

Minutes of the
TOURISM AND ARTS COMMISSION
January 8, 2015
Council Chambers

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

Excused: None

Staff: City Manager Brant Kucera, City Recorder Colleen Riggs

Also Present: Greg Swendenborg

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion Beck-Sweeney moved to approve the minutes of the December 8, 2014, with some minor corrections; Kingwell seconded.

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

ELECTION OF CHAIR AND VICE CHAIR FOR 2015

Motion Beck-Sweeney moved to reelect Tom Drumheller as Chair and Robin Risley as Vice-Chair of the Tourism and Arts Commission; Kingwell seconded.

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

(3) Review and Discuss FY 2015-16 TAF Grant Application Documents

Drumheller asked if the members had any changes they would like to make to the FY 2015-16 application documents. No one had changes. The commissioners reviewed the new form; City-Permitted Event Application, and agreed to include it in the packet. Kingwell said it was timely as the Gallery Group was considering asking for a street closure this next year for their event. Riggs said she would include the new TAC Ordinance, 15-01 in the packet, replacing Ordinance 10-07.

(4) Discuss City Council meeting of January 6, 2015

Chair Drumheller asked for input from the commissioners who attended the City Council meeting of January 6th. Kingwell, Beck-Sweeney and Risley all said that they thought the meeting went well and they were able to successfully answer Council's questions. Kingwell said he was surprised that there appeared to be some 'house-keeping' confusion; member terms etc., but he thought the addition of the word 'art' in the list of criteria was good. He also mentioned that there was no problem with changing the length of term from 3 years to 4 years.

Drumheller asked Kucera if he thought the new Councilors would benefit from a TAC 'training'; review the application packet, learn about the history of how the TAC was formed etc. Kucera agreed it could be beneficial and said it would be an item at the annual Council retreat scheduled for January 24th.

(5) Other Goals and Projects

Toutain-Dorbec presented a draft version of the TAF events schedule she has been working on. The commissioners discussed the use of logos, email/webpage addresses etc. on the schedule. Kingwell's concern was how to present the most information without making the schedule too cluttered. The commission agreed to add the words Tourism & Arts Commission directly under the City of Cannon Beach logo and to have all the information available on the City webpage. Kingwell suggested Toutain-Dorbec contact Gary Hayes for the email addresses of all the businesses.

The next meeting of the TAC will be Monday, March 23, 2015 at 1:00pm to review the mid-term evaluations submitted by the FY 2014-15 grant award winners.

(6) Good of the Order/Public Comment

Drumheller asked Greg Swedenborg if he would like to say a few words. Mr. Swedenborg said he was interested to find out more about the TAC and the TAF grants and this was a very informative meeting.

ADJOURNMENT

Chair Drumheller adjourned the meeting at 2:05 p.m.

Colleen Riggs, Executive Administrative Assistant

Minutes of the
TOURISM AND ARTS COMMISSION
March 23, 2015
Council Chambers

Members: Chair Tom Drumheller, Vice Chair Robin Risley, Commissioners, Jim Kingwell, and Claudia Toutain-Dorbec

Excused: Linda Beck-Sweeney

Staff: City Manager Brant Kucera, City Recorder Colleen Riggs

Also Present:

CALL TO ORDER

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

Claudia announced that she will be out of the Country for 6 weeks in Oct. through November. She has been asked to show her flower exhibit in France. Members all congratulated her.

APPROVAL OF MINUTES

Motion Kingwell moved to approve the minutes of the January 8, 2015; Toutain-Dorbec seconded.

Vote: Drumheller, Risley, Toutain-Dorbec and Kingwell voted AYE. The vote was 4/0 in favor and the motion passed unanimously.

(2) Review FY 2014-15 Mid Year Evaluations

Drumheller introduced the agenda.

CBAA:

Risley said that Andrea Mace is leaving the CBAA in June to become a realtor. Kingwell said the CBAA board has taken on several of Mace's issues and believe they can find another Executive Director even with the workload and wages offered.

Risley said this was one of the best evaluations she has seen from the CBAA. Commissioners all said they loved the CBAA's tracking of where people came from. They noted that the CBAA is targeting the Portland Art Galleries. Drumheller noted that more emails are going out and the marketing is better; also that the evaluation was easy to read and understandable.

Risley had a question to follow up on: 1) How helpful was the Chamber of Commerce in promoting the CBAA.

Drumheller and all agreed they think the CBAA has improved immensely and the event is growing, they always agreed that Andrea Mace will be missed.

CHAMBER of COMMERCE North Coast Partnership:

Risley stated that she was on the Chamber of Commerce Board. Each area represented in the North Coast Partnership spent \$20,000 and as a group, the North Coast partners promote all the regions. It was noted TAC awarded \$17,000 to the Chamber instead of the full \$20,000. Kingwell and Risley explained the North Coast Partnership and how it worked and Drumheller thought it would be good to ask the new Chamber Executive Director, Court Carrier if he feels it is worthwhile. He added that withdrawing could possibly have a negative impact within the region and/or we may not realize how beneficial the partnership is for several years.

It was decided to invite Court Carrier, Jon Raul, and Skip Hauke to meet with the TAC to describe the event and whether the North Coast cities that participate feel it is worthwhile.

TAC would like an update on the event and ask for them to come tell us why we would continue with it. (Scheduled a meeting Tuesday, April 7, 2015 at 10:30am in the Council Chambers).

CHAMBER of COMMERCE Website:

The commissioners agreed that the website has improved but it is a work in progress. With Christen Allsop and Court Carrier, the Chamber has done a lot of analysis of how it is working. Kingwell said he likes their new approach. Risely said she thinks the website is very important. TAC members agreed to ask Court Carrier about the website when he comes for the meeting in April. The commissioners discussed the improvements in the webpage, the direction it is going and agreed that it is very important to continue to improve it.

CHAMBER of COMMERCE Destination Event Marketing:

Toutain-Dorbec noted how much of the TAF budget goes to the Chamber of Commerce: 26% of the budget. Drumheller said he leans toward helping them continue saying the Chamber does try to help the smaller businesses who can't provide their own marking and webpage. Also, the Chamber cannot specify how many 'heads in beds' they are responsible for, but by the nature of their business, they are not required to do so by State Statute. The commission decided they would like to ask the Chamber about the magazine and if they only list the businesses that belong and how do they help the other businesses.

TAC members said they believe the Chamber has a good vision and headed in the right direction, and are happy to continue assisting with their funding. They like the inclusion of all the detail, but would like a brief summary. Drumheller said he wants a better idea on what the main strategy is of the focus. The commissioners reviewed the summary of the marketing plan which was included in the packet.

Riggs suggested adding a summary area in future evaluations for applicants to focus on their event and their vision.

CB Children's Center Savor Cannon Beach:

Kingwell spoke about this year's addition to the event . The new Friday night event (invitation only) of participating galleries in which 9 galleries participated. He said the change to having 1/2 ounce pours (wine tasting not guzzling) was well received and people were at his business for 3 hours (6pm to 9pm). The commissioners agreed this event is very different to what other areas do and the 1/2 oz. tasting pour set the standard. Kingwell added that to him, no one appeared inebriated which was very different to last year. He said it was good to engage local businesses to provide appetizers etc. during the tasting. They all agreed that the individual tasting events were very well attended. Risley commented that there seemed to be a lot of returning participants. Some restaurants are approaching the wine event with the idea of doing pairings. Some do not wish to be open on the night because of the number of drunk, loud people coming to dinner after the wine tasting. She said that may be changing. The venues are now gallery based, hotel based, not restaurant based. Risley said the only complaint she had heard was the confusion regarding the event at venues - the brochure was not clear and the people at the different venues need some better understanding of the event.

The TAC agreed that in general, the event is well received and successful. Just needs a bit better information. Kingwell thought the brochure was a little confusing but better than in the past; and they need to let them know this.

CB Gallery Group Spring Unveiling/Plein Air:

Kingwell led this discussion. He said the events are coming up and they don't know how it will go yet. He said the CBGG did have good information on the marketing and advertising. Even though TAF money starts coming in November, they need to start in July but they use other sources to cover it. He discussed the shift in strategy for

this year from previous years. He said that they combined the two events into one postcard advertisement so to use the remaining money for OPB advertising. He said they have fewer OPB spots this year but they are in a much better timeframe; just before Oregon ArtBeat. This happened because of their public relations person.

TAC agreed that the effect of this type of advertisement can be measured and the result can be used to guide others. They said they will see how well the new timeframe of the OPB advertising spots work: fewer spots, better timeframe.

TAC agreed that the two events are well done, fit the community well and are successful. It was asked that Plein Air is at the end of June but does the lodging really need this to help them out? Drumheller and Toutain-Dorbec both said June is not a 'given' so they believe June also needs assistance to bring in lodgers. Kingwell said that some galleries are not interested in Plein Air this year as they have limited manpower and they find it is taking from their own businesses. He said the business owners feel they are not trained as event planners and may need a dedicated public relations person to assist them.

TAC agreed that the CB Gallery Group did an excellent job and like that they are always looking ahead.

CB History Center Cottage and Garden Tour:

Drumheller noted that the History Center has not had their event yet as will be Sept 11 - 13. Risley said she thinks event has become very successful and likes that they have included local builders. It was noted that 25% of their ticket sales were from the Oregon Home magazine, 28% from the Oregonian and 30% from their own advertising. Drumheller said he thinks it has potential to grow, as evidenced by the addition of architecture and garden interest groups. He said he likes Elaine Murdy's enthusiasm. The commissioners agreed they would like to see it expand by lengthening the event.

Coaster Theatre Special Events/Marketing/PR:

Risley said she was surprised at how few people attended the special events; the theatre averaged 40 people per showing of Agatha Christie's Murder on the Nile. They discussed ticket sales. Risley said she knows that they run events all year long. Drumheller said he would like to see the theatre used more, like the one in Walla Walla, which has reached out to the community and uses their facility both day and night for educational purposes. Risley said the 12 Days of Earth Day committee wanted to show a movie at the theatre, but were told the theatre did not feel Earth Day would bring in enough people. Drumheller said if people want to make suggestions to the theatre, he feels they should serve on their Board of Directors.ave to be on the board. Toutain-Dorbec said she felt very positive about how the Coaster Theatre is improving as is evidenced in this year's mid-term evaluation. She noted they had developed a completely new guide and have shown google analytics in support of their events.

As far as the requirement for 'heads in beds', Toutain-Dorbec said she notices that guests in her hotel comment on the posters and decide to attend the show while they are here. Kingwell said he feels that having a theatre adds to the town regardless of whether it brings in tourists to stay overnight.

All members of TAC agreed it is a much better report than in the past.

Friends of Haystack Rock Yoga Festival:

TAC discussed the tourism multiplier which is used with Lodging nights to make an estimation of how much money was really spent in Cannon Beach. Drumheller said he will find out what the multiplier is, and that it may be different in different cities. TAC discussed the event limiting factor - how many people can actually attend the event. 152 participants it is a boutique event not a regular yoga event in a larger area. Kingwell said he thinks this is an image building event not just a 'heads in beds' event. Toutain-Dorbec said she thinks the type of people this event brings in are the kind of customer the City wants. Risley said that as a result of the event she was showed property to one of the yoga teachers

All agreed the evaluation and event were nicely done.

Tolovana Arts Colony Get Lit at the Beach:

Drumheller said the event will be held in April. All members agreed it is a great event. Risley mentioned that one of the authors also paid for scholarships for some of the event. It was noted that the event is getting stronger each year. TAC agreed the evaluation was well written and well done. They said the Tolovana Arts Colony recognizes their biggest problem (marketing to a niche group of authors) and are addressing it.

(3) Appointments to TAC at April 7th City Council Meeting

TAC reviewed the applications of the 5 people who wish to serve on the TAC. They discussed the merits of each the 5 different applicants. The City Council will be appointing members to the TAC at their April 7, 2015 meeting. The TAC membership was increased from 5 to 7 members at the request of the TAC in the December meeting.

(4) Schedule Dates for FY 2015-16 TAF Grant Application Interviews

April	7	10:30 am meet with Court Carrier
May	19	1:00 pm meet to review applications begin interviews at 1:30pm
May	20	1:00 pm meet to review applications begin interviews at 1:30pm
June	2	1:00 pm For City Attorney to participate in the meeting to decide on the amount of the awards.

(5) Other Goals and Projects

Toutain-Dorbec presented her Event and Festival Schedule which TAC wanted her to design to promote TAF events through the Chamber of Commerce. All thanked her for her efforts and liked the flyer.

At 3:25 pm City Manager Kucera joined the meeting and Drumheller gave him an overview. They discussed the applications that will be before the City Council among other things.

(6) Good of the Order/Public Comment

None

ADJOURNMENT

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

Colleen Riggs, Executive Administrative Assistant

Minutes of the
TOURISM AND ARTS COMMISSION
April 7, 2015
Council Chambers

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

Excused: None

Staff: City Manager Brant Kucera, City Recorder Colleen Riggs

Also Present: Court Carrier and Jon Rahl

CALL TO ORDER

Chair Drumheller called the meeting to order at 10:40am

Chair Drumheller suggested hearing from the Chamber of Commerce visitors first and then go into the business portion of the meeting; minutes etc.

(1) Meet with Chamber of Commerce Representatives

re:) CHAMBER of COMMERCE North Coast Partnership

Chamber of Commerce Executive Director Court Carrier and Seaside Visitors Center Manager Jon Rahl were present to describe the events supported by the TAF grant. Rahl gave a brief history of the North Coast saying that they focus on Spring and Fall advertisement campaigns and video asset development. He described the different campaigns. The total program investment for Astoria/Warrenton, Seaside, Cannon Beach is \$20,000 each year; Cannon Beach did not participate the first year. He said they have found out they are marketers and advertisers but they are not event planners. TAC and Rahl agreed that measuring bookings is very difficult. Rahl said they they focused outdoor and beer enthusiasts, travel, and foodies. He said the focus for FY 15-16 is Digital and TV Advertising and will target the demographics of Portland, Seattle and Vancouver, BC. They are looking for \$25,000 from Cannon Beach as \$25,000 is already committed by Astoria and Seaside. He said they may relaunch Beer 101, itinerary development (utilizing highway loops) and a quarterly newsletter development in the fall. Tillamook has expressed a strong interest in partnership.

TAC members thanked Carrier and Rahl for the presentation. Mr. Rahl left the meeting.

Drumheller said TAC has to focus on what is tangible, not just hits on websites. \$25,000 would be about 10% of the total TAC would have to award and the Chamber is \$26% of the TAF budget.

re:) CHAMBER of COMMERCE Website:

Carrier then spoke about the website. He admitted that the Chamber is not optimized for example they do not have the bandwidth they need. Not funded for it yet. Have a couple of areas that they are going to work on first. Christen Allsop will be working with them. They have \$13,000 at this point towards improvement. improve 1) the initial page of the website (very important and needs to be concise) 2) is the calendar. He said he is getting a better handle on the budgeting and marketing. He said they need to get organized; twitter, you tube, pinterest. Thinks the marketing is good but it needs to be targeted and in other times of the year. Believes CB has a great opportunity with the North Coast Partnership. He said the Chamber magazine gets a lot of good exposure but needs to get to other markets. Drumheller suggested Carrier write up a philosophy letter to explain to the community what the Chamber is doing and their focus for the future. Also to address the fiscal responsibility issue. Kingwell asked about the measurement of how many people are brought in for events and what the Chamber was doing to develop a procedure to track it. Carrier said surveying the visitors is the way and they are working on it; and it can be done through lodging surveys, or a web based survey or information via tracking their visa and other credit cards. That would show what people are spending their money on, and still not be specific to

who the people are. He said Salem uses a 'dashboard' that he wants to adapt for Cannon Beach. He wants the City to fund the building of a Chamber 'dashboard'. He said that not everyone wants to give a lot of information such as email addresses but basic information is available. He wants more staff to assist with this and wants the City to fund it. Wants the kind of staffing that Seaside has; they have 9.5 and we have 3 employees. Kingwell asked about the Chamber magazine and why they don't list the non-members. Carrier said non-members can advertise. Kingwell said the Chamber receives public money and should represent all the businesses. Carrier said they are partially funded by the public funds (minutia) and this is their opportunity to promote their members, and their magazine needs either advertising or member funds to be listed in it. The maps they distribute show members and non-members but the map in the magazine only includes advertisers on the map. Toutain-Dorbec asked about improving the map. Carrier said he hasn't been able to address that issue yet, because they do not have the dollars to do that yet.

Carrier said he is delighted to be here and working in Cannon Beach. He is very excited to make some substantive changes and assist with doing things benefitting the tourism.

TAC thanked Carrier for coming to the meeting and answering their questions. Carrier left the meeting.

APPROVAL OF MINUTES

Beck-Sweeney noted a correction: she is on the Chamber Website Committee not on the Board.

Motion Drumheller moved to approve the minutes of the March 23, 2015 as corrected; Kingwell seconded.

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

(2) Summary of Chamber of Commerce Presentation

Drumheller said he worries that most people mute or change the channel on the TV when advertisements come on. Discussion followed about TV advertisements and their effectiveness. They discussed whether the Chamber is using their money wisely. Beck-Sweeney said she thought the coalition is worthwhile and Cannon Beach can benefit from it. Drumheller said that he wonders if the \$25,000 being asked for the next NC Partnership would really benefit Cannon Beach, saying he preferred the "rifle rather than shotgun" approach in advertising. He added TAC needs to be convinced that the money is going to benefit Cannon Beach. He said he wondered what else could that money be spent on to bring people in to Cannon Beach. Is the money we are giving to the Chamber, (and all applicants) being spent to the best advantage. Toutain-Dorbec said she would like to see more specifics.

(3) Review Dates for FY 2015-16 TAF Grant Application Interviews

May	19	1:00 pm meet to review applications begin interviews at 1:30pm
May	20	1:00 pm meet to review applications begin interviews at 1:30pm
June	2	1:00 pm For City Attorney to participate in the meeting to decide on the amount of the awards.

(4) Good of the Order

None

ADJOURNMENT

Chair Drumheller adjourned the meeting at 12:15 p.m.

Colleen Riggs, Executive Administrative Assistant

Minutes of the
TOURISM AND ARTS COMMISSION
May 19, 2015
Council Chambers

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

Excused: None

Staff: City Manager Brant Kucera, and City Recorder Colleen Riggs

CALL TO ORDER

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

APPROVAL OF MINUTES

Motion Beck-Sweeney moved to approve the minutes of the April 7, 2015 as presented; Risley seconded.

Vote: Drumheller, Risley, Beck-Sweeney, Bell, Kingwell and Walker voted AYE. The vote was 6/0 in favor .

Claudia Toutain-Dorbec arrived at 1:15 pm.

Chair Drumheller welcomed new commissioners Greg Bell and Julie Walker. Bell and Walker gave a brief biography of themselves and why they are interested in serving on the commission. The commissioners reviewed the grant process for the new members. The TAC discussed the reserve amount as defined in the guidelines.

Riggs is to ask the City Attorney about the reserve funds, and also whether the TAC can promise funding to an applicant for the next year based on this year's ask; if they ask for less this year can we promise them we will fund them next year.

The TAC reviewed the schedule of interviews and began the interviews for this day.

Tolovana Arts Colony

Tracy Abel, event coordinator for Get Lit at the Beach, presented a support letter from Terry Brooks who was unable to attend today. Chair Drumheller asked Ms. Abel to give TAC a review of how their events went last year and what they were planning to do this year.

Abel said the Tolovana Arts Colony is looking at doing the same program as it appears to be working. The event will be April 15-17 in 2016 as they don't like to compete with spring break. Abel answered TAC questions, saying the authors all pay their own way to attend the event (travel expenses) and she would like to pay them a stipend in the future to attract authors from farther away. She said the Tolovana Arts Colony does comp the authors' rooms.

She spoke about their marketing and how they used the Chamber (namely, Explorer Media Group) to assist with getting their advertising out sooner. She said their audience is such a niche group that it is a little difficult to broaden their advertising. Able said she thinks they are getting a bigger range of participants with the new marketing.

She clarified some items in the budget saying the admin fee was \$7,000 (for the coordinator) and that Tolovana

Arts Colony gets 7% of the proceeds. She said the timing of the event and the timeliness of the TAF checks are difficult to work out. She said the accountant and the coordinator are not affiliated with the Tolovana Arts Colony.

She said she has two major ideas. 1) She wants to go to the hotels and speak to them face to face to ensure the contractual agreement of the cost of the accommodation blocks is set. 2) She said the Get Lit event will have their own stand alone website so people can make reservations etc. without going to the Tolovana Arts Colony ; it is confusing. Toutain-Dorbec suggested they offer a downloadable voucher that the guests must present to the hotels to get the discount. Abel said she will also have a sign in sheet so she can better track where the people come from.

Abel said a multi-year grant request would be very beneficial. She said if she knew she would have the grant money, she could have contracted a 3 year contract with the Surfsand Hotel and would not have lost the booking for the venue this past year. She said it would also help with the budgeting, especially with merchandise and securing authors.

Abel said the most successful advertising was word of mouth; from people who have attended, authors, etc. Walker suggested advertising to people out of the area rather than Seaside and Astoria. Abel said she has spoken to the manager of Powell's book store in Portland and our own library. She also said she wants to get the authors to also assist with advertising; update their websites, twitter accounts etc. She will also work on identifying other independent book stores in which to advertise. She said their facebook page is updated each day and they are getting a lot of hits.

Abel said it is such a great event; it is not for everybody, but it brings a different crowd to Cannon Beach.

Friends of Haystack Rock (FoHR)

Stacy Benefield Chair of FoHR, Tracey Abel Vice Chair of FoHR 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.

Allsop said this will be the 6th yoga event and it is now with the FoHR. She said this event was crafted specifically to receive TAF grant money. She said she thinks they have done a good job; have grown and changed.

She spoke about the competition with other yoga events, specifically Seattle, and that many of the same people attend the different yoga events. She said she moved the date for the 2016 yoga festival to not compete. She went on to say that a multi year ask is important. She said she wants to know the City will sign up to support them for the next 3 - 5 years. She said she wants to be able to reserve the venues and instructors for the future. She believes it would be good for them to be seen as a viable business instead of not knowing if they will be funded next year. She said she did not need the funds in advance just the confirmation from the City that they will be funded in the future.

Allsop said the quality of the metrics and information they provide to the TAC is because this event was designed for the grant, they did not have the event first and then have to figure how to fit it into the TAF format. She said the participants have a 4 hour break in the day so they can patronize any of the local businesses. Her website has a link to participating businesses so people can check out what is available and if there are any coupons or sales so they can go to the different businesses.

Both Allsop and Abel said they were very happy with how well the Chamber is progressing (teamwise) and how they are assisting businesses.

Cannon Beach Preschool & Children's Center (CBPCC)

Barb Knop, CBPCC Board President, Gary Hayes, Explorer Media Group, event coordinator of Savor Cannon Beach 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.

Hayes reported that all the tickets sold out in advance this year for the wine walk, and the other events sold out. He said that the advance sales of tickets makes this event 'weather proof'.

He spoke about how they added the Friday night art gallery event (invitation only) this year. He said they had a goal of 300 people and had 240+ attend it. He said he believed it took some pressure off the wine walk. He said the wine walk was increased by an hour and it slowed down the drinking as well. He added that the most popular event was the Friday night battle of the blends (red and white) and battle of the bites (nibbles by local restaurants).

Toutain-Dorbec spoke to Hayes about the possible re-design of the brochure. She said hoteliers have had trouble trying to help guests understand the brochure in the past. Hayes said he will have one brochure just for the wine walk and one for the rest of the event this year.

Hayes went on to discuss the changes in the request from last year; venue, facility fees, event staffing (he would like to pay the volunteers), part-time coordinator and event management (Explorer Media Group). He said he would like to have more and larger events. He said they will expand the number of wine walk tickets this year, perhaps by 100 tickets. Also the new Friday night event will change from an exclusive gallery event to a regular event.

In response to a question regarding sustainability, he said he could keep making more money for the Children's center OR make it more sustainable. He said the CBCC agreed to take a set portion of money in order to try to make the event more sustainable; just in case they receive less grant money from the TAF in the future. He said he could increase the ticket prices, increase the number of tickets sold, or both and that the CBCC event was the wine walk and now there are more events.

At 3:00 pm Chair Drumheller announced they would recess for a break broke at 3:00pm and the TAC reconvened at 3:12 pm.

Cannon Beach Arts Association (CBAA)

New Program Director Jane Brumfield, Board Chair Mary Bess Gloria and Board Treasurer Carolyn Propst 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. Propst spoke about how they have grown the events this past year.

Ms. Gloria explained the juried art show program and how well they have been attended. She said many people attend the events because of their relationship to the artist and some attend each because of the art changes. She said it is a little difficult sometimes as they are a very small art gallery (physical size) and it sometimes limits the type of art that can be judged. She added that they are planning shows for November February and June again this next year and they are not looking to add more juried shows in the future. However, this could change with the addition of the new Program Director, Jane Brumfield she said.

TAC members congratulated them on a good job both with the events and the presentation.

CBAA members left at 3:32 pm.

Good of the order

TAC will meet tomorrow, May 20th at 1:00pm to continue the interviews starting at 1:30pm.

The meeting was adjourned at 3:44 pm.

Colleen Riggs, Administrative Assistant

Minutes of the
TOURISM AND ARTS COMMISSION
May 20, 2015
Council Chambers

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

Excused: None

Staff: City Manager Brant Kucera, and City Recorder Colleen Riggs

CALL TO ORDER

Chair Drumheller called the meeting to order at 1:06 pm

The TAC reviewed the upcoming schedule of meetings.

TAC members discussed the mission of the grant funds and the non-profit aspect of the grants. The TAC reviewed the schedule for today.

Cannon Beach Gallery Group (CBGG)

Kim Barnett, CBGG vice president, Jeff Hull CBCC member and Bonnie Gilchrist, Public Relations/Marketing 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.

Barnett said they are applying for TAF funding for next year but are not through with their events for this year, which is different to most of the applicants. He introduced Bonnie Gilchrist (public relations) who also works for other organizations. Barnett said that the Spring Unveiling just finished (May 1, 2 & 3) and Plein Air & More will be coming up soon. Already they are up 10% in hotel stays this year. He said most of the galleries within the group did well this year, the high end hotels did not have the occupancy as in the past but the others did well. The 'Chef's Table' did well. He said the CBCC lost 2 member galleries from the group this year (closed down) and the group is hoping to expand this year. He pointed out that their budget was on track. He said the CBGG is looking to broaden the event, and that adding the restaurants this year increased the awareness and it was a great partnership. He said by adding some artists this year who were not part of the CBGG it created more interest and the artists and the galleries had good results.

Barnett pointed out that the Google analytics showed how well their website and events are working. He said they scaled back on the mailings and combined both events on one postcard and they also partnered with OPB for advertising. He said the clientele of OPB mixes with this type of art and they decided to do 2 individual presentations (Plein Air & More and Spring Unveiling) on OPB. Each advertisement is only 10 seconds in length. They have 200 radio spots, website, facebook and other social media plus postcards. He said the most successful promotional style is hard to determine, as they use more of a shotgun approach and they get many repeat visitors.

The group discussed CBCC's approach for the coming year. Barnett said Plein Air is on track with the changes of a Saturday night event and OPB Add.

He said that big changes are coming next year. Ms. Gilchrist said they want to keep the events fresh and they are making significant changes to get on track to become one of the biggest Plein Air shows in the country. They will phase in jurying in other artists to participate (not just artists from our galleries) also emphasizing the "... and More", adding in other art media. Barnett said phase 1 (2016) of this process is asking for an increase of \$3,500 to promote this change to the artist community; bringing in nationally recognized artists and expanding it to a full week. They are looking for a greater depth of sponsorship but for now, they will need the mentioned increase to get it started. He said the next year (2017) they will phase in even more artists.

Gilchrist and Barnett described the goal of having a week long Plein Air & More event (using TAF funds) and ending up with a large event at Skamania Lodge in WA for a painting event (not using TAF funds). They said they

believe this will bring this event up to a much higher level and attract people from long distances who would make a holiday out of it. They explained that they will jury in artists who will send a photograph of their art and a \$35 fee to be judged and accepted.

Discussion followed as to what constituted a 'shoulder event'. Walker said June was not in the shoulder season and Barnett countered that you just don't know how it will be as it depends on the weather. He said it is known that late June (between Sandcastle and the 4th of July) is more difficult to get people to Cannon Beach.

In summary, Barnett said that Friday night each gallery has a reception and show, and that Saturday night is the group reception and show. He said people like to be more engaged and meet the artists, not just view the art. He added that the CBGG brought in more visitors for Plein Air & More last year than the Sandcastle event drew in. He said that the biggest drawback for all the events is the venue size. He said they have thought about even covering the tennis courts and using it. Barnett said that the CBGG does 2 festivals for less funding than other applicants request for only one event. He added that the CBGG needs the increase this year.

Discussion followed about the possibility of having a banner at each end of town on Hemlock Street to announce the events, but unfortunately, that does not fit the sign ordinance.

Coaster Theatre

Patrick Lathrop Executive Director, Jenni Tronier Operations and Marketing Director and Sue Meyers board member were present to brief the TAC on their 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.

Tronier began the presentation saying that live theatre experience resonates with people. For the FY 2015-16 year the Coaster Theatre wants to use the TAF grant money for special events and she listed the the special events and plays that will be held during the TAF grant cycle. She described how they track their ticket sales. She said they are advertising in diverse areas and their playbills are attracting visitors from over 50 miles away. She added that Bonnie Gilchrist assists them in their marketing and they are working with her to do other advertising; advertisements during the ART Beat portion on OPB.

Tronier explained that the demographic they attract are generally well off and come from all over. She said that as of January 2015, they have been tracking zip codes and 79% of their patrons come from over 50 miles away.

Lathrop, Tronier and Meyers answered TAC questions. TAC complemented them on their presentation.

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.

She said the History Center is asking for about the same amount of funding for the 2016 cottage tour as they did last year. She commented that in future she would like to advertise again in the Sunset Magazine. They advertised one year and Sunset sent them a mailing list and they got over 250 leads. The next year Sunset ran an editorial about the cottage tour in the magazine and this year they are doing a feature on the garden and cottage tour in their annual hardback book. She said getting all that from the one advertisement was well worth the cost.

Trucke listed the things she is doing to increase the patronage of the tour. She said it has grown from cottages to include gardens and now they are targeting the architectural appeal. She said it is not just a 'house tour' and designers and architects from places like Portland attend the tour to get ideas of coastal house design to bring back to their clients interested in building on the coast.

She said she would like to broaden the event to include Cannon Beach as a whole and is considering including a concert, Historical Preservation speakers, brochures from the homes listing their building elements (tiles, hardware, siding etc) and perhaps wine pairing.

Trucke said the event could be done without the funding from the City, but the money really helps the History Center.; 18% of the museum's budget came from money generated from advertising and marketing of the cottage

tour which is made possible by the money from the TAF grant.

TAC thanked Trucke and Johnson for the presentation and all said how much they enjoy the tour.

Chair Drumheller called a recess for a break at 3:00pm. The meeting reconvened at 3:08pm.

Cannon Beach Chamber of Commerce (CBCC)

Court Carrier CBCC Executive Director, Steve Sinkler, CBCC Board President, Gary Hayes, consultant, 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. Sinkler gave an overview of what the Chamber has done the past year saying the new Executive Director has enhanced the Chamber. He said membership is up substantially which indicates business is doing better.

Technology Enhancements -

Christen Allsop Technology Chair and Court Carrier gave a recap of what they accomplished over the last year. Allsop said they have been working with the TAF money to build their new website which is directed by the beauty of the coast. She said they have also created a website that lets every business have their own mini website on the Chamber website. They have built a landing page for each business to put info and specials, promotions and link to their events and builds a mini website for all 292 members. The Chamber now has a marketing committee and are working on their branding. They are improving the calendar as well.

Carrier said they are pleased with the progress so far, but it changes constantly (as all technology) so they are asking for money to be able to do things such as search engine optimization etc. Discussion followed about the needs and desires of the Chamber for their website.

Annual Destination and Event Marketing - Gary Hayes, Explorer Media Group and marketing contractor to Chamber of Commerce, spoke about the marketing plan that was distributed to the TAC at this meeting. He said due to the amount of funding they received, they did very little advertising. Hayes said public relations and marketing funds were used to promote the events. and that all marketing starts 6 months before the event. He said they have received great recognition but still need to do more. NW Travel Magazine. 1859 Magazine, Oregon Coast Magazine, Oregonian, some broadcast and social media etc all contributed to the success of events.

Sinkler said the budget has limited them to only Facebook, but need to use other social media (Pinterest, YouTube etc.) and that they have developed a marketing plan just for Facebook. He said the Chamber would like to do story pitches of Cannon Beach; not necessarily just events. Sinkler said they are pushing the entire Cannon Beach experience, not just the individual businesses.

North Coast Partnership - Court Carrier presented saying the collaborative group is doing a great job. It is bringing a lot more visitors and more are coming from Washington than from Oregon.

Sinkler said it is a \$25,000 buy in and they are asking for \$25,000 from all groups. He said if TAC does not fund the full amount then the Chamber has to find the rest. he said they are buying \$75,000 worth of advertising with \$25,000.

Nice presentation.

The CBCC members left at 4:00pm.

Good of the order - TAC went over the schedule. Will meet June 2nd to work out the allocation of funds.

Adjourned at 4:02pm.

Colleen Riggs, Administrative Assistant

Minutes of the
TOURISM AND ARTS COMMISSION
June 2, 2015
Council Chambers

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

Staff: City Manager Brant Kucera, City Attorney Tammy Herdener and City Recorder Tracy McGill

CALL TO ORDER

Chair Drumheller called the meeting to order at 1:04 pm.

Drumheller introduced Herdener and asked members to introduce themselves and provide a brief background. Each member gave a review of their business and community interests. Kingwell identified his affiliation with the Cannon Beach Arts Association; Walker noted a relationship with Gary Hayes of Savor Cannon Beach and Risley stated that she is a member of the Board of Directors for the Cannon Beach Chamber of Commerce. Drumheller explained that his business partner is Mike Clark with Coaster Theater. Drumheller and Beck-Sweeney noted that they are members of the Cannon Beach Chamber Web Site Committee.

Herdener explained her background and her involvement with the TAC since its inception. She summarized the evolution of the commission to date, the statutory requirements, and the administrative guidelines that have been implemented. She also clarified the conflict of interest definition and how it would apply to each member of the committee.

Walker noted that the administrative funding for some of the events goes to non-profit organizations that are not involved with tourism and questioned how that structure became a part of the process. Herdener explained that allowing events to pay non-profit organizations for administrative expenses is structured in a manner that avoids the need for the event organizers to purchase goods or services utilizing city or state procurement regulations and procedures.

Walker declared her conflict of interest as it relates to Savor Cannon Beach due to her personal relationship with the organizer. All other conflicts of interest that were discussed by committee members were deemed not to have a direct financial impact affecting member voting. Herdener determined that it was appropriate for Walker to vote for the overall recommendations, provided that she abstained from discussions or recommendations relating to Savor Cannon Beach.

The commission members briefly discussed how excess funds are managed and under what circumstances funds might not be expended.

2015-2016 TOURISM AND ARTS FUND GRANT AWARDS

Organization	Event	Asking	Award Consensus
CB ARTS	Juried Show Program	\$ 15,934	\$ 12,857
CB Chamber	North Coast Partnership	\$ 25,000	\$ 18,429
CB Chamber	Event Marketing	\$ 69,725	\$ 50,979
CB Chamber	Technology Enhancements	\$ 15,000	\$ 11,857
CB Children's Center	Savor Cannon Beach	\$45,728	\$ 37,667
CB Gallery Group	Spring Unveiling/Plein Air & More	\$45,500	\$ 40,143
CB History Center	Cottage & Garden Tour	\$20,850	\$ 16,978

Coaster Theatre	Special Events/Marketing/PR	\$ 67,443.90	\$ 35,264
FoHR	Cannon Beach Yoga Festival	\$ 45,000	\$ 38,407
Tolovana Arts Colony	Get Lit at the Beach	\$ 25,000	\$ 20,143
Amount in Budget	\$ 283,850	Totals	\$ 375,180.90
Excess for Reserve	\$ 1,126		\$ 282,724

Drumheller suggested that there is a need to come up with a more quantifiable method of measurement for attendance.

Herdener raised the issue of whether one of the goals is for the events to become sustainable over time so that future funding can be accessed by organizations for new or different events. She noted that there was historically an expectation that there would be change and growth in the event applicants from year to year.

Drumheller raised the question of whether a goal of the program should be to move toward event sustainability. He also questioned whether the commission is or should be charged with the task of letting people know that funding is available for new or events in the future. Kingwell noted that there is a national and global shift in non-profit funding from a general grant basis to more results-oriented funding based on measurable standards. It was discussed that this could be a topic of a brainstorming work session at a later date.

Based on the individual recommendations and consensus discussion, the TAC decided to award less than the required amount of \$25,000 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 9, 2015 work session; Toutain-Dorbec seconded the motion.

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

Good of the order -

The recommendations will be forwarded to the City Council for discussion at their next work session which will be held June 9, 2015 at 5:30. Walker, Beck-Sweeney, and Risley indicated that they planned to attend.

The formal approval of recommendations by City Council will be on their meeting agenda for the July 7, 2015 at 7:00 pm.

There is a public meeting with City Council scheduled for July 30, 2015.

Drumheller requested that each committee member submit to him a written critique of the procedures and format utilized this year and any suggestions that can be incorporated into the process in the future. He will compile them and provide them to the committee for review at a future meeting.

ADJOURNMENT

Chair Drumheller adjourned the meeting at 3:02 pm.

Tracy McGill, Administrative Assistant

Minutes of the
TOURISM AND ARTS COMMISSION
Thursday, June 18, 2015
City Hall Council Chambers

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

Excused: Commissioner Claudia Toutain-Dorbec

Staff: City Manager Brant Kucera, and City Recorder Colleen Riggs

CALL TO ORDER

Chair Drumheller called the meeting to order at 10:00 am.

Chair Drumheller thanked everyone for changing their schedules to attend the meeting. He said that Council had spoken to the City Attorney after the work session about a conflict of interest with Julie Walker. She had declared her conflict and not participated in the award for the Children's Center Savor Cannon Beach and should have done the same for the Chamber of Commerce Event Marketing event. The City Attorney asked TAC to meet again, take her recommendation out of the equation for the Chamber Event Marketing and refigure the amount. Walker was eligible to vote on the overall recommended amounts of the TAF grants.

APPROVAL OF PAST MEETING MINUTES

Chair Drumheller asked for any comments on the minutes from the past 3 meetings. Corrections were noted and he asked for a vote.

Motion: Beck-Sweeney moved to approve the minutes of May 19, May 20 and June 2, 2015 as corrected; Risley seconded the motion.

Vote: Drumheller, Risley, Beck-Sweeney, Kingwell, Bell and Walker voted AYE, the vote was 6/0 and the motion passed.

CHAMBER OF COMMERCE EVENT MARKETING AWARD RECALCULATION

Chair Drumheller asked for a motion to approve the new total amount of TAF grant money to be awarded.

Motion: Beck-Sweeney moved to accept the new allocation, changing the CB Chamber Event Marketing amount to \$51,142 and the total awarded to \$282, 887; Walker seconded the motion.

Discussion: It was noted that by removing Walker's recommended award to the CB Chamber Event Marketing the result was an increase of \$163 to that event. Members agreed that it was better to declare a possible conflict even if it did not happen, than to give any appearance of favoritism.

Vote: Drumheller, Risley, Beck-Sweeney, Kingwell, Bell and Walker voted AYE, the vote was 6/0 and the motion passed.

Chair Drumheller asked for a motion to present the revised TAF Grant Award recommendations to Council.

Motion: Kingwell moved to present the revised award consensus numbers to the City Council for consideration at their July 7, 2015 meeting; Bell seconded the motion.

Vote: Drumheller, Risley, Beck-Sweeney, Kingwell, Bell and Walker voted AYE, the vote was 6/0 and the motion passed.

2015-2016 TOURISM AND ARTS FUND GRANT AWARDS

Organization	Event	Asking	Award Consensus
CB ARTS	Juried Show Program	\$ 15,934	\$ 12,857
CB Chamber	North Coast Partnership	\$ 25,000	\$ 18,429
CB Chamber	Event Marketing	\$ 69,725	\$ 51,142
CB Chamber	Technology Enhancements	\$ 15,000	\$ 11,857
CB Children’s Center	Savor Cannon Beach	\$45,728	\$ 37,667
CB Gallery Group	Spring Unveiling/Plein Air & More	\$45,500	\$ 40,143
CB History Center	Cottage & GardenTour	\$20,850	\$ 16,978
Coaster Theatre	Special Events/Marketing/PR	\$ 67,443.90	\$ 35,264
FoHR	Cannon Beach Yoga Festival	\$ 45,000	\$ 38,407
Tolovana Arts Colony	Get Lit at the Beach	\$ 25,000	\$ 20,143
Amount in Budget	\$ 283,850	Totals	\$ 375,180.90
Excess for Reserve	\$ 963		\$282,887

REVIEW MEETING SCHEDULE

TAC members agreed to meet Monday, July 13, 2015 at 10:00 am to review any outstanding final evaluations from the FY 2014-15 grant awards.

Chair Drumheller reminded the members of the Thursday, July 30th work session with the City Council at 6:00pm in the Council Chambers.

ADJOURNMENT

Chair Drumheller adjourned the meeting at 10:17 am.

Colleen Riggs, City Recorder

Minutes of the
TOURISM AND ARTS COMMISSION
Monday, November 16, 2015
City Hall Council Chambers

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

Excused: Vice Chair Robin Risley, City Manager Brant Kucera

Staff: Assistant City Manager/City Recorder Colleen Riggs

CALL TO ORDER

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

APPROVAL OF PAST MEETING MINUTES

Chair Drumheller asked for a motion regarding the minutes of the June 18, 2015 TAC meeting.

Motion: Walker moved to approve the minutes of June 18, 2015 as presented; Beck-Sweeney seconded the motion.

Vote: Drumheller, Beck-Sweeney, Kingwell, Bell, Toutain-Dorbec and Walker voted AYE, the vote was 6/0 and the motion passed.

REVIEW FY 2014-15 TAF GRANT AWARD FINAL EVALUATIONS

Chair Drumheller noted that some of the final evaluations were already reviewed and these are the last.

Walker noted that she would like to see the funds spent on public relations be separated from advertisement, and that most of the applicants lump them together when they are two separate items.

Commissioners reviewed the following final reports:

CB Arts Association: Juried Shows

Toutain-Dorbec and other members believe the new director is doing a very good job. Jim Kingwell mentioned that his wife, Suzanne is now on the Board of the CBAA. Kingwell mentioned how much better the evaluation has become. Walker said she has concerns with how they are spending their advertising money. Others agreed that it may not be the right method for the demographics they are trying to reach. Huge improvement since they began.

CB Chamber of Commerce: Event Marketing

Walker has issues with this event report. Commissioners discussed the report and the stormy weather arts event that had just occurred. Discussed the concept and how it evolved.

CB Chamber of Commerce: Website Updates

Discussed the Chamber website. Beck-Sweeney and others agreed that the newsletters are excellent, but website still needs work. Bell added that the mobile app works well. Walker expressed concerns about the report - no

context to bring background of the data to the reader of the report. Drumheller summed that the commission would like to see why the data is relevant and see the improvements. Discussed how much to give them in the future. Discussion followed about websites in general and whether the Chamber still needed the money from the Tourism & Arts Fund (TAF).

CB Chamber of Commerce: North Coast Partnership

Walker said she was disappointed with the evaluation; again, no context but she likes the Beer 101 event. Discussion followed regarding the beer event coming up next year and who they think will participate.

Coaster Theatre: Events, Marketing and Public Relations

Discussed the use of the funds, events and event marketing director salary; believe the report could be more specific. Discussed the funding for this next year and how with the decrease in TAF funds, Coaster Theatre has decided to no longer hire Bonnie Gilchrist and do all the marketing in-house. Bell said the Coaster Theatre mobile app is good. Discussed their use of facebook, website etc. Would like to see more context and relevance in the report; better summaries. Bell thought the summary sheet was good. The 'heads in beds' criteria was discussed.

CB Gallery Group: Spring Unveiling and Plein Air & More

Walker said she wanted to see advertisement and public relations separated; not just the total of what is paid for. Discussed the month of June for Plein Air & More and that it may work better in September when the weather is better. It conflicts with SandCastle and the school holidays. Walker asked Kingwell if the Savor Cannon Beach model of ticketed event could be done the Friday night of the Plein Air & More event. He said CGGG may not apply next year for TAF grants for Plein Air & More; they may concentrate on Spring Unveiling. He said CBGG is questioning whether it would be better to concentrate on one event rather than spread the funding so thin.

REVIEW MEETING SCHEDULE

The commissioners said they would like to see an event in October, also January needs an event. Walker said she thought the commission should start promoting the TAF grant soon to attract new events. Walker will write a press release and send to Riggs who will send it out to the commissioners for their comments/approval. TAC members agreed to meet Monday, January 11, 2016 at 1:00 pm to discuss the forms for the FY 2016-17 grant applications.

GOOD OF THE ORDER

Discussed the new 1% room tax increase for the State and that it is to be used to promote an international event in Eugene which will occur in August in 4 years. After the event the money raised is to go to Travel Oregon. Toutain-Dorbec commented that without better infrastructure and international flights to Portland, she feels it is a waste of money.

ADJOURNMENT

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

Colleen Riggs, ACM/City Recorder