

Minutes of the
TOURISM AND ARTS COMMISSION
Friday, October 27, 2017
Council Chambers

Members: Vice Chair Julie Walker, Commissioners, Jim Kingwell, Linda Beck-Sweeney, and Greg Bell,

Excused: Claudia Toutain-Dorbec and Steven Sinkler

Staff: ACM/City Recorder Colleen Riggs

Audience: Elaine Trucke, Executive Director of the Cannon Beach History Center and Museum

CALL TO ORDER

Vice Chair Julie Walker called the meeting to order at 1:00pm.

APPROVAL OF MINUTES

Corrections to the minutes were pointed out to Riggs. She will make the corrections.

Motion Beck-Sweeney moved to approve the minutes of October 13, 2017 with the corrections noted; Kingwell seconded.

Vote: Kingwell, Bell, Beck-Sweeney and Walker voted AYE. The vote was 4:0 in favor and the motion passed unanimously.

1) REVIEW FY 2016-17 FINAL EVALUATIONS

Cannon Beach History Center

Elaine Trucke, Exec Director of CBHC came to the table and answered Commissioner's questions regarding ticket sales, total sales, total of people staying over. She explained her spreadsheet and report and will make things clearer in the next evaluation.

Riggs suggested that TAC could standardize the evaluation form to get the same sort of statistics from each event. That way the applicants will know more precisely what TAC wants. As it is now, the evaluation form is very broad/vague and if TAC wants more detail, they should ask for it. Commissioners agreed to tighten up the evaluation forms hoping that will help with the final evaluations.

Trucke and TAC discussed advertisement problems, staff changes at the different magazines etc. The CBHC utilized the Oregonian more this year because of problems with 1859 magazine problems. The result was that they actually got more response with good advanced sales due to the Oregonian. Sunset and Oregon Coast are combined. Commissioners were happy with Trucke's explanation of the use of Sunset magazine. She explained Sunset magazine ads and the postcard ads. Trucks said Sunset is very helpful and good to work with. She spoke about the zip code information. She added that only 11 tickets were sold the day of the events and she could not get zip code information from them. They discussed using Eventbrite and Trucke said they do not use it for ticket sales as they use their own software on their website; they use Eventbrite for marketing. She also explained that the demographics of the people who attend their event proves they do not do 'online' sales; they use print media. This is one reason Sunset is so good to use.

Trucke went onto say that this was the cottage tour's busiest year with 531 people. They may try for 800 in the future. The homeowners and staff agreed to increase the numbers. The cottage tour itself can handle many more people, but the tea and concert venues are restricted in size.

Commissioners commented that this event was well done.

2) ANNUAL REPORT FOR CITY COUNCIL

The TAC reviewed the form. Riggs will update the report at the end of the year with new amount of TAF reserve.

Once the report is finished, Riggs will send it to members with the attachments.

GOOD OF THE ORDER

The TAC discussed the possibility of reinstating the City owned/operated shuttle bus thinking it would help with the 10 week parking problem.

ADJOURNMENT

Vice Chair Walker adjourned the meeting at 2:02pm.

Colleen Riggs, ACM/City Recorder