

Minutes of the  
TOURISM AND ARTS COMMISSION  
Monday, January 11, 2016  
City Hall 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, Assistant City Manager/City Recorder Colleen Riggs

CALL TO ORDER

Chair Drumheller called the meeting to order at 1:07p.m.

APPROVAL OF PAST MEETING MINUTES

Chair Drumheller asked for a motion regarding the minutes of the November 16, 2015 TAC meeting.

Motion: Beck-Sweeney moved to approve the minutes of November 16, 2015 as corrected;  
Bell seconded the motion.

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

Beck-Sweeney expressed that she may not continue on the TAC because of issues in another public venue. Risley said she did not wish to run for Vice-Chair in case she was appointed to the Planning Commission. Discussion followed to allow Risley to continue, and re-address the Vice-Chair position if she leaves.

ELECT CHAIR AND VICE CHAIR FOR 2016

Motion: Beck-Sweeney moved to reappoint Tom Drumheller as the Commission Chair and Robin Risley as the Vice-Chair; Walker seconded the motion.

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

REVIEW FY 2016-17 TAF GRANT APPLICATION DOCUMENTS AND SCHEDULE

Chair Drumheller described the methodology behind the TAC application package saying it would allow anyone new to learn the requirements and how the process worked.

Kingwell had a question as to the intent of the differences between II (b) and (c) in the guidelines. Discussion followed and Drumheller and Beck-Sweeney both said there was not an intention to leave out 'advertising' in section c. Since TAC has been interpreting it that way anyway there was no need to make a specific change to include it in (c) consensus was marketing strategies is assumed to include advertising and public relations.

Bell asked if there was a limit to how much an applicant could ask for. It could be any number, the Commissioners agreed. An example was that someone could ask for \$7 million dollars to build an event center.

The Commissioners discussed and reviewed the documents and agreed they were good to use with no changes.

The Commissioners agreed to meet Wednesday, March 30th at 1 pm to review the mid terms.

## DISCUSS ADVERTISEMENT OF PROGRAM

Drumheller asked Toutain-Dorbec about her TAC event flyer/poster. She showed the new dates. She will get several printed for distribution and ask the Chamber of Commerce to post it on their weekly bulletin.

Walker made a press release to be printed in the CB Gazette. Walker will add verbiage to include some of the past events and activities. She will then give it to Riggs to have it published in the CB Gazette.

Discussion followed about the history of the lodging organization, room tax, the development of a conference center. Drumheller said the Chamber is correct in saying that the City has not effectively marketed the meeting and small conference market. He said he thinks the event center could specialize in small groups; continuing education, businesses, lecture circuit, realtor groups. There could be more meetings in the winter season, 6-10 people for small board retreats. Kingwell was interested in the establishment of a cooperative lodging organization.

Drumheller agreed with the need for a lodging organization. He said this idea needs discussion, and they should meet with Court Carrier of the Chamber to discuss the ideas. Risley said the the hotels and motels do come together for big things.

Kucera spoke about the recent City audit and that the TAC is building their reserve balance. He said the amount raised by the room tax increased approximately 13%. He said last year was a great year for tourists with the mild weather all winter. He then gave a short briefing on what the City has been doing and what they are working on in the new year.

## GOOD OF THE ORDER

Nothing

## ADJOURNMENT

Chair Drumheller adjourned the meeting at 2:14 p.m.

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Colleen Riggs, ACM/City Recorder

Minutes of the  
TOURISM AND ARTS COMMISSION  
March 29, 2016  
Council Chambers

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

Excused: None

Staff: City Manager Brant Kucera, ACM/City Recorder Colleen Riggs

CALL TO ORDER

Chair Drumheller called the meeting to order at 10:06 am.

APPROVAL OF MINUTES

Motion Walker moved to approve the minutes of the January 11, 2016 meeting; Beck-Sweeney; seconded.

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

ELECT NEW VICE CHAIR FOR 2016

Chair Drumheller said that with Robin Risley's resignation, the commission needs to elect a new Vice-Chair.

Motion: Beck-Sweeney moved to appoint Julie Walker as Vice-Chair; Bell seconded the motion.

Vote: Drumheller, Bell, Beck-Sweeney, Toutain-Dorbec and Kingwell voted AYE, Walker did not vote. The vote was 5/0 in favor and the motion passed.

REVIEW FY 2015-16 MID YEAR EVALUATIONS

Drumheller introduced the agenda.

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

Toutain-Dorbec said she feels the CBAA is doing a fabulous job and she and other commissioners said that they have attended some of the events. The report is straight forward and they have improved a lot from last year. Toutain-Dorbec mentioned that they are being very creative. It was noted that the board of the CBAA has had changes. The commission discussed the financial reporting and all agreed they are very happy with the new executive director, Jan Brumfield.

**CHAMBER of COMMERCE - North Coast Partnership:**

It was noted that the Chamber participates in this 'event' with other coastal cities. Kingwell noted that the event is going to go on each year. Beck-Sweeney said that in the future the Oregon Travel will be supplying more financial support. Walker thinks it is more about what the other cities want to promote (Astoria-Warrenton, Seaside) and not really what Cannon Beach wants. She feels Cannon Beach is being 'taken over' by the other cities. Also she said that with the money it is receiving now, the Chamber may not need our funding. Kingwell questioned the amount of thinking going into the target market and wondered if the project is properly directed. Bell asked what would happen if Cannon Beach did not participate. Commissioners agreed to look at it further if the Chamber of Commerce applies for another TAF grant. The 'event' runs from November through May. It was

noted that Bill's Tavern and the Warren House Pub choose to not participate. Kucera mentioned that it may be different with the two new breweries opening up this year. The general consensus of the commission was that they were not enthusiastic about the 'event' and that Cannon Beach does not really benefit from it. Drumheller likes the beer concept as it attracts the younger generation, however, he does not hear about the event from anyone and wondered how the information getting out. Walker said she has seen some info on it on KGW in the morning. Walker said if the new breweries did participate it could be good.

Drumheller summarized that the TAC rating of this event was not high. He said it would be good to see if there is a difference with the new breweries. He added that they agreed the focus of Cannon Beach is 'romance' and this may not be a good use of TAF funds.

#### **CHAMBER of COMMERCE - Website:**

Drumheller likes the website and thinks it is getting better. Beck-Sweeney said a website of this volume will always need work. Kingwell said the report only has about 3 useful pages in it. The commission reviewed those pages. Walker wants more pertinent information. Members agreed that with the new funding it is receiving from the City, the Chamber may not need so much from the Tourism & Arts Fund. All agreed that the report is full of data, it is not summarized and therefore not very useful. Kingwell said he wants to make sure they are not just giving us the data to review - that the Chamber is actually reviewing the data as well.

Drumheller summarized that the Chamber website will always need maintenance, they need to submit a better summary and the TAC should not do their work. He said he is also dubious about media aggregators. The TAC wants a better explanation of the data.

#### **CHAMBER of COMMERCE - Destination Event Marketing:**

Drumheller said this is year round marketing of Cannon Beach, and the TAF fund used to be the only money the Chamber had to do this marketing but now they are receiving 70% of the new 1% Transient Room Tax (TRT)

Kucera said now that the Chamber is receiving the additional TRT money plus over \$130,00 for the Information Center we should really think hard about whether they need these TAF grants now. Discussion followed about whether the TAC needs to continue to award money to the Chamber with their new funding arrangement and whether it was the best use for the grant money. Kingwell said he liked that they looked at more than room stays, but they do not need to provide that sort of information anyway, being the type of tourism business they are. He also questioned the measuring criteria the Chamber uses, saying it is not clear or understandable.

Drumheller summarized that the TAC will need to take a good look at the Chamber applications for next year.

#### **CB Children's Center - Savor Cannon Beach:**

TAC discussed the wine walk. Toutain-Dorbec said she attended the wine and cheese event and had a nice time. All the members said they heard it was well attended, everyone enjoyed it and there were no reports of too much inebriation. Since most of the ticketing is done on-line it is easier to get the metrics. All agreed it was a good return of the money awarded.

#### **CB Gallery Group Spring - Unveiling/Plein Air:**

Kingwell said that Spring Unveiling was coming up on May 8th and Plein Air & More would start June 26th. He went on to say that Plein Air is modified this year from prior years. He said the Chamber had booked a wedding on two days that Plein Air needed. The Gallery Group had to revise their event. They plan on using the courtyard in front of the Coaster Theatre and the parking lot in front of the US Bank. He said they may have the bands use the tents in the Saturday afternoon with the painters. The bank parking lot will have a trailer with ramp access for the CBAA (juried art show). He said these changes are very innovative and he feels they will create a different

vibe. He said the the awards ceremony will be done at Whale Park. He ended by saying that the event 'Plein Air & More' is transitioning from using TAC money to standing on its own.

### **CB History Center - Cottage and Garden Tour:**

TAC discussed the evaluation from the History Center. Drumheller summarized that the tour is different to other events and consistently well done and well attended. All agreed it is a good use of TAF funds. The next tour is coming up in September.

### **Coaster Theatre - Special Events/Marketing/PR:**

The members commented on the amount of data supplied in the evaluation. Discussion followed about funding and if a single day event with no multiple day ticket sales constitutes a 'special event'. All members said they would be interested in a movie night, or even a film festival. Members agreed that the Coaster Theatre could be doing more for the amount of the money they are awarded and a summary vs. so much data would be more appropriate.

### **Friends of Haystack - Rock Yoga Festival:**

Drumheller said he felt this was the most concise presentation and was well done. All agreed they appreciated the evaluator, Ms Allsop, was frank with the problems with the program; it will never be self sustaining, and she wants multi year funding. Kingwell said perhaps this event just needs a re-design. He said that the yoga festival has partnered with the Haystack Rock Awareness Program and that eco tourism is big. He suggested she tap into that aspect. Discussion followed summing that she may not need multiyear funding, and she could look into being part of the 12 Days of Earth. They agreed that yoga is valuable as an image builder for Cannon Beach. The yoga instructors get booked out 2 years in advance so it is difficult to plan. Beck-Sweeney said her rentals get booked out as soon as Ms Allsop announces the dates for the next year; also they come back during the year.

Drumheller summarized that the event is well organized, expensive per person, but brings in another demographic to town, much like the Cottage Tour. He said the evaluation makes it look like Ms Allsop will apply one year and bank the money to use the next year.

### **Tolovana Arts Colony - Get Lit at the Beach:**

The TAC discussed the event saying it does have a high cost per participant, but it has great image value for the city. The Oregonian is their most cost effective booking venue. All agree it is well worth the money and well thought out. The event is scheduled for April.

Kucera said he has heard negativity regarding the Coaster Theatre and that things like yoga are good image builders. He said he believes the theatre is a great image builder for the City. Kucera thinks the Coaster Theatre really makes the City unique and can be a great economic developer. Commissioners said they feel it is not organized well and the building is not used to its best capacity. Kucera said he still feels the theatre is a good image for Cannon Beach. Discussion followed about what TAC could do to help the theatre improve themselves. They agreed the Coaster Board could profit by more diversification, and it would be good to have more focus on the business side.

### **TAC VACANCY**

Drumheller said that Robin Risley has left the TAC and now they need a new member. He asked the members to think it over and let people know that the vacancy is advertised. Riggs needs any applications by April 25th. If they meet the requirements, their name will go before City Council May 3rd for voting.

SCHEDULE DATES FOR FY 2016-17 TAF GRANT APPLICATION INTERVIEWS

The TAC will meet Tuesday May 24 & Wednesday May 25 1-4pm to interview the applicants for the FY 2016-17 TAF Grants. The TAC will meet again on Tuesday June 7th at 1:00pm to make the award recommendations. The City Attorney will attend this meeting.

GOOD OF THE ORDER

None

ADJOURNMENT

Chair Drumheller adjourned the meeting at 11:41 am

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Colleen Riggs, ACM/City Recorder

Minutes of the  
TOURISM AND ARTS COMMISSION  
May 24, 2016  
Council Chambers

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

Excused: None

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

CALL TO ORDER

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

Chair Drumheller welcomed new commissioner Steven Sinkler who gave a brief biography of himself and said why he is interested in serving on the commission. He said he and his wife own the Wine Shack and they have lived here 4 1/2 years. He is still President of Chamber for one more month. He said he is not an artist, but a patron of the arts. The commissioners reviewed the grant process for him.

Jim Kingwell mentioned a clarification in last months minutes regarding the Northcoast Partnership and its target market with a specific application to Cannon Beach. Otherwise, he said he is fine with the minutes.

APPROVAL OF MINUTES

Motion Beck-Sweeney moved to approve the minutes of the March 29, 2016 with the clarification; Kingwell seconded.

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

Chair Drumheller reviewed the schedule of the interviews and explained the process to Sinkler.

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

Court Carrier CBCC Executive Director, Kevan Ridgeway Chair of Marketing, and Gary Hayes were all present to brief the TAC on the CBCC events.

**Culinary, Beverage & Music Festival with Inagural Night Market -**

Court Carrier introduced this new event saying the city has brought up the idea of a night market and the Chamber is looking to start one. He said they are looking at doing a smaller version of the night market in Hong Kong that he had attended years ago. The Portland night market got out of control and the city had to take it over. He said the city has a history of doing remarkable events. He stressed the new area of tourism (food and beverage events) are taking off. He said the Chamber has the staff to work the Sandcastle and Stormy Weather Arts events but they need assistance to get this new idea started. He described the culinary event as yearly and the night market would be monthly in the shoulder season. He mentioned that ordinances would have to be changed to accommodate the night market with outdoor sales. He said he wanted to tie into the Portland market. He said the culinary festival would take place in October and the commission discussed the logistics of having an event in October with respect to the TAF funding timing. Kingwell said the commissioners understand the food, beverage draw but there were very few details in the proposal. Carrier said there are not a lot of details because it is the first time this event will be done and they will learn from the results of this event. He spoke of concerts all over town, multi course meals, music played throughout town. He said Cannon Beach has no music events now. Walker asked what venues would have the bands. Walker spoke about an event in October - and that the funding could be tricky. Drumheller asked if the \$50,000 they were asking for was in stone or could they use less money. Carrier said if

have profits from the event they would share the money with the Cannon Beach Food Pantry. Drumheller observed that this year there are many events and applicants and TAC may not be able to award the entire amount. Carrier said if it did not get all the funding, they could not have the event. Walker noted that the demographics for this event is the same as Savor Cannon Beach and she doubted the people would attend both. Carrier said it is not a wine-centric event and should attract different people. Walker was also concerned that they were asking people with children (spring break) to come down to an alcohol based event. Carrier said they are committed to the April date.

### **Northcoast Partnership -**

Carrier said that romance, adventure, family & now food and beverage are the four pillars of focus of the Northeast Partnership. He presented a history of the partnership. It began without Cannon Beach in 2011. Cannon Beach joined in the spring of 2013. He noted they had a very successful year this past year. The Beer 101 pint contest was very popular, however in Nov-Feb they didn't have as many sales of the pint passes as they would have liked. He said the partnership will not do the Beer 101 event again. However, the partnership will resurrect the beer trail from Astoria to Pacific City. The partnership is inviting Tillamook County into the partnership this coming year. He said the Chamber just found out yesterday that the buy in will now be \$30,000. This is due to the expansion as well as the website changes that will be done. Carrier said the partnership will be building new content, digital advertising and expanding the reach with new partners. Drumheller said the TAC needs know how many quantifiable room nights the event produces to help rate the event.

### **Social Integration -**

Kevan Ridgeway, Marketing Char addressed the TAC. He said this project is based on research. He said the Chamber has been recognized as a DMO (destination marketing organization) and belongs to the Destination Marketing National. He said this project builds on experience the Chamber has made to the website.

It will:

- harness the power of user generated content
- develop CB website
- provide asset management system

Ridgeway said this is not an event, but rather an enhancement to the website. It will lead website visitors to get more information and will keep them on the Chamber website and not lead them off to other websites. He said the Chamber wants to build a closer relationship with stakeholders and other DMOs. He did not think they would come back for more grants for this item and hopes to make it self sustaining. Kingwell said this appears to be a normal course of business and questioned the request for public money to fund it.

### **Video Asset -**

Gary Hayes, spoke of the increasing use of video and that industry statistics show it is taking off. He said video is overtaking Facebook as a source of information. He spoke about the video assets that will be used on the website. He said some website development is needed to make use of the video. He reiterated that video is exploding and becoming a critical media for advertising. He said the need for video is clear and this project would start developing the library and develop videos that show key elements of Cannon Beach. He said they would focus on Cannon Beach strong points of:

- 1) natural area
- 2) top luxury destination on the coast
- 3) romance.

Hayes said they have not outlined the videos yet and they will repurpose the videos they have now. He said he believes this is very important, for public relations. Sinker and Walker asked who will do the work? Employees, contract? Hayes said the Chamber marketing committee still needs to decide this; it has not been determined yet.

Chair Drumheller adjourned the meeting at 2:30pm for 5 minute break.

## **Clatsop Animal Assistance (CAA) - Savor Cannon Beach**

Marcy Dunning, CAA President of the Board of Directors, Beth Wise Explorer Media Group, (experienced with Savor Canon Beach) and Gary Hayes, event coordinator presented to the commission.

Hayes said when the Children's Center folded, he approached the Cannon Beach Food Pantry. They were not interested as they are associated with the community church and they are not interested in supporting an alcoholic event.

Hayes reviewed the event. It grew significantly even with poor weather. The wine walk grew from 500 to 720. He said it was very successful and he could not have done it without TAC funding. He said they moved events to Tolovana Inn for more capacity and added more events. He admitted they may have pushed it a little too much and will keep it more simple this next year. He said they will keep the Friday culinary, art gallery aspect. They want to keep people in town longer. The Friday night was the second highest ticketed event so they will keep it and try to incorporate it with the battle of the bites. Hayes said the festival is unique and more intimate than other wine events. They do represent all of the northwest, which is a challenge to license. He said this year he had to budget for alcohol monitors as members of the preschool had done this before as volunteers. The CAA is busy on Saturdays and will not be able to provide the manpower.

TAC members related their experiences in attending this past Savor Cannon Beach. Hayes sad they want to bring more culinary into the event. Toutain-Dorbec said her hotel participated this past year and everyone enjoyed it. She said they were not open for dinner last year but her chef is interested in participating in the 'pairing'. She said it is just so difficult to have the amount of staff necessary.

Chair Drumheller paused the meeting at 2:46 pm and resumed it at 3:10 pm.

## **Friends of Haystack Rock (FoHR)**

Stacy Benefield Chair of FoHR, Tracey Abel Vice Chair of FoHR and Christen Allsop, of Cannon Beach Yoga Arts (and event director) were present to brief the TAC on the Friends of Haystack Rock's Cannon Beach Yoga Festival event.

Allsop showed a preliminary festival video. She explained that this video is on the yoga festival website all year, as are each year's video.

She said this will be the 7th year presenting to the TAC for funding. She said she has increased the length of the event from 2 days to 4 days. She said her goal is not have more people come to the event, but to them stay longer instead with additional events. She said there is a number of local people who attend as well, and the total is approximately 200 participants. She said this year she has an artist who will be drawing in the classes using the yoga poses and participants as his subject. Bell asked why she was asking for \$60,000 when the past few years she has asked for \$45,000? Allsop said she can do it for \$45,000 but she has an opportunity to do some advertising now. That is the increase. Toutain-Dorbec asked if Abel did not want more attendees, why did she feel she needed to advertise more? Allsop said she still needs to get 200 participants and wants to promote it.

Allsop said it is hard to book teachers this late so she is having to use the same teachers as last year. Yoga is more popular than in the past and she has not been able to find anyone new as they are already booked out for a couple years in advance. Her goal is to have the event on the weekend she listed in the application, but it could change. She lost the Surfsand last year as a venue because it was booked out before she could confirm it. Kingwell said funding follows commitment and commitment relies on funding so it is a balance. She would like a 'multi-year' ask; over 2 fiscal years. Allsop said by having same teachers, some participants have called her to say they are not coming as they have decided to go elsewhere to have different teachers. She explained that \$30,000 is the teacher cost and other is the venue cost.

TAC and Allsop discussed the possibility of granting more money than she would use this year and bank it to use in future years. Walker suggested granting \$60,000 total to be spread out to pay for the teachers in 2017 and 2018. All agreed that the guidelines do not preclude multi year awards, but it does not specifically allow it either. The Council would have to address this. Walker said TAC could make the award, present it to Council at the June

work session and explain their reasons and see if the Council agrees.

Chair Drumheller paused the meeting at 3:45 pm and resumed it at 3:54 pm.

### **Coaster Theatre**

Patrick Lathrop Executive Director, and Jenni Tronier Operations and Marketing Director presented their events to the TAC. 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 said that the Coaster Theatre is in its 45th year now and they will be celebrating that fact. She then read some accolades from citizens.

Tronier spoke about special events which is what the TAF grant supports. She said they want to enhance the experience to include creating an event around each performance including door prizes and canapes. They are looking to have a concert in the fall of 2016 and again in March of 2017. They will promote their 45th anniversary season in Portland and other areas to entice people to come to the coaster; she said they will concentrate on 'the Classics'. The theatre will be having an "interior refresh" in February with all new seats. Also this next year they are kicking off the anniversary year with Agatha Christie's "the Mouse Trap". She said if they did not receive TAF grant money, the theatre would not do special events and they would not be able to advertise.

Tronier explained that part of their ticketing service asks questions of the patrons and this helps the Coaster know who is coming, where they are from and where they are staying. They now do an audience survey, but it is not 'hard statistics'. Lathrop said they are getting consistent information that 75%-80% of the patrons are from out of town and almost all of the 80% are first time Coaster Theatre patrons.

Tronier mentioned the dedicated board of directors and volunteers who help ensure the success of the Coaster Theatre. All PR is done in-house by Tronier and some of the board.

Drumheller complemented them on the presentation.

In answer to TAC questions, Tronier said that about 50% of the sales are 'same day sales' and that most of the events are weather dependent. Winter sees more same day sales due to weather but when the weather is not an issue, as in the spring and summer, they have a better advance ticket sales. Friday there are more walk-ups, but Saturday is predominantly pre-sales. She added that they have been talking about having special offers to people who are in hotels/rv park to draw in visitors.

The schedule for next year will be finalized June 17, Lathrop explained why they cannot advertise until they have secured and paid for the rights of the production. Lathrop spoke about developing a hotel list to alert local hotels when there are available seats. He and Toutain-Dorbec will get together about this.

### **Good of the order**

TAC will meet tomorrow, May 25th at 1:00pm to continue the interviews starting at 1:10pm.

The meeting was adjourned at 4:30 pm.

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Colleen Riggs, Assistant City Manager

Minutes of the  
TOURISM AND ARTS COMMISSION  
May 25, 2016  
Council Chambers

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

Excused: City Manager Brant Kucera, and Assistant City Manager Colleen Riggs

Staff: Tracy McGill, Administrative Assistant

CALL TO ORDER

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

The TAC reviewed the upcoming schedule of meetings. Drumheller asked if there were any items to discuss under good of the order. Kingwell declared his bias for the Gallery Group proposal and stated that he would recuse himself during deliberation for funding this request. Toutain-Dorbec noted that her husband is on the Board of Directors for the Arts Association. Drumheller noted that the allocation of funds will be completed at the June 7, 2016 meeting.

**Cannon Beach History Center and Museum (CBHCM) - 14th Cottage & Garden Tour**

Elaine Trucke, Executive Director of the CBHCM and Elizabeth Johnson, the CBHCM Archivist introduced themselves to the Commission. Chair Drumheller asked Ms. Trucke to provide a review of how their event went last year and what they were planning to do this year. Trucke introduced herself and Elizabeth Johnson and summarized this year's application for the Cottage Tours. She noted that they are asking for quite a bit more funding this year and that most of the additional funding will pay for marketing. She said that she is hoping to target Bend area advertising and noted that Better Homes and Gardens Magazine has apps that will be helpful. She said she has noticed that most of the people that come to Cannon Beach for the cottage tour come back repeatedly after that and that some home sales have resulted from the tour. It can be noted that cottages can be considered the original tiny homes and that they started including gardens about 3 years ago and they are surprised about the response to the garden tours. Sinkler asked if they are looking to grow the event and Trucke responded that they are hoping to add more speaking events based on the feedback from previous years.

In response to questions from the TAC members, she explained that they are trying to work with volunteers to make sure that they can find out how heard about the tour, where they are from, and where are they staying. She noted that this year she and Elizabeth will be doing all of the entry and registration so that they will have more consistency in the survey activities.

Kingwell asked about the projected budget and noted that it is very heavy on advertising. He questioned why the budget line for payment to speakers is so small and Trucke responded that most of the speakers are coming because they want to stay in Cannon Beach and they do in-kind donations with lodging to keep payments low. Drumheller said that he thinks that there is a balance between finding donations and having the lodging industry use it as a promotion. She explained that she has also done paid lodging sponsors.

Kingwell asked about the cost of the advertising for Sunset Magazine, Coastal Living, etc. and she explained that they received mailing lists from the publications and also get additional editorial content in the magazine. There was discussion about the receipt of additional editorial content based on additional paid advertising. There was also considerable discussion about the usefulness and effectiveness of the apps.

Bell asked about the growth of the event and Trucke summarized the growth trends for the event. Bell asked whether there would be good attendance if they did nothing. Trucks said that she thinks that over time they need to keep promoting to keep existing customers as repeat from year to year as well as encourage new visitors.

Kingwell asked about the number of volunteers and capacity and she said that last year they had about 60 volunteers, and every year they have more people that want to volunteer.

Toutain-Dorbec said she thinks it is a great event but she is really concerned about gathering information. Trucke said she would like to improve their website so they would gather it on-line prior to ticketing. Beck-Sweeney said that she thinks that the most effective way to gather the information is at registration. Trucke confirmed that check-in next year will only be at one location, to streamline the process. Walker said that she would like to see the specific numbers, not just percentages. She also said that she would like to see less advertising and more focusing on public relations. Walker questioned whether they sent a postcard to everybody that has ever attended, and asked if it is tracked repeatedly. Walker asked what the target attendance is and Trucke responded that she's done research and thinks that her goal is to see 1000 people come through. Toutain-Dorbec commented about free research and promotion by advertising through the lodgings. There was discussion about the ticket prices and incorporating entertainment and catering that is being donated for the Friday night event. Trucke said that she's surprised to find out that people really like to hear the lectures.

Drumheller emphasized that the Committee's main message was to have an intentional system in place to gather necessary data and noted that funding requests are greater than budget so the advertising budget is a concern.

### **Cannon Beach Arts Association (CBAA) - Artist Programs**

Chair Drumheller asked board members to introduce themselves and they summarized their experiences. Program Director Jane Brumfield introduced Lila Wickham president of CBAA and a member of the board since last year and Lynn Murray who is a new member of the board and has been involved in the Arts Associate for about 8 years.

Wickham summarized Brumfield's experience and educational endeavors. She also summarized the overall board member and volunteer involvement and noted that membership has grown about 20% and about 1/3 of them are full time residents. She reviewed their evaluation of last year's events and other activities over the past year.

Brumfield read a summary of the plan for the coming year and their events. She noted that they are moving one of their shows to December in hope that it encourages attendance during a quiet part of the winter season. She said that in addition to their juried shows, she is hoping to use Sitka's program as a model for art weekends. They are also experimenting this year with a cluster weekend between a juried opening and Plein Air.

She said that they want to focus marketing on Portland since it is their most likely client base and they want to put the registration on-line to facilitate registration outside of Cannon Beach. They also want to build partnerships with hotels and lodgings for favorable rates for participants. Walker asked about the make-up of activities for the weekends and Brumfield summarized the possibilities that they are exploring.

Wickham explained that they got four other grants this year and do so entails demonstrating other community support. She said that the money TAC awards allows CBAA to leverage other funds. Toutain-Dorbec said that there are local resources in the lodging industry that can partner with them to promote activities and gather data. She also stated that she does believe that Brumfield is underpaid for her credentials and performance. Brumfield said that as part of this project she will be interacting and engaging with local businesses to build partnerships. Walker said that she is excited about their aspirations. Wickham talked about a mobile unit that Broomfield has that will be utilized as a "pop up" gallery. Broomfield said that they don't yet have specific dates yet because they are still networking with partners to find three really strong clusters.

Toutain-Dorbec asked about volunteers and compiling data and Broomfield said that they are exploring new techniques for information gathering. Drumheller suggested drawing and they said that they get about 50% response. Broomfield said most effective information gathering tool was their voting for best in show. Drumheller emphasized data collection is key.

Wickham explained that because of the grants, it allows us to apply for capacity building grants for the next cycle. Walker said that she thinks this has possibilities and Beck-Sweeney agreed stating that she likes the new idea noting that its new and refreshing and makes sense for the gallery. Kingwell said he thought they used their funds

well last year even though not everything is known about data collection.

### **Cannon Beach Gallery Group (CBGG) - Spring Unveiling and Plein Air and More**

Jim Kingwell introduced himself and Bonnie Gilchrist who does promotion and marketing for CBGG. Kingwell explained that they are applying for funding for both growth and ongoing support for the two events. He noted that these events have been the backbone for the expanded awareness of Cannon Beach as an art town.

Gilchrist said Spring Unveiling includes an event within an event with Chef's Table. She noted problems the problems that have occurred and how they are coming up with ideas to promote the Chef's table event. Gilchrist noted that with Plein Air and more last year they proposed expanded workshops and they went ahead and did a pilot this year and have discovered substantial interest. She said that the model activities will occur soon and they are optimistic about the experiment. She also explained that this year's Plein Air will look different because of a conflict with building use at the Chamber of Commerce. She summarized the set up for this year's event. This year there will be a swarm in the Courtyard of the Coaster Theater and it will consolidate the artists. Raku firing will be at Whale Park at sunset and there will be s'mores on the beach. The adaptations that had to be made this year will utilize the funding from last season's grant process and they are excited about utilizing the results of this year's experiment to incorporate into this coming years funding request. Gilchrist noted that they are asking for increased funding since the last few years we've asked for status quo and received less and continued pruning of the budget is reducing it to the point that it can't be effective. Walker asked about their ability to measure attendance in a quantitative manner without a ticketed event. Discussion occurred about the use of advertising as a method to receive more editorial content and Drumheller reiterated that the committee has concerns about attendance at all events and wants quantitative data that supports the attendance statistics.

Kingwell said that if workshops are developed, the attendance at those that will provide a certain amount of data. Walker suggested that the artists can sponsor events that gather information. Gilchrist said that this year there will be a ballot that will include some questions about where they came from and where are they staying. She is exciting about new and expanded programs for this coming year. They are asking for increased funding for promotion and administration of this event that has been unpaid or under paid in prior years. Walker asked about membership changes and it was noted that it changes as businesses change but they have very solid membership at this time. Sinkler commented that he thought it was a very well written presentation.

### **North Coast Land Conservancy - CoastWalk Oregon**

Lorraine Otiz, Executive Director, North Coast Land Conservancy presented their request and explained that CoastWalk Oregon was written by one of their staffers. She explained that it covers the first 30 miles of the Oregon Trail and ends in Cannon Beach this year. She said that because it is a beta event they are restricting it to 50 participants and are cultivating the business community for a raffle event. She noted that for at least two years this event will be centered around Cannon Beach. In answer to a question about participation and volunteers, she explained that there will be NCLC staff who are knowledgeable about the properties and there will be volunteers to support the participants and they have already registered 35 people who they are encouraging to stay in Cannon Beach. Ortiz said that they are watching the registration to see where participants are coming from and talking to lodgings to promote good rates to people as they register. She explained that if this is really successful, they can expand the number of entries next year. Ortiz also noted that this is an opportunity to educate about ecotourism. Kingwell pointed out that guidelines limit funds for activities that occur within 5 miles of Cannon Beach and discussion clarified that the termination point and grand prize are totally focused on Cannon Beach so this should qualify.

### **Tolovana Arts Colony -**

#### **Cannon Beach Comedy Festival**

Andrew Tonrey, Tolovana Arts Colony Program Coordinator and Tracy Abel were present. Tonrey explained that they are targeting small events in multiple locations. He explained that he got interested in this when writing about comedy in Portland. He sees this proposal as a "test balloon" to gauge interest and how it will work initially.

In response to a question from Walker, Tonrey said that small venues like Whitebird, restaurants, or other small locations could host it and tickets would be a very nominal fee. He thinks that there would be a single show rate or a weekend rate for two or three days. He said he envisions two or three shows per night at different venues. Tonrey said that he would develop and promote the event himself during the winter of 2017. He said that he has resources in Portland at the Bridgetown Festival to serve as a resource. Drumheller asked about the demographics and how to measure quantitative proof that attendees are not local. In closing, Tonrey stressed that it is different and would be a new opportunity.

### **Get Lit at the Beach**

Tracy Abel, Even Planner for Tolovana Arts Colony summarized this year's event results and discussed the challenges that occurred this year that impacted the event. She noted that this year they are moving the date to the middle of May to a quieter weekend than an April spring break weekend. She explained that they try to book authors that have a media presence that can be used to promote the event. The ticket price will be \$95.00 this year so that the price will remain affordable. Abel said that she would like to do a better job of promoting the event in Portland area as a niche event. Tonrey said that the event itself is developing its own following. Kingwell asked about the administrative fees and supplies and the Tolovana Arts Colony administration fee and Abel and Tonrey discussed the operational activities of the committee and the Tolovana Arts Colony.

Tonrey stressed that any funding for the Comedy Festival should not take away funding from the Get Lit funding. Kingwell expressed his appreciation for the event. Toutain-Dorbec reminded Abel and Tonrey that the lodging industry can be a great resource for promotion of the event.

**Good of the order** - Drumheller said that the next meeting will be June 7, 2016 at 1:00 pm to work out the allocation of funds and Beck Sweeney will prepare and distribute a spreadsheet to the committee members.

Adjourned at 4:40 pm.

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Tracy McGill, Administrative Assistant

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

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

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

CALL TO ORDER

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

APPROVAL OF MINUTES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**2016-2017 TOURISM AND ARTS FUND GRANT AWARDS**

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

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

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

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

**Good of the order**

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

**ADJOURNMENT**

Chair Drumheller adjourned the meeting at 4:11 pm.

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Colleen Riggs, Assistant City Manager