

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

Members: Steven Sinkler, Libby Gast, Hannah Buschert, Drea Frost

Excused: Greg Allen

Staff: City Recorder Jennifer Barrett and IT Director Rusty Barrett

**CALL TO ORDER**

Sinkler called the meeting to order at 1:00 pm. Sinkler said Greg Swedenborg has resigned as a member. As Vice Chair I have been bumped up to Chair.

(1) Tourism and Arts Fund Applicant Interviews

**Cannon Beach Arts Association**

Lila Wickham, treasurer, and Summer Peterson marketing and program director

Wickham said I am training Summer to be grant writer and asking for support for exhibition program and some of the other programs for the shoulder season, October-April. Wickham gave an overview of the artists grant and scholarships. Peterson presented the interactive mural for visitor's concept. This will be in the gallery space and will be treated as a popup. Sinkler asked you made it through covid, what have you seen for attendees visitor number since going through covid, are they back up, Wickham replied they are back up and foot traffic back up. during covid people used their disposable income to buy art and fix up houses but not traveling. Now that they are traveling, they are not buying as much. Wickham gave overview of schedule for staff to see if they are able to increase their sales. If successful they will try to be open more days a week to boost sales and presence. Sinkler noted you are asking for less than last year. Wickham replied the reason for that is Peterson is really efficient and pulled off summer art camp last year under budget, and that's why the ask is less. We base requests on what we learned from the previous year and Peterson is really efficient and focuses. Wickham added one of our other hopes is to be able to increase our employees' hourly rate so that people who live and work here can actually survive, a discussion ensued. Sinkler added you do a great community services with your gallery and events. There were no additional questions.

Sinkler said since we finished early, with Greg Swedenborg being gone and I moved up to chair need new vice.

Motion: Sinkler nominated Gast for Vice Chair; Buschert seconded the motion.

Gast said I am happy to slip in and take responsibility. Sinkler noted we have a lot of new faces, need consistency, and gave an overview. Sinkler gave overview of openings.

Vote: Sinkler, Gast, Buschert and Frost voted AYE; the motion passed.

**Cannon Beach Gallery Group Earth Ocean, Spring Unveiling, Stormy Weather, Year-Round Marketing**  
Joe Clayton and Jeff Hull

Stormy Weather: Clayton said we previously had submitted but didn't last year with transition in organization. Stormy weather is an event put on by the Chamber but a large part is the artist and galleries. Our advertising highlights each of the festivals, the two we do and the Stormy Weather event. We are all about supporting everyone in the group. In past they've needed help as they'd rather go lighter on the guild, but if we are going to do a brochure on the gallery we want a certain level of presentation which is what you see here and social media as well. Even though each gallery does their own, any extra ones will bring more people at that time of the year. Sinkler

asked what is the Chamber component of Stormy Weather festival, Clayton replied we are supporting the Chamber with advertising year-round for our events. We are able to help them by helping to extend the advertising and doing our own social media blasts and brochure we make a donation to get a better quality of brochure. Sinkler asked how is advertising being spent, Clayton replied through multiple channels giving an overview of the advertising noting in the middle of the ad is a box that lists all the festivals. Sinkler said you have an ask for year round marketing campaign, how is this marketing effort different from that one, Clayton replied the difference is the marketing effort incorporates more of the social media and public relations such as press releases for the events. It supports the other ones and allows us to come up for better content ourselves for these events. It supports the other three. Buschert asked are you contracting with someone to be marketing manager, Clayton replied yes we had good success working with Gary Hayes. The gallery group wants these events as people come back for the events and they look forward to them. We utilize Gary whenever possible and have a person who handles our website and we monitor the hits off that as well. Hull added we turned the corner 10-12 years ago with Bonnie Gilchrist with marketing and PR and that was huge for our events which was huge for the town. Bonnie retired and it's been one of those progressions looking back I don't know how we could have done as much as we have without that kind of help, a discussion ensued. Clayton gave an overview of their marketing committee adding it's not Gary having free reign there is direction given by the gallery group. Sinkler said with the Chamber they will be presenting this afternoon, have you been in contract with them and coordinating with him on how you are going to support the event, Clayton replied we have not, but we made a donation last year without TAF. This is based on what we did previously. We also have two members of our committee who are on the chamber board, so we do have talks with them. Gast asked are you utilizing any of the video clips that the chamber has been collecting for media purposes, Clayton replied yes, I think they've been to one or two and we have not used it as well. We are in the process of updating our advertising now. Sinkler added we have funded the chamber to shoot video of various events including TAC supported events and edit to certain sized to the event needs, such as 30 second to 2 minutes. Those clips are available and that's something you can look at on your site or various sites. The word hasn't gotten out that they exist, a discussion ensued. Discussed the attendees and how long the event has been around.

Spring Unveiling: Clayton said the event that we have done for many years, Jeff was one of the people who started this. Jeff this is 23 years and for the galleries it's a stronger event than stormy weather. People love the idea of new work they are getting to see and it works and brings people to town. Joe first weekend in May. The ask is a portion of the event at that time we usually launch our art brochure which is funded by sponsorships and memberships. What we are looking for with TAF is to help with advertising side and any other costs on the brochure, small amount of admin. The marketing will support this. Joe gave an overview of the marketing process used. Joe gave an overview of the past three years adding think the next spring unveiling should have a nice turnout. A discussion ensued regarding the passport. Hull added I think it worked really well and helped galleries that were newer and didn't have the location that others do. Sinkler noted I like the concept that it moves people around town, plus the new galleries who doesn't have the following others do, it gives them a reason to check out those galleries. Discussed the event schedule on Saturday for the event.

Earth Ocean in 2024: Hull said we couldn't do it this year without the TAF funding. A number of the galleries are going to have shows that weekend and we will not do as much advertising as we normally do. The galleries doing a show will do their own advertising and each gallery will have a list of the other shows. It's a bunch of galleries trying to bring people in as a placeholder year. Earth Ocean has been interesting for the group. The events were a little larger and I think there was a little apprehension that people were going to the events and not the galleries. Sinkler asked how have you adjusted the events, Clayton replied we have an updated version in the application. Clayton gave an overview of each item. We want the event to be a good one and we like sponsoring and raising funds for nonprofits, giving an overview of how funds are raised. It's nice to have a festival that's good for business but also the community. At the same token we have to balance between the nonprofit and ourselves. I'll be taking over as chair if we get the funding. Sinkler asked what differences have you seen in demographics of attendees from this to stormy weather and spring unveiling, Clayton replied it's a broader event, you have people who care for the environment and spend a lot of money to support the cause. It's a broader amount of people you get. Sinkler asked do the nonprofits promote the event as well, Clayton replied yes. For the event we are doing this September we drafted a marketing plan for each gallery with dates and what to do. Discussed having an event coordinator. Clayton added I think we've done a lot more than what we've donated in the past. Buschert asked what level of engagement do you want from environmental nonprofits, Clayton replied we would ask them to be located in the visitors center

so people can ask them questions and donate. Then if they want to, we've had them visit some of the galleries in the past. Buschert asked is there the opportunity to grow the education component, Clayton replied we can do that, a discussion ensued. Sinkler said regarding date, September 13-15, that is the weekend Cottage Tour has and they are also asking to hold their event the same weekend. This committee would prefer not to have two events on the same weekend. They have historically had that weekend. Is there the possibility of bumping your event, perhaps the 20-22<sup>nd</sup>? That's something to think about, it's important to not have two TAC funded events the same weekend. Hull replied that makes sense, Clayton added we would definitely consider revising it. Gast added educational opportunities whether as formal as presentation, my brain went to the street fair for 12 days. Clayton added that's definitely something to consider. Gast noted with it being so public you may draw people who are here but not for the event, a discussion ensued. Sinkler asked can you move it, Clayton replied yes I think we can.

**Year-Round Marketing:** Clayton said we have the three events we are trying to do and wherever we can bring people into those events with better content or press releases. Each individual gallery is unable to do that. Always a fan of advertising and it works. We do our own with our gallery but probably a little different from other gallery owners in that respect. We are going to do these events and we want to make them better for everyone. For Spring Unveiling the Gazette did an advertising and do an insert and because we did there was 2-3 new ones so they must have seen some value to it.

## **Get Lit**

Tracy Abel

Abel said I am not sure if this is our final year, but it could be. This is our 10<sup>th</sup> year but had to postpone it a few times. We are inviting authors we already had that were popular, so there is an increase in cost for the additional authors. Just found out our dates, April 12-14 may not work with Surfsand. I feel like the formula works well. People asking us to do writing workshops as well, this is not our focus, it's on the readers. We also don't feel we can charge exuberant amount for tickets so always at the mercy of the grant. Sinkler said so it will never be self sustaining, Abel replied correct and I've been very honest about that. A couple things I found that didn't work last year was digital advertising with a well known group in the industry and we spent quite a bit of money for prominent placement and I didn't see the return from that. What I did see is a lot of people signed up for mailing list so captured a lot of new email addresses. Sinkler asked why do you think this will be the last year, Abel replied I don't know for sure. We lost a committee member and the committee has to decide that they still want to do it with the amount of people what so much going on in everyone's lives. I am not positive but don't have the full commitment for 2025. Sinkler added dates have always been a challenge. How is the 12 through 14<sup>th</sup>, does it fall on a good weekend, Abel replied it's two or three weeks after Easter and before Mother's Day. This was the same dates as last year, but it was the weekend after Easter which I think hurt us, so didn't want to do that again. Sinkler asked was this your first year back, Abel replied yes. Sinkler asked how were the attendees from 2019, Abel replied we canceled three year. 2023 was much lower than 2019. It felt like I was starting over from scratch. I did a postcard mailer and about 20% came back with bad addresses. Abel added I talked to a couple of book clubs and working with them to get the word out. Tracy gave an overview of the last event. For this anniversary event we have authors that are pretty well known, planning on 7, but that could be revised, a discussion ensued. Abel said I still want to do an after event on Friday like we've done. I am not sure what that will look like, a discussion ensued. Discussed past authors and events. Buschert said you are asking for \$40,000 and its estimated budget is \$50,000, where is that coming from, Abel replied that is from registrations and I am asking for sponsorship. I didn't do that last year as the previous sponsorships carried over and we could use that. Buschert asked is the \$4,000 admin fee for Tolovana Arts, Abel replied they are the nonprofit hosting it, so it's their fundraiser. Abel gave an overview of other TAF events who do similar fundraising with nonprofits. Gast said you mentioned that you didn't see a great return on digital advertising. How much of that was the \$9,000, Abel replied almost all. Gast asked if you were to keep the same budget going forward how are you going to get more bang for your buck, Abel replied I wouldn't do the higher priced advertising I would do what we've done in the past. And I bought ad spots on coast radio and Portland Mercury. I would use more money for those spots than I did. I need to hit more local, Portland and Seattle which is where I need to focus, a discussion ensued.

## **Cannon Beach History Center**

Liz Scott Outreach Coordinate at the Museum

Andrea Suarez Museum Manager

Suarez said next year will be our 21<sup>st</sup> cottage tour. Scott added we are currently planning this years. Suarez said this year we are doing the greatest hits so we discussing ideas for next year's event. Suarez gave an overview of possibilities for next year. We haven't nailed down the specific idea, but as we get through this event we are gathering ideas. Scott added we know the tour very well, how it operates. Suarez noted there is an increase in advertising due to the increased rates. Scott added we have seen a good response from advertising specifically Sunset magazine. Last year Sunset magazine distributed the copy we were in in the airlines, and that was \$10,000 copies. We ask how people heard of the event, Sinkler replied it would be fascinating to see. Scott said we will provide it after this event and gave an overview of the questions being asked at ticketing. Sinkler asked one of the earlier applicants that we met with today at the Gallery Group has asked for Earth Ocean event the same weekend as yours. The Commission has asked them to move their event to the following weekend. Scott said it's always been the 2<sup>nd</sup> weekend in September since its inception. A discussion ensued regarding the two events on one weekend. Suarez added we have tried to extend our weekend, this year doing a high tea by the sea with a watercolor painting class component, adding this will go longer on Sunday to encourage people to consider spending the extra night. Scott noted we are planning on doing the same thing next year. Suarez added after the Cottage Tour we'd have a reception at the museum, but at the end we are dead, so we did Out on the Town on Saturday. The map added what they can get from participating businesses, such as 10% off something, giving an overview. Sinkler asked is it just Saturday, Scott replied yes, but we can extend it. Discussed the timing of the event and how extras could fit in. Suarez noted we had 630 people last year. Sinkler said it's not off season, but the houses are beautiful at this time of the year. Scott said we've never had an issue with theft or damage. Everyone is very respectful. Suarez noted they know it's a fundraiser and they are a great group. We want to cater to them as much as possible, within budget. Sinkler asked what is ticket price, Scott replied it went up. It was \$40 but went up to \$45. Suarez added on day of the tour the price will go up to \$50, a discussion ensued. Suarez added the high tea cost will be going up as well due to the painting portion. Scott noted we have a great core of volunteers which is how we've been able to expand on things. Gast said I appreciate your social media presence throughout the whole year, a discussion ensued.

### **Tolovana Arts Colony Comedy Fest**

Andrew Tonry

Tonry gave the history of the comedy festival. The 2023 festival surpassed our expectations and Saturday was a complete sale out. was able to book acclaimed national headlining comics and presented great art. We hope people are coming away friends, the show is hilarious and leaves with some food for thought. Plenty of room for growth as we move forward. Sinkler said looking at the ask, it's an increase from last year, Tonry replied I learned a lot from this. When booking traveling comedians, they'll do 4-5 shows a weekend when traveling, so we are competing against them. We got the biggest comedian who happens to live in Oregon. We were able to build the festival around him. We offer instead of 5 shows in Cleveland, you are close by, come and do a show at the beach. To keep the talent high in the future it will require more funds to book. Buschert asked can you pull someone always doing a show in Portland, Tonry replied many have a radius clause in their agreements. Buschert said you have March 2024 are you going to try to avoid spring break, Tonry replied the Coaster has a three week break there every March which allows us some wiggle room. I was able to get this comedian since he had a hole in his schedule that fit. There are not too many breaks in the schedule at Coaster so having that window is very helpful when booking someone. In March the risk of the pass freezing and there being snow diminishes. Even this year the weekend before the festival was gnarly. Sinkler said looking at operating costs, it says headliners x 2, is that two nights or two performers, Tonry replied that's for two performers. Gast said you had a headliner for each of the nights, were they the same, Tonry replied no, different for each night. Gast asked what percentage was the combo ticket sales, Tonry replied 48 weekend passes from people 50 miles away, but there were more sold. A discussion ensued regarding the schedules and cost. Discussed the format of the show. Tonry noted Julie Walker had said at midterm that it drew a different younger audience to town, and you could see that this is a younger generation of folks. Sinkler asked do you know where they were staying or driving back, Tonry replied the show gets out at 9pm so I assume they were staying the night. Sinkler said do you ask the questions, Tonry replied we didn't, but I collected data from the credit card sales, but when I got up on stage the spotlights were so bright I couldn't see if anyone raised their hand so I didn't ask. Sinkler noted I like the credit card information in the app. Discussed alternatives for the event and how to grow it.

### **Coaster Theater**

Patrick Lathrop

Lathrop said we are hoping to fund the 23-24 season three special events plus the marketing we do. Lathrop gave an overview of the marketing plan and events planned. Lathrop added an event will coincide with the kids camp where the kids will perform during the event, giving an overview of the ideas for the big spring event. Lathrop added whichever event happens, the fees will be the same. Gast said I am looking at differential from last year to this year, assume it's from not having Pink Martini, Lathrop replied yes, Pink Martini is quite pricey. Sinkler noted Patrick Lamb sells out all over the county but struggles here. Lathrop replied I think this one will have a draw because it's a kid event and the holiday. Pink Martini always does well, but Three-Legged Torso also struggles. 70% are tourists, not sure if that's why. They will come to a play because it's a Theatre, but they may not know the bands. We have been struggling with this for years, a discussion ensued. Lathrop added we are always thankful for this. Wouldn't be able to offer these events without the funding. Whatever you give us we will make it fit with our budget.

### **Chamber of Commerce – Fat Bike & Video**

Jim Paino Director and Allen Barber

Fat Bike: Paino said it went very well this year and had beautiful weather and grew participation. Last year was 31 and this year was 53. Paino gave the history of the event, noting we are adding sponsorships and worked well with State Parks to coordinate e bikes to the event which have not been allowed on the beach. Gave an overview of Oregon Rides who puts on the event, adding they think we can reach 100 with this event. Sinkler said you have 53 attendees but only see 25 room nights, Allen replied most attendees were camping, staying with friends or short term rentals, as well as day trippers. Sinkler added we didn't see a lot of people at the wine shop, you have a passport and saw a lot last year but not a lot this year. Allen said you were not the only one telling us that. This year the passport was digital so we can take the onus off of you. Unfortunately, we did have a lot of confusion on how that worked and ran into issue with midtown being a cellular black hole. Sinkler said to me the whole reason for the passport was to have them come into the shop, not necessarily to buy something, you may want to review that. Allen said we heard a lot of that too as well as I didn't know there was a shop here. Sinkler added the passport creates an incentive and a reason to go into the shop. Paino noted we want to fine tune this and make it worthwhile. Sinkler said with the state parks allowing e bikes, do you think that change of the state's position is the popularity of ebikes, Allen replied yes that's a part of the reason. It's not that they are not allowed on the beach, but they are not allowed without a permit. We are the first event to have a blanket permit but still had to identify each participant. Buschert said besides participation how do you plan to grow next year, Allen replied we have a marketing manager this year, and Daniella is reaching out to others to market and get as wide spread as we can. Sinkler asked is Oregon Rides giving you feedback on how to expand and grow, Paino replied we have a sit down with them a couple times to discuss what can make the event better. We are leading it because we are actually helping the other bike events such as with the e bike permit, a discussion ensued. Discussed dates.

Video: Paino said I sat down with Seth and identified some key things to make videos of. Sandcastle is 60<sup>th</sup> event, and we worked with Clatsop Nehalem Tribe to create a video for them. The marketing committee is working on art is everywhere in cannon beach and that's the first promotion we are rolling out and this ties in to the art committee. We've been talking about for several years of making a history video. Had a successful hiking trail video at Ecola State Park. Also put in a couple of spaces for TAC specific events so if anyone wants to jump in and have a video they can jump in and do that. Sinkler noted earlier we had the Gallery Group and they didn't really know about the clips that they can use for marketing, they are not aware and think there is some communication that could happen between Chamber and Gallery group, a discussion ensued. Sinkler asked when was the last time sandcastle was videoed, Paino replied I think 2018. I feel like the 60<sup>th</sup> is a monumental achievement, giving an overview. Sinkler added I like tribes and to support the art galleries and history, these are good topics. Buschert said I want to see you get used more, the sandcastle was a great video. Paino replied having a marketing manager to help promote those will be helpful. Buschert added I would be happy to do a puffin one anytime.

### **GOOD OF THE ORDER**

Gave overview of process for Monday.

### **ADJOURNMENT**

Chair Sinkler adjourned the meeting at 3:39 pm

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Jennifer Barrett, City Recorder