

Minutes of the  
TOURISM AND ARTS COMMISSION  
January 6, 2014  
Council Chambers

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

Excused: None

Staff: City Manager Rich Mays and Administrative Assistant Colleen Riggs

CALL TO ORDER

Chair Grosshuesch called the meeting to order at 1:15 pm.

APPROVAL OF MINUTES

Motion Risley moved to approve the minutes of the August 9, 2013; Beck-Sweeney seconded.

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

**(1) Election of Chair and Vice Chair**

Chair Grosshuesch stated that his life has changed a bit and he is spending less and less time in Cannon Beach. He said he may move to Portland. He said that he does not feel that he should continue being the Chair of the TAC. He added that he probably will not renew his term with TAC and his current term expires June 30, 2014. Beck-Sweeney said that she does not feel she can devote the time and energy required to being the Chair or Vice Chair as she has a significant commitment with her business right now. Ryan said that her health prevents her from serving as Chair or Vice Chair. Drumheller and Risley both agreed to take on the responsibilities of Chair and Vice Chair.

Motion Beck-Sweeney moved that Drumheller serve as Chair and Risley serve as Vice Chair; Ryan seconded.

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

The Commission agreed that Grosshuesch would preside over today's meeting.

**(2) Review of FY 2014-15 TAF Forms**

Ryan submitted a list of questions that she thought should be addressed on the TAF forms to the Commission. All agreed these were the type of short, to the point questions needed. Discussion followed about where in the forms to fit in questions. All agreed each applicant needed to attach a marketing plan and a proposed budget to their applications. Drumheller and Ryan offered to work on the forms, incorporating the new style and the new questions. Riggs will email the forms to them in MS Word format for them to edit. Once they have redone the forms they will present it to the other Commissioners via email.

The discussion turned to the idea that the TAC needed to 'get tough' and evaluate the applications according to how they meet the criteria stated in the ORS and the city ordinance (which defines the Tourism and Art funding.) Ryan continued by saying that the TAC needs to stick to the guidelines and the applicants need to know that they will be judged according to the guidelines. TAC needs to get more hard nosed and be more responsible to the

criteria when evaluating the applications. Mays said there are ways to compel people to adhere to the guidelines, but Council will have to agree with TAC to implement the rules. Commissioners expressed concern that the Council did not appreciate TAC's funding recommendations and questioned whether Council thinks they are remiss in their duties. Mays said he thinks the City Council appreciates the TAC and understands their responsibilities. He added that the City Council can't please everyone, but, Mays said, he does not think any of the Council feel that the TAC is remiss in their duties. Drumheller added that it is good for the TAC to have a quantitative method of judging the events to further backup the TAC's decisions. That type of information is good reinforcement to illustrate to Council why the TAC made their decision.

Ryan began a discussion about how far the TAC should go to assist applicants and events. The commissioners agreed that the TAC should not try to micro manage the applicants, or even advise. They agreed that the goal of the commission is to try to assist non-profits establish events in such a way that eventually (possibly 5 years) the events have developed enough to stand on their own. Ryan added that there are other funding opportunities available to the applicants and they should be applying for other money rather than just relying on the TAF awards. Commissioners discussed how to get this type of information to the applicants; through the media, at the award interviews etc. Beck-Sweeney noted that this funding issue should be addressed at the beginning of the application process. Commissioners agreed that if the events became self sufficient, they could be weaned off the TAF process and that money can support other new events. Grosshuesch asked why should the TAC continue to fund something if it will never be able to fund itself. Commissioners agreed that of the current events; some should be able to stand alone soon and some will never do it. Grosshuesch added that some events are loved by residents, but they do not put 'heads in beds; they are great events but do not fit the criteria.

Ryan and Drumheller will meet later this week to start changing the forms/questions.

### **(3) Term Limits Update**

Grosshuesch said this topic was discussed at the December 9, 2013, meeting. Commission members stated to Mays that they would like to add 2 new positions to the TAC to bring it up to 7 people. That way, Beck-Sweeney said, there would be overlap and not all the members would be leaving at the same time. Grosshuesch said that he may be leaving the commission before his term is up June 30, 2014, but he would not leave before July as there is a lot of work to be done prior to that. Mays said the City is having a difficult time recruiting volunteers to join some of the City committees/boards/commissions. Ryan said that there would be no shortage of people wanting to serve on the TAC. Mays suggested the commissioners start recruiting and they agreed to email him suggestions. More discussion followed about possibly altering the guidelines. Mays said that the Council would need to approve both increasing the commission membership and any changes to the guidelines. Beck-Sweeney asked to get a copy of the minutes from the March 25, 2013, meeting between the TAC and the Council to refresh her memory of what the Council was stressing about the use of the tourism and arts funds. Riggs will supply her with a copy of those minutes.

### **(4) Good of the Order**

The next meeting of the Tourism and Arts Commission will be March 20, 2014 at 1:00 pm.

### **ADJOURNMENT**

Grosshuesch adjourned the meeting at 2:07 p.m.

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Colleen Riggs, Administrative Assistant

Minutes of the  
TOURISM AND ARTS COMMISSION  
March 20, 2014  
Council Chambers

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

Excused: Valerie Ryan

Staff: City Manager Rich Mays and Administrative Assistant Colleen Riggs

TAC Applicant Dave Norstedt also attended.

CALL TO ORDER

Chair Drumheller called the meeting to order at 1:08 pm.

APPROVAL OF MINUTES

Motion Risley moved to approve the minutes of the January 6, 2014, meeting; Beck-Sweeney seconded, and the motion passed unanimously.

Vote: Drumheller, Risley, Grosshuesch, Beck-Sweeney, voted AYE. The vote was 4/0 in favor

**(1) Term Limits / New Members**

John Grosshuesch announced that he is resigning from the Tourism and Arts Commission (TAC) effective at the end of this meeting. He said that Dave Norstedt is applying for membership and he thought it would be best if Norstedt started now as the new cycle is about to start. He said to him there was no reason to wait until June 30th when his term expired as that would be right in the middle of the application/review process. All members agreed.

Drumheller explained the TAC structure to Norstedt; how it operated and how over the initial 3 years the process has been refined. The commissioners discussed term limits, whether to add more members to the commission, the requirements for service etc. Drumheller said one of the goals of TAC is to help fund qualified events with the goal of helping them become self-sufficient; then they can help other events get started. He then introduced Mays who further explained the process of applying to the Council for appointment.

Drumheller said that depending on Ryan's health, there may be another opening on the TAC and that there is another person who is interested and submitted an application (Claudia Toutain-Dorbec's application is in today's packet along with one from Dave Norstedt). He asked if anyone was opposed to increasing the number of members on the TAC. Mays said he prefers smaller committees as they are quicker, more concise and it is less of a problem to get a quorum for the meetings. He said that it has never happened with the TAC, but other City committees have had problems getting a quorum to attend which has resulted in cancelled meetings. He said that the TAC has deadlines to meet and he would like to make sure there is always a quorum. It was observed that there are 2 applications and it looks like there may be 2 openings. Drumheller said the subject of increasing the numbers on the commission could be revisited in 4-6 months. Risley added that she has heard several people say they would like to participate on the TAC.

It was agreed that Norstedt's application would go before Council at their April 1st meeting to replace Grosshuesch and the commission would wait to hear from Ryan about a second opening.

**(2) Review of FY 2013-14 Mid Term Evaluations**

Upon reviewing the mid term evaluations, it was noted that some events have not happened yet and some organizations appeared to require some coaching to assist them with their event and their final evaluation. It was decided to schedule a meeting with any organization TAC thought needed some assistance and send them a letter organizing that meeting. It was decided this meeting should be held Friday, April 11, 2014, starting at 1pm.

Members noted strengths and weaknesses in each evaluation and decided to meet with representatives of the Cannon Beach Arts Association, the Chamber of Commerce, the Coaster Theatre and the Cannon Beach Children’s Center. Riggs will organize the meeting.

**(3) Next Meeting Dates and Agenda**

The FY 2014-15 applications are due May 1st by 2pm. Riggs will make copies of the applications and the commissioners decided to divide the group of applicants in half and meet over a 2 day period. They agreed that the timing is tight in order to review, interview, and make their recommendation to Council all in time for Council to approve funding at their July 1, 2014 meeting.

The Tourism & Arts Commission will meet in the City Hall Council Chambers again on the following dates:

- Friday, April 11, 2014                      1 pm meet with select TAF recipients regarding their mid term evaluations.
- Wednesday May 7, 2014                10 am meet to review FY 2014-15 TAF applications
- Wednesday May 7, 2014                1 pm begin FY 2014-15 TAF application interviews
- Thursday May 8, 2014                    10 am meet to continue to review FY 2014-15 TAF applications
- Thursday May 8, 2014                    1 pm continue FY 2014-15 TAF application interviews
- Tuesday May 13, 2014                    1 pm assess applications and prepare a recommendation for Council to review at their June 10, 2014 work session

**(4) Good of the Order**

None.

ADJOURNMENT

Chair Drumheller adjourned the meeting at 2:30 p.m.

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Colleen Riggs, Administrative Assistant

Minutes of the  
TOURISM AND ARTS COMMISSION  
April 11, 2014  
Council Chambers

Members: Chair Tom Drumheller, Vice Chair Robin Risley, Commissioners Linda Beck-Sweeney, and Claudia Toutain-Dorbec

Excused: Commissioner Valerie Ryan

Staff: City Manager Rich Mays and Administrative Assistant Colleen Riggs

CALL TO ORDER

Chair Drumheller called the meeting to order at 1:05 pm.

APPROVAL OF MINUTES

Motion Risley moved to approve the minutes of the March 20 2014, meeting as written; Beck-Sweeney seconded, and the motion passed unanimously.

Vote: Drumheller, Risley, Beck-Sweeney, and Toutain-Dorbec voted AYE. The vote was 4/0 in favor

**Chair Drumheller and the other commissioners welcomed new member, Claudia Toutain-Dorbec.**

**(1) Mid Term Evaluation Review with Cannon Beach Arts Association**

CBAA Executive Director Andrea Mace, CBAA Vice Chair Mary Bess Gloria, CBAA Board Secretary Carolyn Probst, and CBAA Board Member Susan Simon joined the TAC at the table for the discussion. Introductions were made all round, Chair Drumheller explained that Commissioner Ryan was out due to illness and that Toutain-Doubec was new to the TAC, finishing the term that John Grosshuesch had recently vacated.

Chair Drumheller explained to the CBAA representatives that TAC is reviewing its third year of events and they would like to share their insights with CBAA. He asked for CBAA to describe their event, how it was going and what improvements in their administration of the events has occurred.

Mace described the juried shows saying the CBAA has had 3 to date. She said they are finalizing their new website (due to launch any day) and that artists from all over Oregon and Washington have participated. She said that it is easy to document the artists that come out to the shows as they fill out forms but it is difficult to document how many other people come to Cannon Beach expressly for the juried shows. She added that the curator from the George Schnitzer museum in Eugene (a part of the University of Oregon) had participated in judging the shows in January and February. She added that the number of people who participated in the shows were listed in their evaluation. Mace went on to say that the CBAA has a more structured board now and they have been able to get the right people in key positions. She added that their Treasurer of 5 years passed away last year but they now have an accountant serving as treasurer and also have a book keeper.

Gloria described how the CBAA is developing the juried art show program and explained to the TAC how it works. She said that artists are invited to submit their work and then curators (Like Schnitzer) judge them and decide what will actually be shown. She said it is unlike any art showing in Cannon Beach and they want to encourage the program to grow. Mace added that it is unique opportunity for artists in Cannon Beach. She added that they are challenged in obtaining enough volunteers and that they have a different exhibition each month. They also host artist receptions each month and this venue creates a artistic environment and gives people something to look forward to each week of the year.

Gloria added that the CBAA does many other things that are not related to the TAF awards, such as hosting a summer art camp.

Probst passed a handout around and explained that it showed that the percentage of locals to others from far away is about 50/50. She said she had come in to City Hall to review how other applicants tracked their numbers and how they presented their applications and evaluations, but this mid term had already been written at that time. She said the next applications and reports will reflect the new approach they have learned. They will also be able to get better numbers as they are starting to track sales by zip codes and they are working on a better way to track the number of people who come to the event with the artist; that is a much larger amount. Beck-Sweeney stressed that this sort of measurable/quantifiable results are what the TAC really needs to determine if events are meeting the requirements of the ORS which they must obey. Beck-Sweeney assured CBAA that everyone on the commission want to see them succeed. Drumheller asked if they had any suggestions on how the commission could assist the CBAA improve. He invited them to keep the communication going with the TAC.

Probst said CBAA is just waiting for the last of the data to come in from the webpage and they would have a better report of their event. Risley suggested they speak to other TAF recipients who are good at reporting their numbers to find out good ways of capturing this data (CB Gallery Group, Christen Allsop of the Yoga Festival, Gary Hayes of the Children's Center Savor Cannon Beach).

Mace suggested her group craft a multi year grant (over 3 years) so they can properly plan for the future. Mace discussed CBAA's preliminary budget and how they had to adjust it for the amount they were awarded. She said they thought the best use of the funds was to improve their website.

## **(2) Mid Term Evaluation Review with Coaster Theatre**

Beck-Sweeney announced that although she serves on the board of the Coaster Theatre, she did not feel it was enough to cause a conflict of interest and she wanted to participate in the discussion. President of the Coaster Theatre board Darren Hull, Jenni Tronier Marketing and Operations Director and Executive Director Patrick Lathrop joined the commissioners at the table.

Drumheller began by saying that the Coaster Theatre had presented ambitious plans in their application and asked how they were doing with their list of things. Hull said that the theatre is only 4 months into their projects but, 1) they now have a marketing coordinator and 2) they have hired a PR firm as they had stated in their application. He said they have just finished the second of the special events projects and that they were on track so far. He said that since the theatre only received about \$50,000 of the almost \$88,000 they had made adjustments. He said they were still hoping to work on the website. Risley said one of the questions TAC will be asking the applicants this year is if they do not receive all the money they have asked for, would they still be able to do what they wanted to do. Hull said if they don't get the money they ask for, the theatre has to cut back on the events. Beck-Sweeney said that the ORS requires TAC to measure the events against the number of people who attend and it isn't something that can be overlooked.

Tronier and Lathrop suggested that phone orders and season subscriptions help track the participants and that internet sales could help as well. Lathrop said it is hard to determine if people are coming to the theatre's special events or to their regular events. He said the theatre will be able to submit that sort of data to the TAC in their evaluations in the future.

Drumheller said that TAC needs to determine if the money given to the theatre is bringing in the people He agreed that the website is out of date and it is a priority to improve it. He suggested that then they could utilize google analytics. Hull said that in 2012 the theatre sold 9519 tickets and in 2013 they sold 10579 which is a 10% improvement. Drumheller said that is the sort of statistic that would be great to submit in the evaluation.

Tronier said they are doing much better at getting information out to the people. The person they are using (Bonnie Gilcrist) is working on getting info to Portland as well as to the locals. She has great connections and believes that by targeting playbills in Portland the news is reaching the older generation who attends these types of performances. They have really targeted the print ads and the theatre is also working on its social media presence. She said the advance ticket purchases is a good indicator of the numbers and the theatre is doing 6-8 special events but it also does over 100 performances a year. Hull said that if that doesn't establish Cannon Beach

as a cultural center and destination what does? He said the theatre puts on rare, quality performances and isn't that the mission; to establish Cannon Beach as a cultural and artistic center?

Beck-Sweeney said that isn't the question. No one doubts the quality and the cultural aspect of what the theatre provides. She said what the TAC has to address and prove is that the money funding the events is meeting the law requirements of the ORS; it defines heads in beds as the criteria. Drumheller agreed saying that the TAC needs to satisfy the ORS to stay eligible to award money to applicants

A discussion followed about how the TAC could assist the Coaster Theatre and the timing of the evaluations and new applications was brought up. Lathrop said that it is difficult to write an evaluation when the organization has an on-going event and Drumheller agreed. The TAC said they would look into how to organize the timing of the reports/applications etc. to make things flow better.

### **(3) Mid Term Evaluation Review with Cannon Beach Chamber of Commerce**

Executive Director Eric Johnson, Board Vice Chair Steve Sinkler and consultant Gary Hayes came to the table to meet with the TAC. Risely said she was on the board and had been involved in the evaluation discussions and Beck-Sweeney said she had a direct conflict with one of the events (the PBS Getting Away Together TV Show).

Johnson reported that the website is good and the events were going well. He said that Hayes was doing a very good job with the public relations and social media. Sinkler added that the Stormy Weather concert was sold out and that the PR for the Haystack Holidays went well with an increase in the lodging numbers as a result. He said that they have been focusing on the 50th anniversary of the Sand Castle event.

They discussed participating in the Portland Starlight Parade this coming June and how it will promote Cannon Beach and the Sand Castle event. Toutain-Dorbec added that the Sand Castle is a signature event of Cannon Beach and that the Chamber of Commerce is the centerpiece of the tourism in the city.

Hayes went onto describe the public relations and how it is pushing more events earlier, they had advertisement in Sunset Magazine and Cannon Beach will soon be in the Via magazine. He said they are doing more community coordination this year. Johnson said there will be a press kit on the website that the local businesses can utilize and Sinkler described how social media has been revamped and is working for the Chamber better than ever. Drumheller suggested that with the improvements that have been made, the Chamber can assist other TAF applicants work out how many people came to town for their event.

Drumheller asked if the Chamber had any frustrations? Sinkler said their frustration was that they had to fix things that were broken before they could go forward with what they really wanted to do. He added that once those challenges were overcome things are going better. He said another challenge is the budget and how they will have to use more social media as it is cheaper.

Other events (Beer 101 and the PBS television show 'Getting Away Together') were also discussed. The TAC congratulated the Chamber of Commerce for the 'good job' is doing to promote Cannon Beach.

### **(4) Mid Term Evaluation Review with Cannon Beach Children's Center**

Barb Knop, Board President and consultant Gary Hayes joined the TAC members at the table. In answer to Drumheller's questions, Hayes reported that the event was very successful, they are on a 12 month marketing cycle and the event is well known and becoming a signature event of Cannon Beach. He said the advanced ticket sales assist them greatly with documenting where the people are coming from. He said they sold out of tickets 10 minutes after the opening. Hays said they are not doing a lot of local promotion as they want to bring in people from a distance who would stay over in the hotels. He said the event sold out last year and all the events were well attended in spite of the gale force winds and bad weather. Hays said that for next year, the yoga festival and Savor Cannon Beach have switched weeks; yoga will be in the first full week of March, and Savor Cannon Beach in the second full week of March.

Toutain-Dorbec asked how long the event has been running. Hays replied that this will be the 5th year for Savor Cannon Beach but the Children's Center has hosted the wine walk for several years before that. He went on to say

that the goal was to maximize the participation and now they feel they need to expand it from 500 to 700 participants. He said they will change the ticketing so people can do just the wine walk if they wish. He said it would be good to offer people a selection. In answer to Beck-Sweeney, Hayes said he thought they should keep moving the price up. He said it would help attract the wine connoisseurs and not just the wine drinkers. He added they will target the market of people who will pay more and stay over.

In answer to Toutain-Dorbec's observation that the brochures were difficult to use and people seemed to be confused, Hayes said that issue has been addressed and they are going to change them. She added that this is a wonderful event for the community. TAC members agreed that they had done a nice job on the event and it was popular and fun.

#### **(5) Good of the Order**

The TAC then discussed the effect of the Tourism and Arts Funding on the Chamber and other groups as well as the transient room tax.

Discussion moved to changing the ordinance to increase the membership to 7 and also to change the terms to 4 years with an 8 consecutive year maximum as is defined in the Cannon Beach Charter. This would bring the TAC in line with the other standing committees. The TAC also discussed the need for diversity on the commission.

3:10 pm Mays left the meeting.

Beck-Sweeney said she thought this was a good meeting and said she wondered if it would be beneficial to meet with the other event groups. Drumheller agreed that the others should have the opportunity to meet if they wanted. It was the consensus of the commission for Riggs to contact the other TAF recipients and offer to meet with them April 30th, starting at 1:00 pm.

#### **(6) Next Meeting Dates and Agenda**

The FY 2014-15 applications are due May 1st by 2pm. Riggs will make copies of the applications and the commissioners decided to divide the group of applicants in half and meet over a 2 day period. They agreed that the timing is tight in order to review, interview, and make their recommendation to Council all in time for Council to approve funding at their July 1, 2014 meeting.

The Tourism & Arts Commission will meet in the City Hall Council Chambers again on the following dates:

Wednesday April 30, 2014	1pm	IF REQUIRED
Wednesday May 7, 2014	10 am	meet to review FY 2014-15 TAF applications
Wednesday May 7, 2014	1 pm	begin FY 2014-15 TAF application interviews
Thursday May 8, 2014	10 am	meet to continue to review FY 2014-15 TAF applications
Thursday May 8, 2014	1 pm	continue FY 2014-15 TAF application interviews
Tuesday May 13, 2014	1 pm	assess applications and prepare a recommendation for Council to review at their June 10, 2014 work session

#### **ADJOURNMENT**

Chair Drumheller adjourned the meeting at 3:30 p.m.

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Colleen Riggs, Administrative Assistant

Minutes of the  
TOURISM AND ARTS COMMISSION  
May 7, 2014  
Council Chambers

Members: Chair Tom Drumheller, Vice Chair Robin Risley, Commissioners Linda Beck-Sweeney, and Claudia Toutain-Dorbec

Excused: Commissioner Valerie Ryan

Staff: City Manager Rich Mays, City Attorney Tamara Herdener and Administrative Assistant Colleen Riggs

CALL TO ORDER

Chair Drumheller called the meeting to order at 10:10 am.

Mays said he will not be able to attend the entire 2 days of meeting. He said he is working on the budget and it looks like TAC will have a little more money to award this next season.

APPROVAL OF MINUTES

Beck-Sweeney noted some typographical errors in the minutes

Motion Beck-Sweeney moved to approve the minutes of the April 11, 2014 as corrected; Risley seconded, and the motion passed unanimously.

Vote: Drumheller, Risley, Beck-Sweeney, and Toutain-Dorbec voted AYE. The vote was 4/0 in favor .

The Commission discussed the timing aspect of the evaluations, applications and events, agreeing that it is difficult for applicants to get their evaluations in for review when they may have either just finished them or not had them at all. Drumheller said it is also difficult for the commissioners to decide how much money to award for the next year when there is no data to show if they are on track. It was discussed that perhaps some applicants who have events on an annual basis (Coaster Theatre, Chamber of Commerce) should be expected to report on a different timeline than those that have just one event, and also those whose events have just finished before their mid terms are due (CB Gallery Group, Tolovana Arts Colony) should be allowed an extension. The option of having evaluations done in 2 phases, the fairness of allowing exceptions, how to fit in with the City's fiscal year were all factors in the timeline of reports and applications. The commissioners agreed that for now, they would continue as they have been doing and grant extensions on a case by case basis.

Chair Drumheller and Beck-Sweeney agreed to work on a letter to the applicants about the timing of the reporting and the entire commission will work on adjusting the guidelines to match, before putting new guidelines before Council for their approval.

Chair Drumheller asked for any concerns and comments about the applications received. The overall comments were that they were impressed with how well the applications have improved. Some concern was voiced about how a couple of the applicants do write well, but do not actually answer the questions; rather they skirt around the issue. The main concern of all commissioners were if the events were bringing in tourists from over 50 miles to fulfill the 'heads in beds' criteria of the ORS. The City Attorney Herdener suggested the hotels help the organizations get the criteria they need and more discussion followed about ways to track this statistic and how the Chamber of Commerce could help.

Herdener said she felt the onus is on the City or the TAC to define a tracking process; then there would be a standard, unbiased way to get the data. She added it would be a good thing to have if the state every questioned the procedure. She suggested that the process could be very specific and defined in the grant application. She said TAC could possibly put away \$5,000 - \$10,000 out of the money available to be distributed to the applicants and

use it to hire a firm to come up with a way to quantify the number of people who come to Cannon Beach and stay over for an event.

The commissioners talked about how the overall ask of funds from the applicants is always more than the estimated budget available from the City. Mays said it may be a difference of about \$50,000.

Herdener reminded the commissioners that according to the statute, the Chamber does not have to prove 'heads in beds' because they are a tourism promotion agency, so legally there are different standards for different applicants. She explained that the Chamber is the only agency in Cannon Beach who does only tourism promotion, so they do things that are broader in spectrum than specific events.

Mays left the meeting at 10:55 am.

The commissioners discussed all the applications in preparation for the interviews.

### ADJOURNMENT

Chair Drumheller adjourned the meeting at 11:05 a.m. for a lunch break.

Chair Drumheller reconvened the meeting at 1:05pm

The Commission interviewed four of the applicants for the FY 2014-15 Tourism & Arts Fund Grant Awards.

### **Cannon Beach History Center and Museum (CBHCM)**

Elaine Murdy Trucke, Executive Director of the CBHCM and Elizabeth Johnson, the CBHCM Archivist introduced themselves to the commission. Chair Drumheller asked Ms. Trucke to give them a review of how their event went last year and what they were planning to do this year.

Trucke said that they are asking for \$15,000 in 2015 because they would like to streamline the marketing, focusing on getting people who are interested in architecture. They are asking for funding for the magazine '1859'; as they are going to feature an article on Oregon architecture and the History Center wants to advertise the cottage tour in it. She added that the magazine has told her they will be doing a feature story on the cottage tour and she is going to write an original piece for it. She said that she has decided to keep the cottages and gardens in the tour but wanted to add a focus on to the artistic side of the carpentry in the buildings. She said people who do the tour often ask for information about the suppliers/contractors of the homes: colors, tiles, what carpenter was used, who was the architect etc. They seek out the local stone workers, artists and carpenters to replicate what they have seen on the tour.

She went on describe how they always ask the visitors if they are staying over and for how many nights and the keep track of the zip codes. They also ask how the visitors heard about the cottage tour. Using that information they have cut out some advertisers that just did not produce. She added that Travel Oregon and the magazine '1859' appeal more to the high end market. Trucke added that they hope to increase the numbers by offering more things to do associated with the tour; Friday reception and Saturday lunch and lecture at Tolovana Inn, a wine reception and concert also on Saturday and a Sunday brunch at a Cannon Beach resident's garden. She said they are trying to get people to stay Friday through Sunday.

The TAC commented that the event was very well done. However, they would like to see a more quantitative approach to tracking the room nights. Drumheller said TAC will try to come up with a way to help the applicant answer the questions needed to stay within the ORS rules. Trucke showed the TAC the questionnaire they use and said they would improve it for next year. Drumheller said that the TAC and the applicants can work together on this issue.

### **Cannon Beach Gallery Group (CBGG)**

Jim Kingwell, CBGG Board President, Kim Barnett, CBGG past president and Jeff Hull CBCC member were present to brief the TAC on the CBGG events. Chair Drumheller asked them to give TAC a review of how their

events went last year and what they were planning to do this year.

Mr. Kim Barnett reported that not a lot has changed. They continue to want to increase the scope of the events so this year they included 'Chef's Table' which got more people involved. He said they have streamlined things they had done in the past, and increased promotion and advertising. He added that the CBGG plans to continue to do the events as they are, having made a minor adjustment, but overall they will keep it the same. Hull said that they have had a 7% increase this past year. He said they will assess the results of the advertising with regard to the amount of money spent, looking out of the area for print media. He added that if any changes are made, it will follow the intent and they may change the way they advertise per the results of their research.

Barnett said they are asking for an increase, primarily to cover the hard cost increase of things.

Hull said that besides tracking where the visitors come from they track their frequency of attendance; some people come year after year. Barnett said that to document the people who stay overnight, their method is to contact the lodging staff and compare last year to this year. He said he would love a more specific alternative but the CBGG doesn't know how to get it. Kingwell said that they are going to send out postcards that can be used in a drawing which will help them track who is coming.

The TAC and the members of the CBGG discussed what needs to be done to track the visitors, and how to come up with a good process that all applicants can use. Beck-Sweeney said she agreed with Barnett that if all the applicants embraced each others' events and realized that any event benefits all the businesses, hotels, shops, restaurants, they could all help promote each other's events.

### **Cannon Beach Preschool & Children's Center (CBPCC)**

Barb Knop, CBPCC Board President, Gary Hayes, manager of Savor Cannon Beach and Amy Rahl, CBPCC Board member were present to brief the TAC on the CBPCC event. Chair Drumheller asked them to give TAC a review of how their events went last year and what they were planning to do this year.

Mr. Hayes began by saying that they want to grow the event and have nearly maximized it under the current format. They are looking into alternative ways to increase the number of people by looking into a different OLCC license, expand the venue, change the wine walk from just a 3 hour "drink fest" to a more leisurely event that took longer so people could eat, shop and still have time to taste the wines, add a Saturday event and in the future he would like to expand on the number of events to increase the number of people to attend. He said this year they sold 500 tickets for the wine walk and had to turn away 100 people. Drumheller asked if the size of the Chamber of Commerce Community Hall is limiting. Hayes said yes but the bigger ballrooms are very costly. He said they would like to use the ballrooms at the Surf Sand, Tolovana and Hallmark. He'd like to have things going on all over town in the future. He said the event has followers that return each year and it is very popular.

The TAC and the members of the CBPCC and Mr. Hayes discussed what needs to be done to track the visitors, and how to come up with a good process that all applicants can use. The TAC all agreed that they gave a nice presentation and it is a popular event.

Hayes said he wants to talk about the timing of the evaluations and final reports. Chair Drumheller said that the TAC is working on that and that is a bit tricky due to fiscal year of the City and to know what funds they have to use. He said the TAC was open to suggestions.

### **Cannon Beach Chamber of Commerce (CBCC)**

Steve Sinkler, CBCC Board Vice President, Gary Hayes, consultant, Jim Paino, CBCC Administrative Assistant and Christen Allsop, CBCC Board Member were present to brief the TAC on the CBCC events. Chair Drumheller asked them to give TAC a review of how their 3 events went last year and what they were planning to do this year.

**Marketing** - Gary Hayes reported that they are 3/4 of the way through with the marketing process from the last funding. This past year they did a lot of up front work, did an assessment of competition, worked out where Cannon Beach fits best in the destination marketplace, and identified the strengths and opportunities of the business. They then created a marketing plan from that. He said the marketing promotes the 3 Chamber events

and community wide marketing as well ( to help the general community). He said the Chamber does not want to interfere if a business has its own public relations (PR) person, but many don't and the Chamber can help them by getting them to use the Chamber PR page of the website.

Sinkler said that they have critical ask for this event as they made ground last year, and they have done a lot with the money granted last year. He said the social aspect is growing exponentially and it is critical to continue and develop it. He said that 2-3 weeks ago at the mid term, they heard what TAC said about data collection and marketing and they are working on it. He said they want to find out about VISITBEND which has great data collection. He said they are asking more this year as they expect to be doing more to help the other events.

**Website Updates** Jim Paino spoke about the website and their upgrade. He said they need to change the calendar to make it more user friendly and have identified some improvements that will save time and energy. The other thing that still needs work is the email contact list. Paino said the activities section is the second most hit page either lodging or activities. He said they lose the most visitors on this page and he wants to make changes to keep them interested. Paino said the website is very artistic and photogenic and it costs to purchase the photos. Toutain-Dorbec asked why they didn't ask for more donations of photographs and Allsop said that often they require a very specific image and also it is good to help local photographers by purchasing from them.

**North Coast Partnership** - Sinkler said that the CBCC wants to continue with the partnership. It is a flat cost of \$20,000 and it promotes 2 events in the fall. He said the Beer 101 event was very well received. He said that the partnership created separate videos produced for Cannon Beach, Seaside and Astoria last year and it will probably be the same type of things next year. There will be 30 second commercials as well.

Beck-Sweeney asked what they are going to do about getting a new executive director with Eric Johnson's resignation. Sinkler said that Paino will be taking up some of the slack and Allsop is participating in the search for a new executive director. He said that the Chamber will try not to lose momentum and the board is hardworking and will also help with the loss. Sinkler added that the CBCC will be good stewards of the money awarded.

The TAC applauded them on a great presentation and that they showed good energy and commitment.

The CBCC members left at 3:07pm.

It was agreed by the commission that they did not need to meet at 10:00 am tomorrow, May 8th and to reconvene for interviews at 1:00 pm.

The meeting was adjourned at 3:10pm

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Colleen Riggs, Administrative Assistant

Minutes of the  
TOURISM AND ARTS COMMISSION  
May 8, 2014  
Council Chambers

Members: Chair Tom Drumheller, Vice Chair Robin Risley, Commissioners Linda Beck-Sweeney, and Claudia Toutain-Dorbec

Excused: Commissioner Valerie Ryan

Staff: City Manager Rich Mays, and Administrative Assistant Colleen Riggs

CALL TO ORDER

Chair Drumheller called the meeting to order at 1:00 pm.

**Tolovana Arts Colony**

Tracy Abel, event coordinator for Get Lit at the Beach, and Jeff Womack, Tolovana Arts Colony Board President were present to brief the TAC on the Tolovana Arts Colony events. Chair Drumheller asked them to give TAC a review of how their events went last year and what they were planning to do this year.

Ms Abel reported that this will be the 4th year of Get Lit at the Beach, and it keeps getting better. She said they are still figuring out what works and what doesn't work. She said they may add more workshops in the future. She said they do offer scholarships to high school and college students but they didn't attract the young ones last year and to they are focusing on getting the high school students involved.

She said that marketing started late and they did not get to market as well as they wanted. But this year they already have confirmed a Seattle radio contact to help attract people out of the 50 mile radius. They have approached other book club members. Risley suggested to contact the AAUW (American Association of University Women) as they have a strong book club group. Abel said they asked the authors to reach out to their fan bases to post about the event. She said they use posters, email blast, constant contact, facebook, pinterest, authors, brochure of schedule to market the event.

Abel added that the authors participate on their own - they are not subsidized by the Tolovana Arts Colony at all; their travel, accommodation, everything is on their own dime. That is very different to most other events of this type.

The TAC discussed costs, and venue issues with them. Abel said the venue can hold 200 so there is room to grow, and they try to keep the cost down to attract more people.

Chair Drumheller said that the Tolovana Arts Colony's marketing plan wasn't well explained in the application but the information in the interview certainly made it clearer. Beck-Sweeney said the marketing plan would help TAC with their deliberations but they realize the event just closed and it will be improved in next year's application. The TAC all said what a great event it is.

**Friends of Haystack Rock (FoHR)**

Stacy Benefield Board President, Tracey Abel Board member and Christen Allsop event director were present to brief the TAC on the Friends of Haystack Rock's Cannon Beach Yoga Festival event. Chair Drumheller asked them to give TAC a review of how their event went last year and what they were planning to do this year.

Ms. Allsop showed a video clip of the Yoga Festival to the TAC and audience. It was very well received and members of the TAC commented on the quality of the event.

Allsop then described last year's event and what they hope to do this next year. She said they received a lot of assistance from vendors in the promotion of the festival. The vendor "Kind Snacks" publicized the event and also helped during the event. She said this year they are hoping to use the Chamber of Commerce for their Public Relations (PR); she said they have no funds allocated specifically to PR.

The FoHR representatives and the TAC discussed what needed to be improved (getting the other businesses and hotels in the city to buy in to the event, the need for larger venues) and discussed how to achieve that improvement. Toutain-Dorbec said that there appears to be a disconnect between the TAC's goals and the business community's understanding and the TAC needs to address it. She added that there needs to be buy in from everyone, especially the hotels. Beck-Sweeney said that it is the transient room tax that brings it all together and that all the hotels benefit from the many events.

The TAC agreed that it is a good event and had a great turnout and today's presentation was great.

### **Coaster Theatre**

Patrick Lathrop Executive Director, Jenni Tronier Operations and Marketing Director and Sue Meyers Marketing Chair and board member were present to brief the TAC on their events. Patrick explained that Darren Hull, Board President, gave his apologies as he was not available to attend today's interview. Chair Drumheller asked them to give TAC a review of how their events went last year and what they were planning to do this year.

Ms. Tronier gave the presentation speaking to a handout she distributed to the TAC members. She gave the history of the Coaster Theatre and discussed the special events. She said the number of people attending special events in 2013 improved over 2012 and she attributed that to better marketing. Lathrop said that things are improving now because the theatre has a new executive director and a new marketing and operations director. Tronier added that they are going to launch their new, improved website in mid to late June and it will have a better homepage. It will also allow them to use google analytics to better understand how people are using the site and also determine what is working and what isn't. Tronier also attributed the better attendance to their use of a new Coaster Theatre blog, upgraded email letters, targeted ad placement and that the theatre has been working with Bonnie Gilchrist of Gilchrist & Associates for their PR since December 2013. Ms. Meyers added that the theatre has a balanced budget this year (maybe even a little ahead) which hasn't happened in a long time.

Lathrop added that the board is going to try to utilize the theatre during the day for conferences and perhaps combine a break on the rate if they book a hotel in advance; they are considering a lot of new marketing tactics. He added that he believes the theatre could assist the yoga event with a venue if there is enough lead time to book the theatre.

Tronier reported that facebook has been the main communication effort and they have raised their 'likes' since hiring a marketing director. Meyers said they want to put a link to the Chamber on their website so when people visit the site they can link over and get their accommodation.

Lathrop said the tracking and reporting is done mostly through their ticket sales software and they are working to improve the patron tracking whether they purchase in advance or at the door.

Lathrop said that since the theatre does 115 events every year, vs. one event per year like other applicants, he thought that their criteria should be a little different. Chair Drumheller said the TAC has recognized the difference and is working to come up with a way that everyone can get their evaluations in on time.

TAC members all said they were glad to see the theatre was improving the website and congratulated them on a good presentation.

## **Cannon Beach Arts Association (CBAA)**

Andrea Mace Executive Director, Carolyn Probst Board Treasurer and Susan Simon Board Secretary were present to brief the TAC on their event. Chair Drumheller asked them to give TAC a review of how their events went last year and what they were planning to do this year.

Mace said the CBAA had launched their new website just before submitting their application. She also said she has been attending a class of social media given by the Clatsop Community College's Small Business Administration to learn how to do more focused marketing. She reported that this past year has been full and exciting as they have increased sales, had more artist participation and feel they are getting more organized. She then shared some marketing material with the TAC. She went on to say the CBAA received a Ford Family Foundation grant which will allow them to start a 6 month advertising campaign in print and the online newsletter of the magazine '1859'. She said this magazine caters to a younger, well traveled and educated demographic.

Ms. Simon said that the CBAA is mostly staffed by volunteers and the board is working to get them to consistently record patrons zip codes when they come in.

Ms. Probst reported that she has created a spreadsheet to record the zip code data provided when people come in and sign up for a drawing.

Simon said they are asking for assistance with the juried shows and that the quality of the jurors is very high. She added that people often come in just because they follow that artist. Mace added that it is easier to get the data of the artists as they fill out a form, and they often bring friends and family. She went on to list the prestigious jurors from various museums and galleries around the northwest who come to the juried shows.

The TAC all agreed that the CBAA has made great improvements; they are excited about the new direction, love the jurors and website. Chair Drumheller said this has been their best presentation yet and the CBAA has carved out a niche that is very supportable by TAC. He complemented them on a well written and good presentation. He added they are a good team and he likes the direction they are taking.

## **Good of the order**

Drumheller and Beck-Sweeney are to work on a letter to the Chamber of Commerce and the Coaster Theatre regarding reporting for their annual events.

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Colleen Riggs, Administrative Assistant

Minutes of the  
 TOURISM AND ARTS COMMISSION  
 MAY 13, 2014  
 Council Chambers

Members: Chair Tom Drumheller, Vice Chair Robin Risley, Commissioners Linda Beck-Sweeney, Valerie Ryan (by phone) and Claudia Toutain-Dorbec

Excused: None

Staff: City Manager Rich Mays and Administrative Assistant Colleen Riggs

CALL TO ORDER

**(1) Minutes of May 7 and May 8, 2014 Interviews**

Riggs reported that the minutes from the last 2 meetings (interviews) May 7 and 8, 2014, were not finished at the time of this meeting.

**(2) 2014-15 Tourism and Arts Fund Grant Awards**

The commissioners assessed each application according to the TAF Review Evaluation Questions sheet.

Commissioners commented on each event expanding on their view of the pros and cons of each presentation/application, and each voiced their award amounts to be averaged to reach the consensus amounts.

All commissioners declared any associations with the applicant organizations and only Ryan had a conflict that kept her from participating in the award determination for the Tolovana Arts Colony.

Ryan left the meeting at 1:47pm.

Organization	Event	Asking	Award Consensus
CB ARTS	Juried Shows	\$14,866	\$13,000
CB Chamber	North Coast Partnership	\$20,000	\$17,000
CB Chamber	Website	\$15,000	\$13,000
CB Chamber	Marketing	\$58,505	\$41,000
CB Children's Center	Savor Cannon Beach	\$49,800	\$32,000
CB Gallery Group	Spring Unveiling/Plein Air & More	\$45,500	\$42,000
CB History Center	Cottage & GardenTour	\$15,000	\$14,000
Coaster Theatre	Special Events/Marketing/PR	\$66,829	\$50,000
FoHR	Cannon Beach Yoga Festival	\$45,000	\$36,000
Tolovana Arts Colony	Get Lit at the Beach	\$23,000	\$19,000
<b>Amount in Budget</b>	\$282,000	<b>Totals</b>	\$353,500
			\$277,000

This leaves a reserve of \$5,000 of the estimated budget.

The TAC decided to award less than the required amount of \$20,000 to the Chamber of Commerce for the North Coast Promotion. They agreed the Chamber of Commerce could re-arrange their total TAF award amount if the entire \$20,000 is required for the promotion.

Motion Beck-Sweeney moved to present the award consensus numbers to the City Council for discussion at their June 10th work session; Risley seconded the motion.

Vote: Drumheller, Risley, Toutain-Dorbec and Beck-Sweeney voted YEA, Ryan was not present to vote, the vote was 4/0 and the motion passed.

**(5) Good of the Order**

None

**(6) Next Meeting**

TBA. The TAC may meet June 10, 2014 to prepare for the City Council work session.

ADJOURNMENT

Chair Drumheller adjourned the meeting at 3:30 p.m.

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Colleen Riggs, Administrative Assistant

Minutes of the  
TOURISM AND ARTS COMMISSION  
November 3, 2014  
Council Chambers

Members: Chair Tom Drumheller, Vice Chair Robin Risley, Commissioners Linda Beck-Sweeney, and Jim Kingwell

Excused: Claudia Toutain-Dorbec

Staff: City Recorder Colleen Riggs

Others Present: Ryan Snyder of Martin Hospitality

CALL TO ORDER

Chair Drumheller called the meeting to order at 3:04 pm.

Chair Drumheller and the other commissioners welcomed new member, Jim Kingwell. He said that he is looking forward to serving and has already noted that his thought process is changing. He said being on the commission provides a different perspective. Chair Drumheller described to Kingwell the thought process behind judging the events to make the awards, the laws that have to be followed and provided Kingwell with the guidelines, ORS, City Ordinance, award agreement and other documents that guide the commissioners.

**(7) Public Comment**

Chair Drumheller asked Mr. Ryan Snyder of Martin Hospitality to join them at the table. Mr. Snyder addressed the commissioners and discussed his idea to cross promote the tourism & arts fund. He suggested the Tourism & Arts Commission (TAC) put some money aside to fund a branding effort to promote and publicize the Tourism & Arts Fund (TAF). He said he thought it would clear up a lot of misunderstandings and pre-conceived ideas the public has. He said he feels the program is missing opportunities and branding would be a good way to promote the TAF. Risley and Beck-Sweeney mentioned the two applicants who work with an outside organization. Discussion of cross-promoting followed. Snyder described how Martin Hospitality would like to promote with the TAC and advertise the TAF events as well as the other events going on in town. Kingwell said that commanding does not always allow for the motivation of people - you may not be able to 'command' the applicants to conform, but, perhaps the TAC could do it. Snyder said his organization already cross promotes and it helps everyone; the reciprocating effects of it are good. Drumheller said that the TAC has discussed this a couple of times, and they believe that if all applicants assisted each other, and promoted everyone's events, they all would do better. He said it would also show the public that the tax dollars are being used for good things. Drumheller said he thinks it is a good option to explore, and would like to continue to visit about it. Beck Sweeney said that the TAC has tasked the Chamber to also promote the many events although it is hard to enforce them to do it. Snyder said he felt that following the the letter of the law to increase tourism dollars and branding the TAF would assist with the public knowing where the funding comes from.

3:18pm Snyder left the meeting

Discussion followed among commissioners regarding the cross promotion.

APPROVAL OF MINUTES

Motion Risley moved to approve the minutes of the May 7, May 8 and May 13, 2104, meetings as written; Beck-Sweeney seconded, and the motion passed unanimously.

Vote: Drumheller, Risley, Beck-Sweeney, and Kingwell voted AYE. The vote was 4/0 in favor.

## **(1) Final Evaluation Review of Cannon Beach Gallery Group Events**

Cannon Beach Gallery Group (CCGG): Kingwell gave an overview of the final evaluation for the Gallery Group. Drumheller explained the process of review: each commissioner reads the evaluation, and if anyone attended they make comment. Kingwell went on to say that the ongoing problem of metrics and measuring how many people actually came to Cannon Beach for the event is difficult to answer. Kingwell said he thinks the lodging people are in the best position to ask the questions of the visitors to find out if they came to Cannon Beach for the event. He said it would be great if somehow they could measure the 'enthusiasm' of people to return, but that would be very difficult.

Drumheller said TAC needs to figure out how to followup with the visitors. Beck-Sweeney said that even the lodging people do not always have the opportunity to interview/question all the visitors, especially when there is a lineup of people trying to check in. Drumheller suggested a questionnaire placed in the breakfast rooms offering a drawing for a free night's stay or some other incentive might get good responses. Drumheller said they should come up with 4 or 5 questions that would help TAC and the applicants get the metrics to fulfill the ORS requirement - Drumheller said he could think of a couple: 1) are you here for this event and 2) how did you hear about us. Kingwell said at his business, Ice Fire, he often asks his customers if they are repeat visitors. He said he is more interested in return visits.

The commissioners discussed the CCGG events and how well Kingwell thought they went. Possibly 300 people attended. Kingwell reported that Spring Unveiling was quite a success. Plein Air and More had some members of the CCGG questioning whether it really brought in sales to cover what they put out to do the event. He said he thinks that they are overlooking the fact that they are building reputation and creating an event to bring people back. Kingwell said the CCGG is reassessing the value of where they spent their money and if it brought in a good return. Drumheller said the reports from the CCGG are always well done.

More discussion followed about more visual ways to promote events and the use of banners was discussed. Drumheller said he has seen banners used in other cities and they are a good idea for advertising; a way to get the word out in advance. It was agreed that email/facebook and other social media are inundated and they need something more visual. Beck-Sweeney said that with a new mayor, new city manager and a new Chamber of Commerce executive director, some big improvements in the business success of the events could be made. Risley said she thinks the Chamber of Commerce will be getting more involved in the promotion of the events.

## **(2) Final Evaluation Review of Cannon Beach History Center Event**

Cannon Beach History Center & Museum (CBHC) - Risley said that she noted in the report that free press brought in 17% of their ticket sales - no cost to the CBHC.

Commissioners discussed the event and how well they did. Beck-Sweeney said her garden was included in the tour and she had over 200 people come through. She said the weather was great. The CBHC sold a total of 563 walking tour tickets and 5 houses were on the tour. The report indicated that the CBHC was very happy with the turnout for the event. The commissioners agreed this event adds a different dimension of the town - architecture, gardens etc. It was noted that for the most part, people walked to the different houses/gardens.

Return on investment was discussed. Beck-Sweeney said that has been a challenge for all. She explained that a good business plan isn't the only thing to judge for an award and that you can't apply the same criteria to the different events as they are drawing different people. Some events spend more money per person but they have an aesthetic that other events may not. Is the money well spent? Risley said it seems like all the groups have gotten stronger and have taken some of the TAC's suggestions to heart.

All agreed that the event was well done, well received and the CBHC used their money wisely.

### **(3) Final Evaluation Review of Tolovana Arts Colony Event**

Tolovana Arts Colony - Risley said she attended the event and explained what she thought of the event. She attended the get together on the Friday, on Saturday she attended the talks given by the writers (they pay their own way). She said the writers were giving 100% to the event. She added that the dinner went well also. She said she thought it was a very good event.

Kingwell questioned the amount listed as administrative fees and supplies in the budget. What was that used for? He asked if TAC funded general operating expenses. Beck-Sweeney said she thought the money was to pay the 'event coordinator'. Drumheller said it is a hot point with the TAC: how much money is paid to the people hired to assist the event. It was decided to ask the Tolovana Arts Colony what that budget line paid for.

All agreed the event went better this year than last.

The overall consensus was all 3 events had different strengths and weaknesses but they were successful.

### **(4) Timing of Applications/Evaluations/Timeline**

Chair Drumheller said he did not want to change the deadlines. Even if an applicant has an on-going project (like the Coaster Theatre) they still need to adhere to the deadlines defined in the guidelines and get their mid term and final reports in for review. No one disagreed.

Drumheller said he thinks the Coaster Theatre could do more and reach out into the community rather than just focus on their productions. Riggs will call executive director, Patrick Lathrop tomorrow and ask to get their final evaluation by the 15th of November. It is a requirement to submit evaluations in order to receive funds.

### **(5) Other Goals and Projects**

Chair Drumheller asked each member to consider what Ryan Snyder had brought up. Should we do it this year? Where to get the money? He asked each commissioner to write up their thoughts and email to each other. Drumheller said he does not want to spend a lot of money on it and a logo and mission statement might suffice. Drumheller said he will contact Mr. Snyder and provide that feedback to the other commissioners.

#### **ACTION ITEMS**

- 1) Drumheller & Riggs will ask TAC for more detail re: Administration/Supplies budget line item;
- 2) Riggs to contact Coaster Theatre and ask for final eval before Nov. 15 deadline;
- 3) consider if money from the TAF could be used to help pay for a PR person for the smaller applicants;
- 4) continue to work on a questionnaire to provide a quantitative way to account for the numbers of visitors.

### **(6) Good of the Order**

It was decided that Riggs will scan & email the Coaster Theatre final evaluation and if necessary, the TAC will meet in an emergency session to address it. Otherwise, if the eval looks good, meet on Monday, December 8, 2014 at 1:00pm.

#### **ADJOURNMENT**

Chair Drumheller adjourned the meeting at 3:48 p.m.

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Colleen Riggs, City Recorder

Minutes of the  
TOURISM AND ARTS COMMISSION  
December 8, 2014  
Council Chambers

Members: Chair Tom Drumheller, Vice Chair Robin Risley, Commissioners Linda Beck-Sweeney, and Jim Kingwell, Claudia Toutain-Dorbec and Linda Beck-Sweeney (arrived at 1:20pm)

Excused: None

Staff: City Manager Brant Kucera, City Recorder Colleen Riggs

CALL TO ORDER

Chair Drumheller called the meeting to order at 1:10 pm.

Chair Drumheller and the other commissioners welcomed new City Manager Brant Kucera. Drumheller gave a review of the Coaster Theatre agenda item. He also explained why the members would like to have the Tourism and Arts Commission(TAC) membership increased to 7 people; each member has businesses and it is sometimes difficult to attend the meetings and it would be a way to make the commission more diverse.

APPROVAL OF MINUTES

Motion Risley moved to approve the minutes of the November 3, 2014, meetings as written; Kingwell seconded, and the motion passed unanimously.

Vote: Drumheller, Risley, Beck-Sweeney, Toutain-Dorbec and Kingwell voted AYE. The vote was 5/0 in favor.

**(3) Coaster Theatre**

In discussion before the Coaster Theatre representatives entered the Council Chambers, Drumheller said that the Coaster Theatre receives almost 1/4 of their operating budget from the Tourism & Arts Fund (TAF). He said he was disappointed in the quality of the final evaluation submitted by their Executive Director, Patrick Lathrop. The other members agreed. Drumheller disclosed that his business partner owns the Coaster Theatre but that does not affect his decisions. He said it is important that the Coaster Theatre is not treated any differently from any other TAF recipient. Toutain-Dorbec and Risley both said they were disappointed that Patrick Lathrop did not attend today's meeting.

Jennie Tronier, Marketing Operations Director and Sue Meyers, Coaster Board member joined the meeting. Drumheller told them the TAC would like to ensure that the Coaster Theatre understands the expectations of the TAC regarding applications, evaluations etc. He said that Lathrop's 3 page summary was not what the TAC was expecting. In fairness to other applicants he said, the evaluations should be on time and more detailed. He added that in the April mid-year evaluation discussions, the Chamber of Commerce and the Coaster Theatre indicated they had some confusion about how to report since their events are on going. Drumheller said he thought everyone was on board, but it appears not. He said the purpose of this meeting is to ensure everyone understands that all applicants need to adhere to the deadlines described in the TAF Guidelines. Tronier and Meyers agreed. Meyers said that Lathrop apologizes for not being here today and he was under the impression he had more time to submit the final evaluation because their events are on-going to the end of the year. She added that the evaluation report was not run past the Coaster Theatre Board before he turned it in to the TAC. She said the final evaluation has now been redone and she presented it to the commission.

Tronier and Meyers went through the evaluation and answered all questions of the TAC. The Coaster Theatre is improving their advertising and the method of tracking the people who attend their events. Tronier said the majority of the ticket sales are to people who live more than 50 miles away. Tronier went on to describe each show and how well they did.

Sue Meyers asked if Riggs could cc Jenni Tronier when she sends emails to Patrick Lathrop. Riggs will add both Meyers and Tronier to all emails that go to Lathrop.

Meyers thanked the TAC for meeting with them. The TAC members explained their position saying that the TAC awards a large amount of the total TAF grant to the Coaster Theatre and they are most interested to clear up any misunderstandings regarding the timeliness of evaluations. Also, the TAC wanted to reiterate that all recipients of TAF grant money are treated the same and have to meet the same requirements. They thanked Tronier and Meyers for meeting today and submitting the revised final evaluation.

1:44 Tronier and Meyers left the meeting.

## **(2) Welcome new City Manager**

Chair Drumheller welcomed new City Manager Brant Kucera to the meeting. Kucera gave a brief self history saying he was the Borough Manager of Kennett Square, PA for 6 years before coming to Cannon Beach. He said he started in Idaho, moved East and is glad to be back in the West. He went on to say that he will be working with the City Council on the annual retreat and goal setting in January and is planning a strategic planning session with staff and Council at a later date. Drumheller invited Kucera to attend the TAC meetings and Kucera said he will certainly try to attend all TAC meetings.

Drumheller explained the history of the TAC/TAF to Kucera.

Kucera said he thought it is nice that Cannon Beach can afford to assist with events as many other cities don't have the opportunity.

Risley said she was glad he was meeting the committees and finding out what the committees are all about before implementing anything.

The topic turned to branding and the input at the November meeting from Ryan Snyder of Martin Hospitality. Claudia said she thinks there is a disconnect. She said she thinks that branding is good and she suggested the TAC publish a poster of all events and when they are scheduled to give out to every business. She said it will let the public know what is happening through the year and it will also help the businesses to know what they might suggest visitors do while in Cannon Beach.

Kingwell asked if the members thought they should use the City Logo or to develop a TAC logo and would they have to run the idea past the Council. He said he also thought each group should acknowledge the TAF funds on all their documents where they list their funding. Drumheller said he thought that was a great idea as well and grantees could have it on their websites. Kucera said that since TAC is a committee of the City, they should not have to get Council approval to promote the logo/brand.

Drumheller said he would like to invite Ryan Snyder back to speak to the commission again when Kucera could attend.

It was the consensus of the commission to have Toutain-Dorbec and Risley work on the poster. Riggs will send them a digital version of the City logo for their use. Discussion followed about whether to make 2 different sizes, how to distribute the posters and if there was any sort of budget for the commission to use to get this accomplished. Kucera said he would check the budget to see where the money would come from to cover the cost of printing. Kingwell suggested that the businesses could print their own if they received a digital (.pdf) flyer.

## **(4) Action Items from November 3, 2014**

Chair Drumheller asked for discussion regarding the action items of the last meeting.

- 1) Tolovana Arts Colony Admin/Supplies line item. It was confirmed that the \$7,000+ budget line item was mostly spent on the event coordinator. Kingwell said he thought so, but it just was not clear in the evaluation. This item is closed.

- 2) Coaster Theatre Evaluation - this item was discussed and closed with the meeting earlier with Coaster Theatre personnel; Jennie Tronier and Sue Meyers.
- 3) TAF funds for a PR person for the smaller applicants? Discussion followed about what is the TAC's role in this and is it legal to utilize the funds this way? Commissioners agreed that if the TAC noticed that an event coordinator or other public relations person might be able to help an organization, they could suggest to the applicant to utilize someone. TAF funds are used by other organizations for this sort of assistance. This item is closed.
- 4) Questionnaire to get a quantitative way to count the 'heads in beds'. Discussion followed about the best place to get this sort of information and it was generally agreed that hotels are in the best position to get this information. The front desk, a form in a hotel room, breakfast room, or even involve the Chamber of Commerce. It was decided that each commissioner would come up with 3-4 questions and share them via email to all TAC members. Such things as 1) are you aware of the event? 2) (if yes) How did you hear about the event etc were suggested. The commissioners will have 2 weeks to come up with their list and it will be reviewed at the next TAC meeting.

#### **(5) Other Goals and Projects**

Discussion followed about adding two more members on the TAC. Risley said she thinks there is a lot of interest within the community and it is a good way to get more diversity of thought. Kucera said the ordinance defining the TAC would have to be changed, but that could be put on the January 6, 2015 City Council agenda. It was also suggested to increase the terms from 3 years to 4 years to standardize with all the other City committees.

Chair Drumheller asked for a motion.

Motion Risley moved to suggest to the Council increasing the membership of the Tourism and Arts Commission to 7 members and change the terms from 3 years to 4 years; Beck-Sweeney seconded.

Vote: Risley, Beck-Sweeney, Kingwell, Toutain-Dorbec and Drumheller voted AYE. The vote was 5/0 in favor and the motion passed unanimously.

#### **(6) Good of the Order**

The commissioners agreed to meet again Thursday, January 8, 2015 to review the documents for the FY 2015-16 grants. Riggs will email all the documents this week.

#### ADJOURNMENT

Chair Drumheller adjourned the meeting at 2:34:p.m.

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Colleen Riggs, Executive Administrative Assistant