

Minutes of the  
TOURISM AND ARTS COMMISSION  
June 20, 2022  
City Hall Council Chambers

Members: Jim Kingwell, Julie Walker, Steven Sinkler, Greg Bell and Libby Gast  
Excused: Greg Allen and Greg Swedenborg  
Staff: City Manager Bruce St. Denis, City Recorder Jennifer Barrett and IT Director Rusty Barrett

**CALL TO ORDER**

Sinkler called the meeting to order at 12:00 pm.

(1) Tourism and Arts Fund Applicant Interviews

Sinkler asked if there are any conflicts to declare?

Bell replied I am not sure if conflict, but I print swag bags for Blush Lux and Wow.

Kingwell said we participated in some of the Savor Cannon Beach events and profit greatly from that event as one element took place on our location. I don't consider it a conflict in discussing the merits.

Sinkler said I feel the same way with the Wine Shack. We are a site location for Savor, The Friday presentation for 2021 was at Wine Shack and 2022 we will be a site location but no presentation, just pouring. We also did an event on Saturdays with winemaker events.

**Cannon Beach History Center**

Liz Scott Outreach Coordinate at the Museum  
Kelly Mauer on the Board, Treasurer  
Deanna Duplechain Development Coordinator/Grant Writer  
Andrea Suarez Museum Manager

Duplechain reported next year will be 20<sup>th</sup> anniversary. Scott added the owners of Oswald House agreed to be on for next year giving an overview. In response to Sinkler's question when was the last time on the event, Suarez replied they were a part of the virtual tour and were really supportive. They reached out to use this year before we had a chance to contact them. A discussion ensued regarding being a registered historic society home. Kingwell asked if virtual when was the last live, Scott replied I believe 2017. A discussion ensued regarding being a ticketed event with the Oswald West House. Duplechain gave an overview of this year's event noting we are hoping to have an opening night benefit bash. Suarez noted Oswald West house offered to donate a high end item to the auction such as an evening in the house. Bell asked almost 700 in 2019 do you think we will be higher, Duplechain replied I hope so. We are on track with our marketing adding people are anxious for things that are in person, a discussion ensued. Kingwell added in years past you've been able to provide data on each event which was very helpful. It would be nice if the 2022 event could have the information as well. Scott replied definitely, we track each ticket that comes in, a discussion ensued. Sinkler said I appreciate your data on the application. With the marketing plan who are you targeting, what are their demographics, Suarez replied a healthy mix of what our volunteers are. A little on the older side, but when we went digital, we did get more on the younger side. We are reaching more people and being accessible to all ages because of social media, adding we still do still information through the mail, so we are hitting both. Scott added we are getting a lot of middle-aged people, a discussion ensued. Walker asked when do tickets go on sale, Scott replied July 1<sup>st</sup>. Sinkler asked the city purchased the Cannon Beach Elementary School. Any possibility of a tie in between your event and the property. Duplechain replied yes. We could do the tea there, a lecture, have a nice event there for the cottage tour. Duplechain added that would have been a great thing to bring out for the 20<sup>th</sup>. Seeing the property as it is now it can only go up and has so much potential. I

picked up the paperwork when they did the meet and greet and come up with some ideas. We are excited to be back, couldn't do this without our community around us. Making it more community oriented giving examples. Sinkler asked as you talked to business about sponsorship and donations what has been your response, Scott replied it's been excellent and incredible. Our sponsorships have been well receive and the response wonderful.

### **Coaster Theater**

Patrick Lathrop in person

Lathrop said we are asking for the same thing as last year, money to cover a monthly concert to celebrate our 50<sup>th</sup>. In addition, I hoped to offer Pink Martini this last cycle, but wanted to bring them to a full house with no masks and it wasn't going to work. We brought in Curtis Delgado, but Pink Martini is committee to April 1<sup>st</sup> 2023 which is part of the ask. We are also asking for marketing in addition to cost of events. Bell they will sale out. Patrick added yes, we are going to do a tiered seating so very expensive in front and tier it up. We will be auctioning off some tickets to Pink Martini. Walker said you talked about announcing it in Portland first to try to keep locals from selling out, Lathrop replied we would set a certain number of seats a side for out of the area and offered a discount for people who were spending the night for TAC event. We didn't get a big response, but we will still do it. A discussion ensued regarding the ticket price for Pink Martini and other events being planned. Sinkler asked would you be interested in using the CBE for an event? Lathrop replied I can think of many ways to use it. It can serve as a rain out for events in the park, a performance space for kid's camp, additional rehearsal space can see us producing an event specifically for that space. I would like to take my Shakespeare and on Saturday in august present from 12-4 pm for a Shakespeare day in the park and have hands on art activities. A discussion ensued regarding the Theatre's nonprofit status.

### **North Coast Land Conservancy**

Kassia Nye, Development Director. We conserve land for its natural value and that is what the event is based on. The Coast Walk started in 2016 and is 30-mile segments that covers the NCLC entire service area giving an overview of the event. We are fundraising and helping to bring visitors to the coast to help them fall in love with it. Nye gave an overview of each day of the event adding they will have 3 half days to enjoy the coast. In response to Sinkler's question what's the ticket price, Nye \$379. In response to Walker's question are any hotel in Cannon Beach offering deals, Nye replied yes. Hallmark Resort and they are also donating a gift certificate. Kingwell asked clarify the breakdown in amount of energy your volunteers, with the number of volunteers and distance covered not sure how it works out. It seems like more volunteers' hours that were not assigned and need to be put in. Nye gave an overview of the volunteer coordinator captains and their assignments and process. Kingwell noted there is a value you can cost volunteers out as, a discussion ensued. Nye added there is a wait list this year. It's under 10 at this point. We also did some advertising this year, but that could be expanded if we open it up to more participants next year. We just were not sure about this year with all the COVID concerns. A discussion ensued regarding the potential opportunities for the event. Bell asked if you didn't received funds, what would not happen for the event? Nye replied it would be the nice to haves, not the must haves and possibly staff time.

### **Blush Lux**

Brigitte Wahlbeck and Erica Guenther

Wahlbeck said last year was pretty much on track, even though not with the tickets sales. But everything we planned to do with flip and turn over with Union Knot, the makeup and photographers. Everyone was there was so excited and pre bought tickets for this year. That was why we didn't change too much. What I am looking for in 2023 and in the future is to sale more tickets to offset what is needed for funding. What we got for 2022 and 2023 is similar and has been working really well. It's running very smoothly right now. We have wonderful marketing and PR lady, tons of volunteers and met many local women it the community and have bonded. In response to Kingwell's question for this year do you have the outside talent that is coming in agreements in place, Wahlbeck replied yes we already do and Guenther will, by Monday, have the full itinerary published. Wahlbeck gave an overview of the 5 outside collaboration. That's working with what we have now. If we have more ticket sales, we will need more collaboration. A discussion ensued regarding vendor agreements. Walker asked does anyone have product to sale? Wahlbeck replied in Lux no, but in WOW yes. I am so appreciative of the grants. A discussion ensued regarding videography and photography. A discussion ensued regarding the social media expense and what it covers. In response to Bell's question what do you use the video for, Guenter replied we hired a videographer,

he's been out to the cost three times and did video reels and boosting advertising for that. We talked about the event, what's its about. He has created video segments for us, and he will be onsite like last year. Bell added we have a Morrissey ask and wanted to make sure we are not doubling up. Wahlbeck replied it is not Morrissey, adding they are all on the website if you'd like to see, giving an overview of what was produced last year, a discussion ensued. In response to Kingwell's question how do you separate the response to Blush Lux vs WOW, how much overlap, Wahlbeck replied we do it by ticket sales and Lux is a VIP event. Not everyone who went to WOW bought a VIP ticket. When you buy a VIP ticket your WOW is included. That's your VIP experience, full access, a discussion ensued. Sinkler added you had 10 VIP tickets in 2022. Your thinking you are going to from 10 to 100 in two years. I'd say 10-20 would be great, I don't see a marketing plan showing a good chance of getting there. The other thing, the number of room nights, you said 72 nights for 10 people, so each person stayed a week. Wahlbeck replied I think I included WOW in that. Sinkler said you are talking about three room nights but only see two nights of events, I don't see why someone would stay Sunday. Other events have a Sunday event to get people to stay over. Wahlbeck replied we do have a Sunday event last year and will this year, a discussion ensued. In response to Walker's question how many have you sold so far, Wahlbeck replied 6. Guenther added and that's presale. Marketing is about to go live, a discussion ensued. Sinkler asked about using the old CBE. Wahlbeck replied yes, Guenther replied yes. Right now we have the Chamber, Union Knot and my store and I would love to have a place to host a keynote session and the gym would be perfect. Wahlbeck added the photography class for Lux would be great to have it there. A discussion ensued regarding having male events such as a hot shave. In response to Gast's question is there another model that you guys are working off of an event in another location or is this unique in itself, Wahlbeck replied it's unique however there was a model I followed. I liked their aesthetic and everything about it. This is different – I had a hard time finding anything to model off of.

## **WOW! Cannon Beach**

Brigette Wahlbeck and Erica Guenther, co-owner Child's Play.

Wahlbeck said we learned a lot last year about how we need to incorporate the whole city and not just the boutiques. We did a much bigger reach this year. Sinkler replied that is music to our ears. Wahlbeck added I would like everyone to be involved in this. It's not a Chamber event but it's the same kind of feel. We rephased it as a festival instead of event. We want people to go in and out of every store not just particular stores. Wahlbeck noted the events that will take place including a pop-up artisan market at the Chamber. Last year we had vendors on opening night and wind down and it was nice but was a little awkward. It would be good to take out and on Friday kickoff have raffle and DJ and everyone can come in, men and children. We've taken the artisans out of this it was a better environment for socializing and having a drink, then have a separate market. Guenther gave an overview of the local businesses that are participating. Bell if you had more space could you do more artisans, Guenther replied I would love to. I want there to be foot traffic that would make it work it for them. Bell replied the school would be a good spot. Guenther replied I agree and with the Chamber we capped at 12 and if it grows, we will move. Wahlbeck added the opportunity to use the school would be wonderful. Sinkler asked comparing the two budgets of the two events, for WOW you have estimated talent/entertainment of \$5,000 is that separate from Lux? Wahlbeck replied yes, it is, this is for the DJ and some accommodations. Sinkler said I have the same questions on room night, attendees and growth that I had on Lux, I still only see two days of events. I don't see a Sunday event, is it not accurate. Wahlbeck gave an overview of the Sunday that were held last year and will be the same events for this year adding the packet has the big main events, but there are events on Sunday, a discussion ensued. A discussion ensued regarding wine at the event. A discussion ensued regarding print advertising and if it makes sense. Wahlbeck added last year we did digital PR and that didn't work, we really needed a PR person who found a phenomenal guest speaker. Walker asked you are trying to get free PR instead of placing an ad, Wahlbeck replied yes. Sinkler added same thing of CBE for this event, Wahlbeck replied with the flip we were doing last year at the Chamber I had hired two of my people to come to do everything and using the school would be phenomenal instead of flipping the Chamber 4 times in a day. Guenther added the market would be a great place for this and if we need that large of space for a keynote speaker. Wahlbeck noted if it gets large our back up plan is Tolovana Inn right now.

Took a break at 1:51pm. Reconvened at 1:55 pm .

## **Chamber of Commerce – Fat Bike**

Jim Paino Director

Paino gave an overview of this year's event and planning for next year. Sinkler noted only one person came in with the passport book. Last year we had people show up on their bikes, park on the patio and come in, but not this year. For us, there was a noticeable drop off of people coming to us. Paino replied we did the same thing this year. Through the Chamber marketing experience Cannon Beach app and in that app there is a passport check in where they would have to go to your shop and check in at your shop. Sinkler replied that fits the demographic perfectly, a discussion ensued. Paino added the app is available now, Experience Cannon Beach, it was released early June and will still need some work. In response to Walker's question did your attendees heard about the event from tv, Paino replied Daniella is really good and has a lot of connections, adding one of the stations reached out to her two years ago and did a demo and kept that connection. In response to Gast's question are all 31 are from out of town, Paino replied yes. Sinkler said the city purchased CBE, do you see any opportunity for this or other Chambers events to take advantage. Paino replied certainty. When we look back at other events, we used Surfsand when we needed a bigger space, they are booking up. When its ready to go I can see us using it for a lot of events. Paino noted possibilities adding where the Chamber wishes it could improve such as a commercial kitchen. I would encourage the city to build it out as much as possible. We will use it. Bell asked do you have commercial partners from Portland that participate in this? Paino replied we do. Daniella had a bike shop in Newport, and they come in. We've also talked with other fat bike companies, COVID really had impacts on the event.

### **Chamber of Commerce**

Jim Paino Director

Paino said this has been ongoing for 6 or so years. We've been creating videos that live on experience Cannon Beach YouTube page. Since most events weren't happening or were being paired down, we went back through the events and create 15 and 30 second snippets to be used on social media for commercial uses. We are including those snippets going forward to make sure all the tools are available for everyone to support their events. That was the goal to work with TAC events and for it to be used. In the TAC application you can say are you working with the chamber and it's a yes or no question, but there are a lot of things we can do to help, and we want to help and get the word out for all of the events. We want to be a part of it and that is what we do. We are trying to build these assets to get the word out. Sinkler added we don't want each event to be in a silo, we want each event to talk to the Chamber and use their expertise in marketing advertising and getting the word out, expanding their reach. Paino added one of the things I want to work on is a list of here's what the Chamber can do, getting that word out and working together. We don't want events to happen at the same time or we know that having an event on Mother's Day weekend isn't that great. We have expertise and can help them. Sinkler said we can change the question to what is your collaboration plan with the Chamber. Paino replied they would still have the same question for me of what do you do, a discussion ensued.

### **Cannon Beach Arts Association**

Lila Wickham and Summer Peterson

Sinkler asked there is no initial on the Covid spot are you good, Wickham replied yes my apologies. Wickham said our mission is to support artists and art and everything we do is focused around that. The focus this year has been on doing summer art camp in person and Summer will lead it up. We already have 75 children signed up. This is the first year we actually did art day in different venues. Wickham gave an overview of their revenue sources. In response to Walker's question what's the cost of the art booth, Peterson replied its free but if they sell something they keep 70%. Gast asked is that the same split as the gallery, Wickham replied the gallery is 60/40. A discussion ensued regarding the night market and how to make it clear that something is going on. Wickham added we are also asking for another printing of the dog portrait book and proceed go to the disaster area dog team, DART. Kingwell asked what is expected in return from scholarship form recipients, Wickham replied there is an application and Nancy Kroll reviews and what she's looking for is someone interested in art and attending art school. But we don't expect anything from them. Gast added often scholarships ask for you to write up a bio and what did you use those funds for. Wickham replied that's a good thought.

Sinkler asked now that the city owns CBE would you use it? Wickham replied yes. Sinkler asked how would you use it, Wickham replied we could do art workshops, do the night event in a bigger space, we could have the sea star thing we did last year with the summer art kids – it would be fun to be at the school. We are really looking forward

to it.

Wickham added Peterson found a good report in square, and it tells you who is a new and who is returning attendees. For our next report we will include it. Peterson gave an overview adding it doesn't include the cash sales or people who do not buy anything. We have double new costumers from returning customers from October 21 to now. Wickham added we haven't built our budget for 2023, this is a proposed budget and I just wanted you to know. Bell asked under digital advertising for newspapers, who is that, Peterson replied Hipfish and local online publications like Coast Weekend. Gast asked where is the 300 people in your database, Peterson replied its 416 and comes from little green light and anyone who signs up for our mailings, a discussion ensued.

### **Tolovana Arts Colony**

Andrew Tonry

Tonry said last year we returned the funds as the event didn't happen. So we are starting again and the application is the same as last year. We didn't spend any money and it was all returned. I am only going to do it if it is right. Its an indoor event and is depended on the public health situation being right. They are doing comedy shows at the Liberty Theatre in Astoria and it shows there is a growing interest for this. Kingwell asked is Coaster Theatre on board, you are asking for an in-kind donation, Tonry replied yes but I did put it in the budget in case we do need to rent it. But we are planning an in kind or greatly discounted. Walker asked one night or two, Tonry replied two. A discussion ensued regarding the amount and type of performers. Kingwell said your date is a season, spring/fall, this is one reason I was asking about Coaster as you need specific dates. Tonry replied this really can be a wintertime. We don't have to push it to the edge of the blackout dates. I don't want to miss out on the best performer because we were locked out. Walker added your dates say spring 2022, but you mean 2023, Tonry replied yes. Tonry added I am of the opinion that print media advertising is overpriced for the returns. I am leaning more towards social media advertising. Getting press in a magazine is different than running a small add in the corner. In response to Kingwell's question do you have a timing structure for when you are doing marketing, Tonry replied with Putz I did a save the date then trickled out information so it was not all at once. I would do the same. Walker asked when will you decide on the date, Tonry replied once I book a headliner. Gast asked I assume the headliners are also sharing information, Tonry replied yes that is part of their job they are better in touch with followers. Sinkler asked if there are any possibilities to utilized CBE, Tonry replied absolutely. If concerts in the park get rained out we could use it and we would like to do concerts in the wintertime. Coaster is not the ideal concert venue. People to be able to stand and dance. Also, anything that outgrows Tolovana Hall and the holiday bazaar. I would also like to see games nights, indoor sports, there is no limit.

### **Savor Cannon Beach**

Gary Hayes and Tracy Abel

Hayes said last year we proposed a whole month of micro events and it was surprisingly good. Most events sold out and gave us an opportunity to nudge up the quality of the events and we liked it so much we see that continuing in to the future. We are looking at two-month long promotions. We would like to bring back Savor Dungeness Crab and would like to add an event to that. Then some smaller micro events, looking at dates throughout the year that might make sense. In October we are looking at doing something along the line of Dungeness crab month and doing a chowder month with an event like chowder tasting and maybe a competition. I think we are on to something that will be better for the community. Sinkler asked as you changed this what was your feedback for the events in the fall, Hayes replied I got asked regularly if the wine walk is coming back. I reply with not right away. Universally people enjoyed the small events and some special premium wines, giving an overview of some of the event features. Hayes noted this brought in more of the art component with the smaller event. Abel added for example at Jeffery Hull we were able to feature him as the artist. It wasn't just about the wine but also the gallery, giving examples, a discussion ensued. Abel noted other small events that happened last year. Sinkler asked did you see people coming for more than one weekend, is that something you can track, Abel replied I don't know that is was multiple weekends, but it was multiple events in a weekend. Hayes added some people did come and do the entire weekend. In response to Walker's question were they all people who did Savor before, Hayes replied they were mainly new. Abel added we had some people who used their credit but mostly new, a discussion ensued. Hayes added yes we can use the CBE. Bell added before Covid, Savor was on the trajectory to be self-funded. Do you think we will get there again, Hayes replied for trajectory yes. Doing a larger event in the school would do much better than a wine walk, a discussion ensued. Hayes added Covid made us reinvent the event that may be a better fit.

Hayes noted Marcy couldn't make it, but Bob and Ray are logged in on zoom if you have any questions.

### **Get Lit**

Tracy Abel

Abel said it was awful to keep cancelling. On the application I had a couple dates, and my committee didn't want April 14-16<sup>th</sup> date. I reached Sarah at Surfsand, she said they weren't making any major changes with a new company coming in and they were fine to do that. We settled on March 31<sup>st</sup> and April 1<sup>st</sup> and 2<sup>nd</sup>. Coaster is having Pink Martini on the 1<sup>st</sup>. We have been trying to think of a way to incorporate something with the theater to add to the ticket and make it more robust for our attendees. What if we changed our dinner to earlier instead of 6pm. The program ends at 4pm. What if we started dinner at 5 and ended at 7pm with keynote and if people want to attend the concert. Is that a lot? Sinkler replied can you have your keynote address on Friday? Abel replied I'd have to check with Surfsand and we can't cancel the dinner. Abel went over the schedule. I just learned about it when I heard coaster talk about it, so I haven't had a chance to think about it. A discussion ensued regarding dates. Abel added I have a couple questions. With catering with Surfsand I was told there was going to be that tax included on the food, and didn't think about it or include it, a discussion on the prepared food tax ensued. Abel added I don't know why we are not working together better. Like with WOW doing their own video and the Chamber has one. Then someone is paying someone from Portland to promote. But if the Chamber was doing it and could help. We are all spinning our wheels. Kingwell added years back there was a discussion about an event coordinator that would become a contractor for the city to assist. This may be something to look. Tonry said perhaps in the scoring criteria you can look at if someone is hiring contractors local vs outside the area. Abel replied I agree with Andrew on that. Sinkler said that is something to consider. On question 1 you talk about Cannon Beach Lit Crawl, Abel replied we can't call it a Lit Crawl, it will be something for attendees to attend after the reception, giving an overview of the event, a discussion ensued. Sinkler asked about the possibility of using CBE. Abel replied I love the idea of being able to not have to pay for catering or pay a huge rental somewhere for our event. What we really like about our event is it is small and intimate and they like that feeling of not being in a big cavernous area, more of a fireside chat. It would depend on what it looks like. We haven't wanted to do any writing workshops. This is one for readers, but if there is space to use we could expand on it. We are very excited to do this again. All authors but one said they are back in and since we canceled they all have new books again. We are an older crowd, so our marketing is done differently. We have a pretty robust mailing list we send email blasts, active on Facebook and the website.

### **GOOD OF THE ORDER**

Discussed the schedule timing. Sinkler added we are meeting Monday here at 1pm. Please bring your recommendations. Sinkler reviewed went over the process.

### **ADJOURNMENT**

Chair Sinkler adjourned the meeting at 3:49 pm

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Jennifer Barrett, City Recorder