

Minutes of the
TOURISM AND ARTS COMMISSION
August 23, 2021
City Hall Council Chambers

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

Excused: Greg Bell

Staff: City Manager Bruce St. Denis, IT Director Rusty Barrett and City Recorder Jennifer Barrett

Others:

CALL TO ORDER

Kingwell called the meeting to order at 1:00 pm.

Kingwell asked the committee to declare any conflicts of interest.

G. Allen: no conflicts.

Swedenborg: no conflicts

Sinkler stated I am a host location for Savor Cannon Beach, but not part of the event. I am able to make an impartial decision.

Walker stated I have no conflicts to declare.

Kingwell stated I am a member of Cannon Beach Gallery Group and can make unbiased impartial decisions.

APPROVAL OF THE MINUTES

Motion: Walker moved to approve the minutes for 6/14/21, 6/15/21 as amended and 6/28/21; Swedenborg seconded.

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

REVIEW FINAL EVALUATION OF FY 20-21

Cannon Beach Arts Association – Art Exhibits

Swedenborg noted budget portion in section 3, Walker added they spent the grant application and are making up the difference themselves.

Cannon Beach Gallery Group – Digital and Social Media

No questions or issues.

Cannon Beach Gallery Group – Stormy Weather

No questions or issues.

Cannon Beach Chamber of Commerce – Event & Tourism Video

Walker noted looks like we will be getting money back. J Barrett noted we did receive a check from the Chamber for unused funds.

Cannon Beach Chamber of Commerce – Fat Bike

J Barrett noted the returned funds of Chamber Video: \$1,114.00 Chamber Fat Bike: \$819.38.

Cannon Beach Chamber of Commerce – North Coast Culinary Fest

Kingwell noted the budget projected forward to 2022, Walker added they included they have most of the funds except for some funds for the planner.

Tolovana Arts Colony – Tolovana Hall Capital Improvements

Kingwell noted the price changed on them midcourse, and they were still able to complete.

Motion: Walker moved to accept the finals reports as written; Swedenborg seconded the motion.

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

DISCUSSION OF TAF GOALS, SUGGESTIONS OR CONCERNS

Kingwell reported we posed questions about limitations on the amount of funding granted or generate ideas or need the application to generate other ideas. Does any committee members have input? Walker replied I am not sure if that was a concern or not when we brought up the school or bandstand. They might have an issue if we came up for an idea for an event. Kingwell added we talked about the Chamber request for signs on the highway and our committee got on board with that to suggest to Council and Council approved our funding in the amount the committee put forward. Swedenborg: I was in favor of the bandstand and awarded the sign thing pretty high this year. I don't have our charter in front of me but it's not just events but improving the product of Cannon Beach and that should be highlighted in our radar. Our off season has shrunk, so as we look at dates, I go by the 3rd weekend in October to March with the exception of holidays. Taking a look at what are our dates for the shoulder season and what can we do that are not events but bring people to town and let them have a pleasing time while in town. Sinkler added if we made any changes to what is summer vs shoulder off season then we have a smaller calenda period to have events, we will decrease the time for events to be held. Swedenborg noted I understand that but also can see that we are putting out \$30,000 on an event that is going to be packed anyway would it make more sense to have two smaller events on the off season to bring people in. Kingwell added you first noted improving the product of Cannon Beach, and maybe is that more important even than the date? Sweden replied they are two separate things. There is a list of things that these public funds could be used for, not just for visitors but for citizens alike. The bandstand was a great example of that. The chamber sign was a good example of this. If we have a mechanism for calling those out and not getting into the argument is it this related or that related, it's a piece of infrastructure for the community and could be used by these funds instead of general fund, a discussion ensued. Kingwell added I have a personal bias to lean heavily in favor of anything that would improve the quality of experience in town as a way to ensure the people enjoy Cannon Beach. Part of the role of TAC would be to support an idea that does that and let City Council sort things out on shoulder or target season as that is weighted heavily towards lodging and that is only part of our equation. Allen noted from experience I noticed a lot of family and we lack maintenance on play requirements in the park and that could add to the enjoyment and maybe have it a little larger. Kingwell replied that would be something we call to the City's attention to the City Park budget, but in our place we call attention and would be helpful for Council any areas we have for city consideration be tacked on to as an addendum which may generate an application in the future. Allen added I think we should consider it. We want to bring more families in, as a parent I throw a lot of money at my kids and think it's something that would be great. St. Denis added I like what you are talking about. My suggestion is don't hold back if you have any suggestions. Look back to the electrical work at the bandstand. It came up, we looked at it, found a way to address it and did it. The chair can email the Council and me and we can take a look at it. It may end up being done through staff or go to the parks committee. The more ideas we get the more can we work together. Kingwell added we may ask for that input during good of the order at each meeting. St. Denis added I am not asking for 10 ideas that need to be explored, if there is

one that could be a game changer, we can take the time a look at it. Some may have to wait until the next budget year, a discussion ensued. Kingwell added it's not in our guidelines but can make the committee more active in that role and if not appropriate we can do it individually. A discussion ensued regarding parks. Allen noted another thing that lacks is special needs, many parks have addressed usage by special needs kids, we have the beach wheelchairs now, need to look at the parks. Kingwell added please bring ideas to future meetings.

Walker noted we need one more person on the committee.

SELECT DATE FOR MARCH TAC MEETING

A discussion ensued regarding the next meeting date. Selected March 7th at 1pm.

GOOD OF THE ORDER

Allen reported I would like to identify more accurate metrics. In order to be productive in the future we should have some form of metrics to see what we are getting for the money. Walker replied what would you suggest besides our current heads in bed? Allen replied it's open for discussion, as a contractor I had every line item costed out and we can put our heads together to come up with something more accurate. Sinkler added I don't disagree with you, that's why a few years ago I put together the spreadsheet, a discussion ensued. J. Barrett noted please send me any suggestions and I will include them in the march packet for discussion.

ADJOURNMENT

Chair Kingwell adjourned the meeting at 1:40 pm

Jennifer Barrett, City Recorder