

Minutes of the
TOURISM AND ARTS COMMISSION
September 29, 2011
Council Chambers

Members: Chair John Grosshuesch, Commissioners Linda Beck-Sweeney, Tom Drumheller, Robin Risley, and Valerie Ryan

Staff: City Manager Rich Mays, and Administrative Assistant Stephanie McGuire

CALL TO ORDER

Chair Grosshuesch called the meeting to order at 9:40 a.m.

TAF APPLICATION INTERVIEWS

Cannon Beach Children's Center Rock the Beach information was presented by Children's Center Board Vice President Kelly Ayres. Also attending were Barb Knop and Director Catroina Penfield. The event registered 250 participants and raised approximately \$25,000 for the Children's Center in October 2010. The 2011 event is scheduled for this weekend, September 30th and October 1st. The Friday evening event will include a drawing contest and barbecue that is free to the public. The run will be held on Saturday on the beach and through the town. Ayres said that any funding awarded by TAC will be used partially to hire an event coordinator in order to increase the size of the event. A volunteer event coordinator has been used for the 2010 and 2011 runs. If the event is partially funded by TAC, the event will be reduced in scale accordingly.

Cannon Beach Children's Center Savor Cannon Beach event information was provided by Gary Hayes. Hayes noted that the core piece of the 4-day event will be the Saturday *Wine Walk*, which will be completely underwritten and organized by the Children's Center in keeping with the history of that event as a Children's Center fund-raiser. The *Wine Walk* sold 400-500 glasses last year, but Hayes believes that the four-day *Savor Cannon Beach* event proposed for March 8-11, 2012, could attract 400-500 attendees. If the event is partially funded by TAC, the event will be reduced in scale accordingly.

Tolovana Arts Colony representatives Jeff Womack and Programming Coordinator Valerie Vines Magee presented information on the *Summer Concert Series*, noting that a January classical music workshop was added. When asked if the program was partially funded by TAC, Womack and Magee stated that the winter workshop would be cut, as well as the number summer concerts reduced.

Due to a conflict of interest, Ryan stepped away from the dais stating that she was part of a group that conceptually formed the *Literary Event*. Risley presented the *12 Days of Earth* schedule pointing out that the *Literary Event* was in conflict with the Earth Day Banquet and suggested that the event be scheduled for the weekend of April 13th. Ryan stated that the TAC funding would be used to hire an event coordinator. If a coordinator could not be funded, the event would not take place.

Cannon Beach Chamber of Commerce - Executive Director Brent Dahl and Board President Carol Hungerford responded to questions. Dahl noted that the Board of Directors was present, minus one, who was out of town. Dahl stated that the Marketing Coordinator request was a 3-year request, for an employee. Chamber events were discussed. In response to a question by Ryan, Dahl stated that *Weblink* was paid for in February or March. TAF funds awarded last year were spent on bringing the existing website up-to-date, and \$20,000 was spent on licensing and training for *Weblink*. The website should be online by the end of October, with weekly training sessions and content revision discussions to be held with Chamber members in October, November, and December. It was clarified that there is no current contract with Lane for external marketing. Kristine Gottsch stated that cut-sheets and articles were available for viewing at the Chamber. Dahl responded to Drumheller's questions pertaining to his internal and external priorities for the organization. In response to a question by Beck-Sweeney pertaining to demographics and surveys, Dahl stated that Chamber staff has just begun to track lodging statistics.

GOOD OF THE ORDER

The consensus was to meet on October 4th to begin deliberations.

ADJOURNMENT

Grosshuesch adjourned the meeting at 12:30 p.m.

Stephanie McGuire, Administrative Assistant