

Minutes of the  
TOURISM AND ARTS COMMISSION  
Monday, April 16, 2018  
City Hall Council Chambers

Members: Vice Chair Kim Kingwell, Commissioners Linda Beck-Sweeney, Steven Sinkler, and Greg Swedenborg. Claudia Toutain-Dorbec arrived at 12:50pm.

Excused: Claudia Toutain-Dorbec, Greg Bell, Julie Walker

Staff: City Manager Bruce St. Denis (at 1:30pm) and Assistant City Manager/City Recorder Colleen Riggs

CALL TO ORDER

Vice Chair Kingwell called the meeting to order at 12:00 noon

APPROVAL OF PAST MEETING MINUTES

Vice Chair Kingwell asked for a motion regarding the minutes of March 26, 2018, TAC meeting.

Motion: Beck Sweeney moved to approve the minutes of March 26, 2018, as presented; Swedenborg Seconded the motion.

Vote: Beck-Sweeney, Kingwell, Sinkler, and Swedenborg voted AYE, the vote was 4:0 and the motion passed.

The commissioners discussed the evaluations in general. Kingwell noted some recipients did not report their advertising like TAC thought it should be done. Sinkler noted that some used the metric charts more than other and some did not use them at all. Members agreed that TAC should decide and relay to the applicants, how acquisition costs are defined: marketing and/or advertising. Sinkler thought it should be marketing costs; more than just advertising expenses. Sinkler and Kingwell had differing opinions of what acquisition costs were made up of and will work it out off-line, coming back to TAC with a clearer definition. It may mean another graph in the metrics tracking.

The TAC reviewed the following evaluations, speaking with the applicants if they were present. Some common threads were: the use of the metrics spreadsheet, reporting where people stayed not just that they stayed over,

REVIEW MID TERM EVALUATIONS FOR FY 2017-18

**Cannon Beach Arts Association – Artist Programs**

Some members were concerned that the evaluation data only applied to the opening night numbers and not the entire exhibit. Cara Mico, Exec Director of the CBAA was not present but the TAC asked Kevan Ridgway (Treasurer for CBAA) to relay the information back.

Beck-Sweeney suggested any short comings were partly CBAA and partly TAC. She said TAC needs to establish what they want and make sure the applicants are aware. Swedenborg asked about how the metrics are done and Sinkler explained.

**Cannon Beach Chamber of Commerce** – Jim Paino (Exec Director) and Kevan Ridgway (Marketing) were present.

### **Fatbike Festival:**

Paino said it is going well and the event coordinator promoting it is doing a great job. There are 38 paid registrations so far. The promoter is from Bike Oregon. Paino answered questions and all agreed it is difficult to set targets for an event in the first year. A lot will depend on the weather. TAC noted the Chamber did not provide a metrics spreadsheet for any of their events. They discussed the spreadsheet. It will be used in the final evaluation. s promoting it well. 38 registrations so far. She is with Bike Oregon.

TAC is looking forward to seeing the final and wished the Chamber good luck this coming weekend!

### **North Coast Partnership:**

Paino explained the partnership; it is a collaboration between Cannon Beach, Seaside, & Astoria/Warrenton to promote the North Coast as a whole. All 3 chambers are working well together to come up with the advertising. Sinkler said he would like them to get more funding asking how they cover the amount not funded by TAC? Paino said the Chamber Marketing Committee assisted. Ridgway said the total combined fund from Cannon Beach and each of the other cities is actually \$30,000. Kingwell asked if this program is really a function of the Chamber DMO (Destination Marketing Organization) or a TAF event. Commissioners like the program. Beck-Sweeney said she has come to appreciate the quality of the program; she was a little skeptical the first couple of years.

### **Tourism Events Videos:**

Paino said the finished TAF event videos are on the chamber website. He is surprised how long it takes from when the video is made to when it is finished. They are very good quality videos. He said the project is not done, as there are 3 or 4 more TAF grant events to do. Ridgway said video is critical in destination marketing. Videos are also able to be used any way the individual groups wish. They can also pull from the video footage to use for themselves. Sinkler asked to have a status of each video and where they are posted in the final evaluation.

### **Cannon Beach Gallery Group – Spring Unveiling & Plein Air & More**

Bonnie Gilchrist, Jeff Hull and Mike Brumfield (CBGG board officers) were present.

Gilchrist stated neither event has occurred yet so this evaluation is working off of projections. They are on budget right now and presume to be on budget at the end. Hull passed out the Spring Unveiling Arts Festival brochure that will not be available until the week before the event. There will be a \$500 gift certificate (each member put in \$50 each) which encourages visitors to provide information. Gilchrist said the CBGG has reorganized to take on her work (she is retiring soon) and she is very encouraged.

Claudia Toutain-Dorbec arrived at 12:50pm.

Gilchrist said it would be helpful if TAC would be very clear about what TAC wants in the reports. TAC members agreed, and Claudia said she and Riggs could work on a checklist for the evaluations like the one for applications. Swedenborg said the Chamber gets information regularly from the hotels to get specific data on where the visitors come from. It is not event specific, however. TAC members are looking forward to the event.

### **Cannon Beach History Center – 2018 Cottage & Garden Tour**

Elaine Trucke, Exec Director said they had over 700 people last year for the tour and that was even in the rain. She did not think it could be done, but it went well, they have decided to work on having a large tour again this year. She said this year's event will be nicer as there was a problem with parking at the North end of town but this year people will be able to park at Tolovana and take the bus to mid-town. Ticket sales don't start until July 1, Sunset magazine is ready, all other advertisements are ready. Trucke said she has redone the website and they even filmed a commercial last week to be on OPB. Everything is on schedule. The event is getting streamlined and successful. Questions? She answered TAC member questions regarding the commercial and sponsorship. She said she would appreciate a checklist from TAC for the evaluations.

TAC said she does a great job and asked her to continue to work on the data collection. Great! Good Job!

## **Coaster Theatre – Special Events**

Jennie Tronier, Marketing was present to review the program and answer questions.

Tronier explained why they rely heavily on the question/hand raising response from the visitors for their information. They do it right at the beginning of the event and even though they must make some estimates, the numbers are more reliable than trying to get it out of their ticketing software. They are using a test program so hold down the costs and it does not provide them with the details they want. They are looking into purchasing a different software program. She agreed to put the work 'estimate' next to the data for future evaluations. She said that the better attendance this year is due to marketing. Sinkler commented on the metrics score card – it shows everything is trending up. Very good.

## **Tolovana Arts Colony –**

### **Get Lit at the Beach:**

Tracy Abel spoke about the event and answered questions. This is the 7<sup>th</sup> annual Get Lit at the Beach. Great authors and good response already. Still registering people. Kept price the same as last year. They are using Eventbrite to track the data. Now Eventbrite charges a fee and it does not work to have the people pay that fee on top of the ticket cost. They may include that fee in the event fee next year to eliminate the confusion. She has been contacting other literary organizations including Pacific NW Book Sellers which includes Idaho. It is a new 'in' and she hopes to get new group of people. Abel said she is working on incorporating other businesses into the event as TAC had suggested last year. Abel and TAC members brainstormed about things like a pub crawl, VIP gathering after the event and other things to incorporate next year. She is looking for something to incentivize them to stay. Discussed options and ideas. She showed a 5-minute video of the event that the Tolovana Arts Colony Exec Director, Andrew Tonry made. All were impressed with the video. Good Job!

### **Comedy Festival**

Andrew Tonry, Exec Director spoke to the TAC about the event and answered questions. He said he has signed a contract with headliner Lachlan Patterson from Last Comic Standing for the Saturday night event at the Coaster. It will be Saturday, June 16<sup>th</sup>. He has not firmed up the other parts of the program but is planning to have another stand-up comedian at the Tolovana Hall on Friday June 15<sup>th</sup>, and perhaps a comedy brunch on the Sunday. TAC was questioning why he did not submit a line item budget and why he has waited so long to start advertising. They questioned his methods of organizing the event. Kingwell said they were all enthused by the progress he made on the event with so little funding from TAC last year and thought he should provide a real budget and metrics. TAC would like to see this event build but want to see more focus on his part. Tonry said he will spend only what the TAC awarded but the event would not show a profit. He said tickets will be available on the website that he is making; it should be done by the end of the month. Sinkler said TAC wants to work with him to learn to forecast which would help with the budget. Sinkler said Tonry pulled it off last year and they will see how it goes this year. He heard great things about it from last year. TAC wants to see more accounting data and how it is to be done. Tonry said he is learning and thanked them. He said he did not see the importance of forecasting, but he is taking this seriously. He is putting in a lot of time and thought into the event.\

## **REVIEW FINAL EVALUATIONS FOR FY 2017-18**

### **Cannon Beach Library – Women's Only Weekend WOW!**

Buddie Anderson of the Cannon Beach Library spoke about the event and answered questions. This is the first year for TAC funding for this. It was a challenge because the event occurred before they received the first TAF check. She explained how they figured out the attendee average as they could not track exactly why their participants came to Cannon Beach; for their event or other reason? She said it was difficult to calculate because there were over 20 events happening that weekend and it was difficult to pin down the numbers. They use a program called ticket tomato which will give them the where from and how long and day sales, but no details. They will add some questions to their bingo cards to retrieve details at the next event. They had 94 ticket purchases. TAC said she did a great job, especially for the first time conforming to TAF grant rules. Anderson

said her co-organizer is not going to do this again, and things have changed for her which may prevent her from participating as well. She will talk to Toutain-Dorbec to work out how to make this event continue.

### **Clatsop Animal Assistance – Savor Cannon Beach:**

Beth Wise, event coordinator spoke about the event. The event occurred 3 days before the mid term was due. All agree it is a great event. Beck Sweeney noted that the events lined up such that people do not go out to dinner. Some of the restaurants did not do well – they did not fill up. May need to not have so much food at the events. All agreed there are lots of variables, good food and good pairing wines and the restaurant she went to Friday was only half full. Perhaps start earlier so people go out to dinner. Even EVOO does not fill up on Saturdays either.

Discussed advertising and agreed it is always a good event.

### **North Coast Land Conservancy – Coast Walk 2017**

Linette Villanova, Outreach Manager spoke about the event and answered questions. They made changes to the event to get people to come earlier (Thurs night) and stay through Sunday. It worked well and they had more participants than they expected. They have had people attend all 3 years. Now the walk is out of their area as each year the walk picks up where last year's ended. They may start over again in Astoria but have not decided. They may not apply next year as it is not going through Cannon Beach. TAC all expressed their support and admiration for the event and the marvelous job the NCLC did. Well done!

### **GOOD OF THE ORDER**

TAC will meet Monday and Tuesday, May 14 & 15 at noon to interview applicants for the FY 2018-19 Tourism & Arts Fund Grant awards.

Toutain-Dorbec & Riggs will do a check list for evaluations. Sinkler and Kingwell will work on acquisition costs and explicit instructions for the metrics spreadsheet.

TAC spoke to Tracy Abel re: Tolovana Arts Colony Comedy Festival. TAC asked about the major differences in the completeness of the Get Lit and Comedy Festival reports. She confirmed that each coordinator creates their own report. They do go before their boards, but she will bring this concern to their board.

### **ADJOURNMENT**

Chair adjourned the meeting at 3:45pm.

---

Colleen Riggs, ACM/City Recorder