

Minutes of the  
TOURISM AND ARTS COMMISSION  
Tuesday, March 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 10:10 a.m.

APPROVAL OF MINUTES

Motion: Risley moved to approve the minutes of November 8, 2010. Beck-Sweeney seconded the motion.

Vote: Beck-Sweeney, Drumheller, Grosshuesch, Risley, and Ryan voted AYE. The vote was 5/0 in favor and the motion carried.

LODGING TAX RECEIPTS - SECOND QUARTER

Mays reported that second quarter returns were relatively flat, and funding projections have been accurate thus far.

REVIEW OF MID-TERM EVALUATIONS

Mays reported that the Cannon Beach Arts Association did not submit a completed evaluation. Only Item #3, pertaining to the budget, was submitted. In response to a question by Drumheller, Ryan stated that the event reflected well on the City of Cannon Beach and that the people who attended the event were pleased; however, the event was short on marketing and organization. Numbers pointing to how many tourists came to town for the event showed that the event did not meet TAC Guidelines for tourism. Risley and Beck-Sweeney acknowledged that the time allowed to market the event was short, and Beck-Sweeney requested that donated items and services should be included in the evaluations. Overall, the consensus of the Commission was that the event was lacking. Repercussions for the lack of evaluation compliance were discussed.

Motion: Ryan moved to direct staff to write a letter to the Cannon Beach Arts Association, to be signed by the TAC Chairman, notifying them that there will be no further disbursements of the TAF award until a completed, final evaluation has been submitted. Risley seconded the motion.

Vote: Beck-Sweeney, Drumheller, Grosshuesch, Risley, and Ryan voted AYE. The vote was 5/0 in favor and the motion carried.

The evaluation for the Yoga Festival was discussed. It was noted that the event was well-attended, well marketed, and the weather was very poor. Beck-Sweeney asked if the Commission should consider whether events that are scheduled to take place earlier in the funding year could receive a greater percentage of their award to fund the event so that the organization could avoid carrying out-of-pocket expenses for the entire year. Ryan stated that the awards cannot be disbursed until the taxes are collected.

The evaluation for the Chamber of Commerce was reviewed. Ryan said that she would like to see documented results from the public relations efforts, not solely a list of where the public relations materials were distributed. It was noted that this would likely be provided in the future, when results are documented. Tim Krupa, Chamber Board President, addressed the Commission regarding the Chamber website, noting that a contract for a website overhaul was imminent. He was hopeful that a new website would be launched by July. The existing website will continue to be used until the new site is fully functioning and has gone online. Christine Gottsch, responded to

questions pertaining to the Chamber's Public Relations program, stating that she was expecting confirmations of the media leads and would email the information to City staff for distribution to the Commission as they occur.

The remaining evaluations were reviewed. Beck-Sweeney announced that John Buehler, Cannon Beach Chorus Director, was now employed by her, but she stated that she was confident that she could evaluate and participate on matters pertaining to the Chorus in an impartial manner. The consensus of the Commission was that the Gallery Group's evaluation was very comprehensive and well organized.

#### POLICY REGARDING CHAMBER PUBLIC RELATIONS MONEY

Mays explained that Christine Gottsch, Public Relations, CB Chamber of Commerce, had contacted him on several occasions for clarification on how funds distributed to the Chamber could be spent. Mays submitted a draft policy to the Commission for review. Ryan said that she thought that the policy was unnecessary and that the Commission's role was to distribute the funds and not micromanage how the funds are spent by each organization. Ryan stated that she would like to see TAF distributions expanded to include private businesses, and not be limited solely to non-profit organizations. Mays said that the TAC Guidelines are clear and state that private businesses can partner with 501.C.3 organizations if they wish to apply for TAC funding. Drumheller said that the Commission reviews each of the evaluations submitted by TAF recipients on an annual basis. Events or programs sponsored by a non-profit may channel funds to other businesses; however, if the event ultimately does not generate business, it probably will not be funded again. He cited *Stormy Weather* as an example of an event that was initially sponsored by a business, but now favorably has an impact on the entire town economically. Ryan said that she would like a legal opinion on whether TAF funds can be distributed to private businesses.

Action on the policy was tabled to the next meeting. Staff will revise the policy and invite the City Attorney to the next TAC meeting.

#### OTHER BUSINESS: SEA RANCH TAF APPLICATION - MID-TERM SUBMITTAL

Grosshuesch stated that an application for TAF funding had been submitted by Carmen Swigart for a music camp to be held in June. Mays noted that he had asked the Chairman to add this item to the agenda and that the TAC Guidelines state that the Commission can retain 10% of the TAF funds for mid-term application submittals. Swigart introduced her assistant, Chester Ward, and stated that she has begun marketing efforts for the Camp. She said that she had spoken to the Gallery Group regarding a partnership because the camp is slated to be held during Plein Air. The Gallery Group was amenable to a partnership; however, Plein Air print marketing has been completed for this year, so adding the camp was not an option. Swigart stated that her application was a request solely for marketing funds for the camp. The professional musicians have been retained, and this camp has been organized in response to requests for activities for tourist children, as well as an opportunity for tourist children to mingle with local children. Ryan stated that there are two theatre camps during the summer, but thought that the music camp was a good idea. However, no TAF funds have been set aside this year, so TAC is unable to fund the application request. Further, the TAC will not know if funds are available until the 4th quarter lodging taxes have been collected. Drumheller said that he thought that the camp was a good idea, that June is a very quiet month, and that he would support expanding the funding of events through the end of June. Beck-Sweeney concurred and also thought that TAF funding considerations should be stretched through June. She said that any future requests must come through the Gallery Group or another non-profit in order to comply with TAC Guidelines. Swigart thanked the Commission for their consideration, and said that she would continue funding the event herself.

#### GOOD OF THE ORDER

The next meeting was set for Tuesday, May 17, 2011, at 10:00 a.m.

#### ADJOURNMENT

The meeting was adjourned at 11:45 a.m..

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Stephanie McGuire, Administrative Assistant

Minutes of the  
TOURISM AND ARTS COMMISSION  
Monday, May 16, 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 10:03 a.m.

APPROVAL OF MINUTES

Ryan pointed out a typographical error on page one.

Motion: Beck-Sweeney moved to approve the minutes of March 29, 2011, as corrected. Risley seconded the motion.

Vote: Beck-Sweeney, Drumheller, Grosshuesch, Risley, and Ryan voted AYE. The vote was 5/0 in favor and the motion passed.

LODGING TAX RECEIPTS - THIRD QUARTER

Mays reported that third quarter lodging tax revenues were down thirteen percent compared to the same period of the prior year, and that lodging tax revenues are down a total of four percent for the fiscal year, to date. Discussion ensued pertaining to lodging reservation trending. Mays announced that a new Director for the Chamber of Commerce, Brent Dahl, has been hired and will begin work this week. The hiring process and procedures were reviewed.

Staff distributed a letter from the Gallery Group requesting that all TAF funds be disbursed. Drumheller suggested that staff draft a letter to all TAF funding recipients to remind them that all funds collected to date have been disbursed and that they may not receive projected funding amounts if lodging tax revenues received are lower than projections. The consensus of the Commission was for Chair Grosshuesch to sign the letter.

POLICY REGARDING CHAMBER PUBLIC RELATIONS MONEY

Mays presented the revised policy based upon TAC Commission input from the previous meeting, stating that the Chamber Marketing Chair had requested a clear policy on use of TAF funds. Mays reported that the City Attorney had reviewed the draft policy and had no legal objections to it, but did not think the policy was necessary. Ryan said that she thought the draft policy was unclear, and that she would like the City Attorney to attend a TAC meeting to clarify several questions that she has. Ryan said, that in her opinion, private businesses were generally more successful at mounting large-scale events because they had potential profits at stake, and she questioned whether or not the Chamber could promote an event sponsored by a private business. Drumheller agreed that most of the time, private businesses were more efficient, but stated that the TAF funds are allocated to a specific Chamber project, which should free up other Chamber funds to be spent in other ways. Beck-Sweeney said that one of the purposes of the Commission is to refine and clarify the guidelines and policies and to determine where troublesome areas are and address those. Mays said that the draft policy refers only to the 1% TAF funds, not all of the lodging tax revenue. Ryan said that she would like the sentence, "A tie to the arts is desired but not required" deleted from the policy. Grosshuesch said that a tie to the arts is required by City Ordinance, so that sentence should remain in the policy. The consensus of the Commission was to delete the final sentence of the policy, and to delete the words, "...or to any non-profit organization that promotes an individual business or businesses". Mays said that the City Attorney and the Chamber Marketing Chair would be invited to the next TAC Commission meeting.

### OTHER BUSINESS

Grosshuesch asked when the application packets for the next funding cycle would be available. Staff responded that the applications would be available July 1st, and would be due September 1st. The draft packet would be provided to the Commission for the next meeting, and changes could be made at that time.

### GOOD OF THE ORDER

The following dates were set aside for a June meeting: June 20, 21, and 28. The date will be selected based upon the schedules of the Chamber Marketing Chair and the City Attorney.

### ADJOURNMENT

The meeting was adjourned at 11:15 a.m..

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Stephanie McGuire, Administrative Assistant

Minutes of the  
TOURISM AND ARTS COMMISSION  
June 28, 2011  
Council Chambers

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

Guests: Chamber of Commerce Direct Brent Dahl

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

CALL TO ORDER

Chair Grosshuesch called the meeting to order at 10:05 a.m.

APPROVAL OF MINUTES

Motion: Ryan moved to approve the minutes of May 16, 2011. Beck-Sweeney seconded the motion.

Vote: Beck-Sweeney, Drumheller, Grosshuesch, Risley, and Ryan voted AYE. The vote was 5/0 in favor and the motion carried.

POLICY REGARDING CHAMBER PUBLIC RELATIONS MONEY

Mays presented the revised policy based upon TAC Committee recommendations from the previous meeting. Mays said that he thought that the Chamber actions pertaining to spending TAF money to date has been consistent with the draft policy. Attorney Herdener reviewed the statute and local ordinance, including the definitions, and thought that it was important to analyze whether or not an activity or event was in compliance with the letter and spirit of the law. Herdener noted that *for profit* establishments benefit from lodging tax revenues, and that there is no legal objection to making a profit. However, the TAC Guidelines require that a non-profit organization be the lead applicant for an event. Herdener responded to Ryan's questions pertaining to legal questions and challenges to the lodging tax, stated that she would work with City staff to provide some historical data pertaining to any challenges to the statute. Ryan said that she thought that it wasn't the TAC's obligation to micro manage TAF money distributed to the Chamber, because the Chamber has a responsibility to work toward promoting all businesses in town. Herdener said that the Commission can determine whether or not to be specific or general when disbursing TAF funds, but that the applicant must adhere to the statute, ordinance, and guidelines to remain in compliance with TAF funding requirements. Ryan reviewed a list of Coaster Theatre special events that are utilizing TAF funds. Drumheller and Grosshuesch said that they thought that the policy was fine.

Motion: Drumheller moved to approve the Policy for Cannon Beach Chamber of Commerce Allocation of Public Relations Funds. Risley seconded the motion.

Vote: Beck-Sweeney, Drumheller, Grosshuesch, Risley, and Ryan voted AYE. The vote was 5/0 in favor and the motion carried.

TAF AWARD AGREEMENT

The draft TAF Award Agreement was discussed. Various sections were reviewed for clarification. It was the consensus of the Commission to require all award applicants to sign the legal agreement beginning with the next award cycle.

Motion: Drumheller moved to direct staff to finalize and distribute the TAF Award Agreement to all applicants. Beck-Sweeney seconded the motion.

Vote: Beck-Sweeney, Drumheller, Grosshuesch, Risley, and Ryan voted AYE. The vote was 5/0 in favor and the motion carried.

#### TAF FUNDING 2011/12 APPLICATION PACKET

The 2011/12 TAF Funding Application Packet was reviewed and accepted by consensus. It was the consensus of the TAC Commission to not permit any deadline extensions this year. The application packet will be available on July 1, 2011, and the application submittal deadline is September 1, 2011, at 2:00 p.m.

#### TAC MEETING SCHEDULE

The next meeting of the Tourism and Arts Commission will be held on Tuesday, October 4, 2011, at 10:00 a.m. in the City Council Chambers.

#### GOOD OF THE ORDER

Mays encouraged the Commission to attend the Children's Theatre special event on July 2nd, at noon.

Drumheller asked Chamber Director Dahl to give a brief presentation. Dahl reported that the two TAF award projects seem to be on schedule, and that he is personally working on the new website. The launch of the site will be around Labor Day. Dahl said that he is preparing a 90-day action plan, which contains both internal and external organizational audits. He responded to general questions by the Commission.

#### ADJOURNMENT

Grosshuesch adjourned the meeting at 11:02 a.m..

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Stephanie McGuire, Administrative Assistant

Minutes of the  
TOURISM AND ARTS COMMISSION  
September 28, 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 9:35 a.m.

APPROVAL OF MINUTES

Motion: Beck-Sweeney moved to approve the minutes of June 28, 2011. Drumheller seconded the motion.

Vote: Beck-Sweeney, Drumheller, Grosshuesch, Risley, and Ryan voted AYE. The vote was 5/0 in favor and the motion carried.

TAF APPLICATION INTERVIEWS

Cannon Beach Gallery Group members Kim Barnett, Jim Kingwell, Suzanne Kindland, and Jeffrey Hull responded to questions by the Commission, noting that the organization has a structure in place to fund expenses during the period between quarterly TAF award disbursements. A public relations person worked for the group this past year, and continues to be retained due to positive results. Public relations results were discussed. It was noted that TAF funding was used to remodel the Gallery Group website and enabled the group to sponsor the first group art showing during *Plein Air & More*.

Cannon Beach History Center representatives Board President Bob Mushen and Executive Director Elaine Murdy reviewed the *8th Annual Cottage Tour* event that was held on September 10. The event attendance this year increased from 350 to 500, with 80% of the tickets sold on the day of the event. Homes toured increased from eight homes to eleven. Logistics of the event were discussed.

Coaster Theatre - TAC Commission members and staff declared conflicts of interest. Executive Director Craig Shepherd reviewed the TAF application components of marketing, Special Events, and support staff. Documentation for the out-of-area patrons was reviewed, noting that 80% of ticket sales are out-of-area. Ticketing software produced the zip-code evidence.

Cannon Beach Arts Association Executive Director Andrea Mace and Don Frank responded to questions from the Commission. In response to a question by Ryan, Mr. Frank detailed the *Photo Review* event and projected target participants and markets.

Friends of HRAP Yoga Festival Director Christen Allsop introduced Friends of HRAP Officers Donna Greenwood, Stacy Benefield, and Tracy Abel. Allsop responded to questions and reviewed the proposed timelines for the event including ad placement in The Yoga Journal (due October 3rd), venues, and costs. The event is scheduled for March 2-4, 2012.

GOOD OF THE ORDER

Mays announced that staff had met with Mr. & Mrs. Buehler from the Cannon Beach Chorus. The Buehlers said that they have cancelled the October 2011 event due to a lack of response from the 47 choruses that were

contacted. An accounting of the funds as well as a check will be returned to the City within two weeks.

The definition and parameters of a *multi-year funding request* will be discussed by the Commission at the next regular meeting.

#### ADJOURNMENT

Grosshuesch adjourned the meeting at 12:10 p.m.

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Stephanie McGuire, Administrative Assistant

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.

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Stephanie McGuire, Administrative Assistant