

Minutes of the
TOURISM AND ARTS COMMISSION
September 19, 2022
City Hall Council Chambers

Members: Julie Walker, Greg Swedenborg, Libby Gast, Hannah Buschert and Steve Sinkler

Excused: Greg Bell and Greg Allen

Staff: City Recorder Jennifer Barrett and IT Director Rusty Barrett

Others:

Call Meeting to Order

Vice Chair Swedenborg called to order at 1:03 pm.

1. Approval of the Minutes of August 22, 2022

Motion: Walker moved to approve the minutes of August 22, 2022; Buschert seconded the motion.

Vote: Walker, Sinkler, Gast, Buschert and Swedenborg voted AYE. The motion passed.

2. Discussion of TAF goals, suggestions or concerns

Swedenborg asked if anyone familiar with the Tillamook County dashboard for lodging tax, explaining their website lists all the projects using restricted funds, noting the type of projects being funded. It would be nice if we had something similar to that. Originally this was added for tourism and arts to focus on the off season, but things have changed. Looking at what Tillamook County has done they have some interesting projects. Swedenborg added would there be interest in using this fund with improving the product, a discussion ensued. Swedenborg said would it make sense to look at how we are spending the funds and restructure the charter. A discussion ensued regarding the powers and duties of the code. The Commission discussed the projects Tillamook has done and potential projects for Cannon Beach. The Commission discussed how get input from the citizens, such as an email to send input to. Barrett will contact the City Attorney to see if the Commission can send out notice to get input from citizens to see what they would like to see the TLT funds used for and how to make the product better.

The Commission discussed the success of electric service being installed at the bandstand and the use of the pickleball court.

Swedenborg said there is a lot of verbiage towards promotion in ORS 320, a discussion ensued regarding helping tourist as well as locals, such as trashcans. Walker asked could this money be used to expand the trash pickup in the summer? Swedenborg said there are ways you can prove that this is for tourism. The Commission discussed supporting arts such as Coaster Theater similar to things Tillamook have done, as well as the forms used for tracking. Gast added my only concern would be if there is a recession and if the budget takes a hit, a discussion ensued.

The Commission discussed how to allocate funds should other projects be used. Sinkler said I liked Swedenborg's opening comments about the dashboard. It's a good way for people to see what's being funded and transparency. Following up and asking for input will be important, good suggestions Greg.

Sinkler asked if an organization hasn't completed a final reporting and they are requesting funding, how do we want to address that? Do we want to be hard nose or not be hard nose on it? Gast said is there a scenario where that is deemed ok? Sinkler replied I don't think that come up, but how to handle when it comes up, a discussion ensued regarding late evaluations and if there are any ramifications. Swedenborg said I lean more to the strict side, to get this, you have to do this. Sinkler added we are the stewards of these funds. The Commission discussed the evaluation being in the TAF funding application packet and receiving it on time.

Gast said I noticed the Cannon Beach sign fell over. Barrett replied saying the City Manager has contacted the Chamber and we have his information created for the project.

Swedenborg asked what's the off season and should we adjust that. Walker noted the history with savor and the dates. The Commission discussed when the shoulder season is. Gast asked can we put a clause for a non-holiday time, a discussion ensued. Swedenborg said as stewards of money can we add more restrictions on the when's and where's? Walker replied we need to do it on an ad hoc basis. Swedenborg added if we take on more community projects, the events may decrease, due to funding. Over the last few years, we are getting all kinds of requests because we had a bucket of money. A discussion ensued regarding event timing. Swedenborg said once the elementary school is ready that will change a lot of things that these funds are for.

Buschert said I was looking through website regarding the Commission. It mentions it is used by local non-profit groups to promote tourism and the arts in Cannon Beach. I would like to see a better connection with the nonprofit. I am not seeing the connection. Swedenborg asked why does it need to be a nonprofit? Walker replied if you have an idea for an event using city money you have to go out to RFP. There was a list of things that would need to be an RFP. By using the non-profit, you do not have to do the RFP process. The Commission discussed the non-profits tied to the fundings. Buschert added I don't see the nonprofit being tied to the event in some situations. There are no mention of them. There could be ways to engage with the nonprofit in some way.

Sinkler said let's get feedback then will decide is another meeting is needed to continue this discussion.

3. Select Date for March TAC Meeting

March 13th at 1pm was selected.

GOOD OF THE ORDER

None

ADJOURNMENT

Chair Sinkler adjourned the meeting at 2:16 pm

Jennifer Barrett, City Recorder