Council support this? There has been resistance in the past to having big signs at either end of town. Cannon Beach is not a place that needs to have signs to get people in the door. I can barely get around all the cars in midtown today. I think there is the philosophy that subtlety is better than the Seaside model of a giant lighted sign. I think \$35,000 per sign would buy you something with lights and a little splashier than what we want to project. We are not Seaside or Lincoln city. So they want to spend money on a reader board that says no parking left downtown, consider going to Tolovana or midtown, but that is another discussion. If we agree to do this and the council agrees, I urge it to be an art event and go out for an RFP from artist that would do something low key and tasteful and not lighted. Some sort of competition or proposal would be in order. Nothing has been flushed out on this. Walker noted if you read the ask they said the idea was to make it a competition with artist in town. Sinkler added that's what they said in the presentation. Driscoll noted for a tourist related facility, the box I would need checked would be a statement or information that the sign would last for more than 10 years. Did they discuss that? Walker replied yes it was a part of the conversation. Kingwell added my own feeling is that this consideration should come out of the city's general fund and not TAF. I don't think this is the budget for it. Walker added I struggled with it too. I feel like the city should have some skin in the game, but it is also welcoming tourist to town. The south one disappeared and have had more people that have said we missed the sign and had to turn back

around. My thought was we do half and the city does half. I do feel it welcomes tourist to town. Bell added that's how I got to my number. My personal opinion it's a city problem not a TAC. Swedenborg noted this has been brought up for multiple times over multiple years and the chamber said we will take it one, and whether TAC or general fund it's all city money and this sign project meets enough criteria and welcomes tourist and this is money well spent, and its including the artist community. I think we should push the envelope a little more on things for the community as well as tourist. I don't know the costs of the sign and if they get in the process and need more money. Sinkler replied I echo what Bell says and to address what Kingwell said it should be a city project and should have been for the past 5 years. The chamber shouldn't have to come and say we need welcome sign. Not sure why the city's not taking it up and now the second sign is falling down and great the chamber is taking the lead. If there will be lights on it or not, that's up to the commission, DRB and artist. I support this and give some significant amount of dollars for the chamber to go to the city and say we have x amount and come partner with us to get this going. If the city doesn't chamber will do it on their own. To say we are Cannon Beach and we don't need signs is ridiculous. We should support an organization that is proactively trying to support the community. Swedenborg added I checked out all signs on the way to Bandon and the Cannon Beach sign is the bottom, noting the signs saw that were better. Morgan added since Sinkler called me ridiculous and there is some merit if an artist project and have doubts council will come up with other \$35,000. My other problem is I am the chair of DRB and will probably be adjusting it down the road. Discussed possible sign options.

CB Chamber: Fat Bike

Sinkler reported I am down because I was trying to give everyone a hair cut to be fair. Morgan added I am not sure I understand the whole draw of the thing it sounds like fun. I want to know how this is supported to self-wean. Are they making an effort to do that? Walker replied this has a possibility as it gets more well known to be self-sufficient. In response to Driscoll's question is Klootchy Creek new this year, Walker replied they did it in the past. Swedenborg gave an overview of past event locations. I think they have weaned themselves a little, giving an overview. Walker added if you are concerned about this I point you to Coaster Theater or Get Lit that will never be self-sustaining. Morgan replied I am more inclined to support art organizations ad nauseam. In the way distant future, I had a notion from the start that maybe there would be the possibility of a continuing funding base for all arts organizations in town like Coaster, Arts Assoc, Gallery Group, History Center that would just get a chunk of money out of the TAF fund. Then it got ensnarled with heads in bed, which is unfortunate. I understand the state law, but the arts organizations really need to have solid funding and not have to go scrambling around and dreaming up ideas to appeal to TAC. Driscoll added you hit nail on the head, and we talked about how restrictive those TLT funds are.

CB Chamber: Video

Swedenborg reported this is kinda what Morgan alluded to. I'd like to see a little bit more if they are truly being used not just by the Chamber but by other businesses so its more wide spread. If we slim it down a little in a year and it will be an ask next year and we can move it up. This last year funds were spent on community outreach for COVID. I don't think the city would have done that. There are a lot of resources that TAC funding went for. Maybe this year I add a little more since they have been reduced in the past years. It's a useful tool for marketing. I think we need to get an average year of asking as it goes up and down. Walker added I agree with you, need a better way of using them. Not sure if we can grab them off the site of share off of YouTube. Swedenborg replied you can do it either way. This is for all businesses in town to use. In response to Kingwell's question do they need to communicate that particular portion of the program a little more, Swedenborg replied that's a good idea. Kingwell added it might get more active use and get a better return on the dollar. A discussion ensued regarding the length of videos.

Coaster Theater:

Discussed last year's number. Bell noted my number was a math approach. Kingwell added having a theatre helps build the image the community has to offer. Adjusted numbers.

Tolovana Arts: Comedy Fest

Walker reported I am dubious still. If we are going to give them money it needs to be more than me to show up. Bell added I didn't appreciate Andrew's response to your observation. We are supposed to be here to give advice and comments on how to help your event. Walker added this is public money. I enjoyed myself it was good, and I like the idea but not the idea of cheating to get your numbers up. Bell added the event is a good idea. Mine was a personal reaction to the conversation. Kingwell noted I am the high number my hope is so much will be spent on the talent which I consider content for the event. I am the optimist because I was a stick in the mud the first time this

came up. I want to give him a chance to do it better. Walker noted I get asked in town when is the next comedy fest, which means we need to get the word out further than the Astorian to get the tourist here. Kingwell added if locals are interested more people should be as well.

Tolovana Arts: Get Lit

Swedenborg reported I was one that didn't fully fund, but I did it across the board and want to rebuild the reserve. And while everyone loves the event and everyone who is involved it will never pencil out. It doesn't have the scale but its great. I gave a little decrease but want to show support and hopes it is successful. Sinkler added I agree it will never pencil out but it's a great event and adjusted his number.

Clatsop Animal: Savor

Walker reported I am concerned about the falling room night numbers. I am disappointed that we funded him at \$44,000 and part of the promise was to work in his off time to support the restaurants and he did not. Two posts on the page and both were for Savor. I understand his discomfort in worry about people who want their credit but part of this was to help the restaurants. He's going to do small things and has a lot of wine already. Morgan added I agree with Walker. I think the month of October is barley considered a shoulder season anymore. Seems like its decent weather and we are filled to the gills. The other point to make is I thought they were on a downward in terms of funding as they were becoming self-sufficient. The ticket price is high and they sale a lot of tickets. If there is a poster child for self-sufficiency Savor would be the one. Walker added the event changed quite a bit, so the change he is making is a significant change in the event so its still a high-ticket price but with less people, so it will make self-sufficiency hard to come by. Kingwell noted my take on funding it, is its innovation for an interesting event. He has a track record of successful room nights and can hold his feet to the fire about supporting restaurants. Sinkler added it will be interesting to see what the event looks like this fall and will be a good indicator on what it will look like in 2022. I am not worried about the decrease in rooms, having it over a month gives us a greater opportunity for room nights instead of just one weekend. I am not sold that we will see less rooms, maybe this year, but not next. I think that this is a poster child for self-sufficiency. I like the event and happy to be a sponsor and fund the event. Looking forward to seeing what it looks like this year. Swedenborg added in my opinion October 15 is the last day of summer, so it's a great month to check this out. The town is full the first part of the month then it drops off. The track record of innovation and creativity, he knows where he needs to get to be self-sufficient.

CB History: Cottage Tour

Swedenborg reported I like the event I think its great, its just that time of the year. It will be busy that weekend and I get the point on why you don't want to do it in February. A huge piece of this is sunset advertising. Yes, it brings people in, but there are people in town then anyway. There is a great mailing list, money better spent working with hotels and short-term rentals to say please let your customers know this is happening today. I would like to see advertising funneled down. Walker added and they still get the ticket money, and they can still say they got the head in the bed. Kingwell added I am convinced having a good experience is the best sales pitch.

Kingwell recused himself. Walker took over for the meeting.

Gallery Group:

Bell reported I dropped due to the digital media. Walker asked did we overfund then? Driscoll noted this is the one that Kingwell had the actual conflict. I want to point out that the other applicants are not here to provide additional information, so if Kingwell wanted to completely step away from the conversation that is something that could be considered. Kingwell replied that makes sense. A discussion ensued regarding digital media and all as a whole due to media overlap. Morgan added I think the numbers are high and a lot of money out of the total budget and there is a lot of duplication across the board in terms of marketing opposed to content. In the future someone needs to do analysis on how much money is being spent on promotion vs the actual content, but that for another day.

A discussion ensued regarding the total in asks and reserve. Walker noted if there is an argument for it, now is the time as we are coming out of COVID.

Motion: Walker moved to recommend the numbers adding up to \$399,776 for the TAC awards for the 21-22 year; Sinkler seconded the motion.

Vote: Kingwell, Sinkler, Walker, Bell, Swedenborg and Morgan voted AYE. The motion passed unanimously.

J Barrett noted the recommendations will be going to the Council work session on July 13 and the regular meeting on August 3rd for a vote.

Morgan reported I am planning on resigning, not because I don't like you and enjoy working with you, I have other obligations that are pressing and also going to have a conflict of interest. My wife is thinking of an event involving gardening at our greenhouse establishment, so I will probably have to step down anyway. I enjoyed working with you and it's a great cause and wildly exceeded what we thought it was going to do in the distant past when we came up with the idea. Kingwell replied we want to thank you for your engagement and we look forward to further engagement as a member or applicant.

SELECT DATE FOR NEXT TAC MEETING

A discussion ensued regarding the next meeting date. Selected Monday, August 23rd at 1pm.

GOOD OF THE ORDER

None.

ADJOURNMENT

Chair Kingwell adjourned the meeting at 2:49 pm

Jennifer Barrett, City Recorder