

Minutes of the
TOURISM AND ARTS COMMISSION
June 7, 2016
Council Chambers

Members: Chair Tom Drumheller, Vice Chair Julie Walker, Commissioners Linda Beck-Sweeney, Claudia Toutain-Dorbec, Jim Kingwell, Greg Bell and Steven Sinkler

Staff: City Manager Brant Kucera, City Attorney Tammy Herdener and ACM/City Recorder Colleen Riggs

CALL TO ORDER

Chair Drumheller called the meeting to order at 1:03 pm.

APPROVAL OF MINUTES

Motion Kingwell moved to approve the minutes of the May 24 and 2, 2016, meetings as corrected ; Toutain-Dorbec seconded.

Vote: Drumheller, Walker, Beck-Sweeney, Bell, Toutain-Dorbec, Kingwell and Walker voted AYE. The vote was 7/0 in favor and the motion passed.

Drumheller introduced Herdener who explained that transient room tax funds are strictly regulated by the state. She said we have the city ordinance for the funding and the commission and the State has laws as well. She added if the city were not administering the funds correctly the state would have told her. She said she is here today to ensure the rules are followed. She then described 'conflict of interest' as 1) an actual conflict you or a member of household will have either as a financial gain or loss and 2) if you can be partial and unbiased. She said if anyone has an issue with either, do not vote.

Each member gave a review of their business and community interests.

- Toutin-Dorbec said her husband is on the Board of Directors of the Cannon Beach Arts Association (CBAA) and she has no actual conflict.
- Beck-Sweeney said she has no conflicts this year.
- Kingwell said that as a member of the Cannon Beach Gallery Group (CBGG), he feels he too biased to vote on the Gallery Group awards.
- Bell state he has no conflicts.
- Sinkler said he is still the President of Cannon Beach Chamber of Commerce (Chamber) and that he would not vote on the award for the Chamber night market as he planned to participate as a vendor.
- Walker said she would recuse herself on the vote of the award for the Savor Cannon Beach event due to her relationship with the event coordinator, Gary Hayes. She said she does not know who will be in charge of the Chamber video project and that it could be Mr. Hayes. Herdener said that was ok.
- Drumheller said he is a business partner with Mike Clark who owns the Coaster Theatre, but feels he can be impartial.

The commission discussed the timing of the awards, multiple year awards, and the possibility of extending the year to 16 months. They all felt there needed to be more flexibility on the the awards. Herdener said they must look at state laws. Kucera said the city could not give someone 3 years of funding as it would be committing funds that the budget committee had not approved. Herdener said the state law or ordinance does not address this but it is a city finance issue and the Council will need to address the issue.

Herdener said we need to tell applicants they cannot count on this money for their events. The city does not have guaranteed funds. She went on to say that the original intent of the TAF grants was to help Cannon Beach 501(c)

(3) non profits and to promote the arts. She said there is some ambiguity in the city ordinance and that is most likely because a scenario of out of town non profits benefitting from these functions was not anticipated.

A short discussion followed about awarding grant money to individuals or 'for profit' organizations to have events, but Herdener explained that the process would have to conform with Oregon procurement laws. The city would need a request for proposals (RFP) regarding an event, give the parameters and review all the bidders. Walker asked if that meant someone would have to come up with the event, then compete with others to be awarded the money? Herdener affirmed. Herdener said the program was not originally created to have organizations/ people make money. It was to promote arts non-profits. She said that awarding funds to individuals or 'for profits' may not be illegal, but it may not be in the spirit of how the Cannon Beach program was founded. Herdener said it was always intended that this program was would be reviewed and changed as they learned more from each season. Kingwell said the commission's recommendations are only suggestions and it will be the Council to decide.

Discussion followed regarding the use of funds and the guidelines. It was agreed the TAC cannot tell applicants how to use their money or put restrictions on the funds. Drumheller said the TAC can only decide on how much funding to recommend to the City Council.

Riggs will send emails out to the applicants who have not sent in their final evaluations yet.

The TAC began discussing funding for the events. Walker said she does not think the Chamber of Commerce (Chamber) should get any TAF money until it is clear how they are spending the large amount of money they receive from the City since they became a DMO (Destination Marketing Organization). She said perhaps more money could be given the other groups. Commissioners explained their formulas to figure an initial amount and then how they use their judgement to add or subtract. Toutain-Dorbec said her method was more intuitive; she took out what she wanted to see in savings. then adjusted the Chamber amount and then decided on the award amounts. The TAC discussed the presentations and how they felt how well the event promotes the arts, and if they thought the applicants have improved. They also discussed the events and how they felt the events fit in with the culture of Cannon Beach.

Chair Drumheller paused the meeting at 2:41pm.
The meeting resumed at 2:53pm.

Herdener said she had reviewed the TAF guidelines, state statue and city ordinance and there is nothing to prohibit a fall event to be included in this year's award i.e. Cannon Beach History Center (CBHC) Cottage Tour. She said they could award money in this fiscal year for an event to be held in the next fiscal year, i.e. October of 2017. She said this would not have to go before City Council. She said applicants do need to fill out an City event form if they will be using city streets, property, park etc. and that will need to be added to the guidelines.

The TAC discussed the averages and how much to set aside for a new venue construction and other uses. Sinkler said he thinks the TAC is doing the applicants a disservice as they have asked for \$412, 400 and we are only allocating \$260,000 or so. He suggested the money should be used to help the events that are struggling.

Much discussion centered on the Chamber of Commerce. Drumheller spoke about why he thought the Chamber took such a hit this year. He said if the executive director and the Chamber Board could have provided more information to the TAC about their events and how they fit with tourism the awards may have been different. He said the Chamber asks for 25% of the total TAF money but they do not have good reporting and their presentation was lacking in detail. Walker said she would like to know how the Chamber is going to use the new 70% of 1% and why they felt they needed additional funds from the TAF. She said the TAC needs the Chamber to explain why they need this money much better than they did; more specifics. Toutain-Dorbec suggested giving them better guidelines. Sinkler said he will take the TAC suggestions and comments back to the Chamber for discussion. He agreed a better explanation would have helped and that it will be a hard message. Drumheller suggested that there needs to be more specifics and TAC needs a good explanation to understand what a Desination Marketing Organization (DMO) does, and what they need for special events.

2016-2017 TOURISM AND ARTS FUND GRANT AWARDS

Organization	Event	Asking	Award Consensus
CB ARTS Assoc.	Juried Show Program	\$ 23,937	\$ 19,896
CB Chamber	Music Fest/Night Mkt	\$ 50,000	\$ 6,667
CB Chamber	North Coast Partnership	\$ 25,000	\$ 11,032
CB Chamber	Social Integration	\$ 20,000	\$ 8,683
CB Chamber	Video Asset	\$ 15,000	\$ 8,683
CB Gallery Group	Spring Unveiling/Plein Air & More	\$ 53,000	\$ 44,860
CB History Center	Cottage & GardenTour	\$27,050	\$ 21,295
Clatsop Animal Assistance (CAA)	Savor Cannon Beach	\$ 46,242	\$ 40,153
Coaster Theatre	Special Events/Marketing/PR	\$ 55,275	\$ 33,044
FoHR	Cannon Beach Yoga Festival	\$ 60,000	\$ 43,263
North Coast Land	CoastWalk Oregon	\$ 5,000	\$ 5,000
Tolovana Arts Colony	Cannon Beach Comedy Festival	\$ 6,500	\$ 286
Tolovana Arts Colony	Get Lit at the Beach	\$ 25,000	\$ 22,739
Amount in Budget	\$ 286,489	Totals	\$ 412,000
Excess for Reserve	\$ 20,888		\$ 265,601

Drumheller asked for a motion to approve the consensus amounts of the FY 2016-17 TAF grant awards.

Motion Toutain-Dorbec moved to present the award consensus numbers to the City Council for discussion at their June 14, 2016 work session; Bell seconded the motion.

Vote: Drumheller, Walker, Beck-Sweeney, Toutain-Dorbec, Kingwell, Bell and Sinkler voted AYE, the vote was 7/0 and the motion passed.

Good of the order

Toutain-Dorbec and Drumheller will work on a spreadsheet and Walker said she can also work on a spreadsheet to help figure ‘heads in beds’ and bring it to another meeting.

ADJOURNMENT

Chair Drumheller adjourned the meeting at 4:11 pm.

Colleen Riggs, Assistant City Manager