

Minutes of the
TOURISM AND ARTS COMMISSION
October 14, 2020
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Swedenborg, Mike Morgan and Steven Sinkler

Excused: Greg Allen and Greg Bell

Staff: City Manager Bruce St. Denis and City Recorder Jennifer Barrett

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CALL TO ORDER

Chair Kingwell called the meeting to order at 1:02 pm.

FY 20-21 TAF INTERVIEWS

Cannon Beach Arts Association - The Union Knot Beauty Event

Brigitte Wahlbeck reported thank you for having me here. I have been on CBAA for 8 years and thought it would be nice to coordinate with them. Art and beauty go hand and hand. The beauty industry in our town is not looked at as an art form. In the shoulder season we want to help promote as it is slower for weddings as well. Women's Only weekend is empowerment for women, and we will see if it work. Wahlbeck added different prospects of what they are looking at, the money is for advertising and stuff like that, it could enhance our town as far as having another type of event. Also looking at retreat for hairdressers and makeup artists in the future. In the wedding industry everyone is coming from out of town, and we had a lot of clients saying if you have makeup classes we will come back, if you have skin care classes we'll come back. I thought it would be good to do around the WOW weekend, would be nice to have male related things or children related as well. Having classes with the Art Assoc would be nice and if they came and had a full make over and go to B Boutique and get fitted and end with photography. The end of the day have classes on how to take pictures and end with a wine event. This is a good test weekend to see about having some of the other services and using our resources of emailing and reaching out with our client base on top of utilizing other resources as well. Wahlbeck discussed the networking opportunities available. In response to Kingwell's question how does this work during COVID and how to deal with social distancing, Wahlbeck replied we are very adapt to doing this in our businesses. Whoever is teaching the class is in charge of the sanitary side. We

will expand on smaller spaces to do this; our location can handle 12 with distancing and will find a few other locations to have multiple classes. It's not hard to do the COVID part as we do that already and we adhere to state standards and under the COVID procedures. Before you enter you are asked a series of questions, contract tracing measures are also taken. For makeup we need the space and I use a face shield that goes around my neck and we use this requirement anyway as part of state law. We can also group people together as a unit. Sinkler noted you mentioned B Boutique and other businesses have you reached out to them about partnering, Wahlbeck replied yes, I spoke with them and even without this we want to do something during WOW weekend, it's the perfect time. I would love to reach out to other locations and have a call in but haven't spoke with them. Sinkler added I like the concept of sharing the wealth and involving other locations as well. In response to Sinkler's question how many attendees do you expect, is the number listed nights or visitors, Wahlbeck replied I am not sure how many as it's a new event, but I know I can bring people in. Walker suggested maybe 30-40 per day, Wahlbeck replied that's low for what I am thinking. In response to Swedenborg's question how many classes, Wahlbeck replied it depends on how much funding. I have enough people for what we are requesting, we can flow through over 200 people through the 3-day weekend. A discussion ensued regarding volunteers. In response to Sinkler's question where are these classes going to be held, Wahlbeck replied that depends on a lot of factors. It is depended on classes and I would like to do what yoga did. A discussion ensued regarding the hotel occupancy during that time and dates of event. A discussion ensued regarding talent being flown in for the event. In response to Kingwell's question you are asking 100% of financing for this occurrence what separates this from normal business operation, Wahlbeck replied this is much larger. I have used talent to teach staff on hair and makeup at my expense, I have never used her in a big event and promoting her. It's not really 100% as we are using my space and I am not charging to have her there. Kingwell added you are showing expenses but not seeing revenue. In response to Sinkler's question what is the ticket price, Wahlbeck replied I don't have one, it depends on how we want to pin it down. Its an idea that we have and since the grant opportunity came I jumped on it. Wahlbeck noted VIP options, including photographs by a professional. A discussion ensued regarding ways to expand the event. Walker added this is in concert with WOW which is something that people are interested in and I am thrilled it on our docket.

Cannon Beach Food Pantry

WOW! Cannon Beach

Brigitte Wahlbeck and Buddy Anderson

In response to Walker's question did you did 2017, Anderson replied yes. In response to Walker's question what happened for 18-19, Anderson replied they were self-guided, and we did a lot of social sharing adding the boutique did everything they usually do. The TAC funding was for the ticketed events. There were events happening anyways. Anderson noted the change of WOW from women's only weekend to include everyone and not exclude anyone. In response to Kingwell's question anything occurring this year with WOW, Anderson replied the same as before, self-guided and social sharing and Wahlbeck will be a huge help. We'll do a push, and others added their events to the page, not as great as 2017 where it was formal, but want to keep the momentum going. In response to Kingwell's question does it have long term potential, Wahlbeck replied it does. People are still going to the Facebook page and I am here to help so has other people that are community driven people that know a lot of people and it will help promote. It is a hard weekend, but no matter where we put it, it will have the resources from people. Anderson added Claudia was going to retire but decided to be a part of it again and has confirmed she'll do the line down for 2021 and has a lot of time to give as she has the past knowledge of the event. Kingwell asked you are asking for this FY for planning purposes for an event that takes place next year. Anderson replied when we went in for TAC in April/May for 2017 we didn't receive funds until the event was over, so we are asking for it now due to the time frame for where it lands. It's hard to pay for things without the funds, and we are thankful the library was able to help out and front the funds. Kingwell noted we have several applicants in the same boat. Wahlbeck added it was difficult for yoga as well. Kingwell added there has been a strain in the forward looking and an issue we are looking at and yet to get back from the City a solution to the problem. This year is raising a good deal of concerns that we hope to address. Walker added the reserve was going to solve that but that went away. A discussion ensued regarding the non-profit sponsors of the event; Wahlbeck noted the benefits of the food banks considering these hard times. In response to Kingwell's question what do you think the proceeds for the food bank are for WOW, in 2017 100% of proceeds went to the library, Anderson replied the amount ended up being over \$4,000 and received a lot of people who donated because it was for the library. It was great to have that number for the first time. Wahlbeck added the food bank is a good selling point for donations. In response to Swedenborg's question do you have an idea of what revenues would be for the beauty event, Wahlbeck replied I do not know yet.

A discussion ensued regarding potential proceeds for the non-profits and ticket costs, possibly \$200-\$250 for the personalize service as well as offering other services as well such as a blowout. In response to Swedenborg's question are there similar events in other communities, Wahlbeck replied yes there is one in Palm Springs that sells out. In response to Morgan's question have you thought about sponsorship from Paul Mitchell, Wahlbeck replied definitely, and we put a line item for swag bag, that's how you get the ticket price and will be getting sponsors.

Tolovana Arts Colony Get Lit

Tracy Abel via Zoom

Abel reported I put in what I know. I don't know if it will be the same as things are always changing. I will get with the hotel to discuss spacing with tables. Right now it's a guess and we will do whatever businesses are doing. I don't know what the reception would look like. It would probably be prepared packaged things, but I am just guessing what we would need to do. I will be a repeat of last year since it was cancelled, same authors. In response to Kingwell's question have you had contact with new management that is running Surfsand to see how they relate on how it was traditional handled, Abel replied I have not, I have been working with Sarah and will find out if she is still there. In response to Morgan's question you estimate 50 attendees, Abel replied yes because I believe I'll have to cut it for social distancing. Kingwell noted I can see how you may need multiple venues or perhaps streaming. Abel replied we will be doing a virtual book club soon and will see how that goes. I had to skype an author in a few years ago but the Surfsand did not have the bandwidth at that time, and it didn't go well. Kingwell replied that would be a way to reach out. Abel added I completed the application in May then did the update, but haven't got with the Surfsand to see what it might look like and still hoping for an in person event with less people. In response to Walker's question to Kingwell is there concern that Surfsand would not participate, Kingwell replied I don't know. I don't know their response and know they have dropped their sponsorship for one organization in town. Abel added I will follow up and give you an updated version. Morgan noted the Surfsand charged for the event, Abel replied yes I have a food and beverage minimum. Sinkler added they also pushed the event dates around based on other higher charging events; a discussion ensued. Sinkler added this is a great event and hope that is can be pivoted adjusted and modified to regroup to what it was. There is a different group of people that come to town for this. Kingwell added and it fits in with the mandate from the Council. Sinker added April is a tough date, and Hayes pivoted from March to fall. In response to Walker's question is there a reason you chose this date, Abel replied that is the date the Surfsand gave us. I will contact them, and they didn't charge us anything last year since we rebooked it, but things can be different. Abel added a lot of our attendees are in that group that may not be willing to travel as they are a higher risk group. Swedenborg noted that the date is during Seattle's spring break. Abel added the Surfsand likes it during spring break. In response to Kingwell's question what is the capabilities at the chamber, Swedenborg replied the Wi-Fi is not bad and have no problem of streaming things. Sinkler noted at last night's meeting I mentioned an investment of infrastructure and that may be a good opportunity for the Chamber to host those virtual events. Kingwell added if the capabilities were known for all venues it would be good for someone trying to put together an event. Abel noted it is difficult to put things together with so many unknowns.

Barrett gave update on the 11/3 council meeting agenda. The TAC recommendation meeting will be on 10/21 at 1pm.

The Committee took a break at 2:05 and reconvened at 2:11 pm

Coaster Theatre

Patrick Lathrop in person and Jenni Tronier via zoom

Lathrop noted Tronier has created an alternate idea and will let her to most of the talking. Tronier reported in our original submission in May we were hopeful in what was going to be available to us for this coming year. We are not confident that sky America (Broadway across America) will be back which is a past grant cycle. Broadway is closed until June of next year. That means touring Broadway shows will not be doing anything until that time or later. We have an alternative for this grant cycle in hopes we can open our doors to a group and a smaller budget doing something with Artlandia publication who is not publishing but doing good things online. The alternative budget drops down to \$15,800 vs \$31,000 originally submitted. In response to Walker's question did you get money back from Playbill, Tronier replied we didn't spend money with them last grant cycle. In response to Walker's question what does the \$15,800 include, Tronier gave an overview. Walker noted Cannon Beach magazine will be

happening next year. In response to Kingwell's question for Cannon Beach you did not pay for an ad last summer, Tronier replied no. In response to Walker's question is there a reason you are doing a spring instead of fall 2021, but there is a fiscal year thing, Lathrop I would like to do an event in late spring/early June as a celebration of theatre open before we actually open for the production. In response to Walker's question what if it doesn't open, Lathrop replied everything we are proposing may not happen. Sinkler added the fall special event instead of 2020 make it a fall 2021 and make this ask go through that. Walker added I am dubious on things not happening. Sinkler noted we are seeing people ask for money further out than normal. Tronier explained we are operating under the assumption with these budgets that it is under the same timeline. All events we were getting funding for would have to happen before July 1st. Walker replied and that has been the case, Sinkler added up until now. Tronier noted we are making plans for a hopeful theatre opening. As we move along and follow data everything is subject to change. In response to Morgan's question has Get Lit talked to you about using the theatre for their event in April, Lathrop replied they haven't approached me but are welcome to use it if it is appropriate. We can accommodate up to 60 people in groups of three being about 10 ft apart in the theatre, but with that it's not the seating it's the ingress and egress – getting them in and out is the problem. In response to Sinkler's question if the theatre is open in summer 2021 would you have a fall event in 2021, Tronier replied yes, it's a regular thing on our calendar to do one spring and one fall. Lathrop added if we focus on a spring one on this 2021 year and it doesn't happen, then that could move down into the next fiscal year. Sinkler replied that is where I am going with this, we may not have spring submissions. If you were to have a fall special event it may need to be funded here. You may want to include it proactively for next fall. Walker added in case they can pull off two events. Kingwell noted that makes sense as we are looking at recommendations to fund things in that time frame and raising the forward funding based on fiscal year. The city has always said no but maybe there is a need that might change Council's mind. Lathrop asked you are saying apply now for spring 2021 and fall of 2021, in the event the spring 2021 can't happen can we move and do two events in the fall? Sinkler replied I don't see why not. Lathrop added if we don't then we just give the money back to you. Sinkler replied I would rather see the money spent to bring people into town twice than no event. A discussion ensued regarding the ask amount. Tronier asked if we do submit a revised budget to reflect what we discussed it would also change Sky America. Walker asked but this still includes two events, Tronier replied yes. Kingwell added our recommendation can reflect knowledge of that. Lathrop noted it would \$7,900 difference from the current ask. Tronier added with the two events our ask would be \$23,500. In response to Lathrop's question do you need an updated budget, Kingwell replied yes please send it to Barrett. A discussion ensued regarding the date time frame and uncertainty of the future. Lathrop added I recall listening in on a Council meeting back when they were discussing TAC and talk about people go through the application and may not be any money to issue this round. Kingwell replied that is not the case, there is funding this round. It was an unknown at that time.

Kingwell turned the meeting over to the Vice Chair and sat with Joe Clayton

Cannon Beach Gallery Group - Joe Clayton & Jim Kingwell

Stormy Weather Arts Festival

Clayton reported this is a Chamber event with a strong part of the art community behind the event. We like to contribute to that and that's why we are seeking TAC funds to support the chamber. We have been working with the Chamber for many years and asked TAC funding twice. As a group we do advertising throughout the year so we can advertise all the events. We have over 200 artists we represent as a group and focus on events throughout the whole year. We compliment the Chamber. One part we highlight within our group is we have a website that was created several years ago and trying to get it more active and is a place we also promote the events. Sinkler noted the world is different from last year. What changes are being made this year? Clayton replied this year its Stormy Weather Arts Festival lite. There is no music, Coaster Theatre is shut down, it's going to be the galleries and music set up around town to give some energy around town. It will happen in a COVID safe atmosphere and shrink down the number of locations to only that would be safe. Galleries would feature artists, no reception, done by appointment and limiting numbers in the gallery, and all wearing masks. If it weren't for galleries, we wouldn't have an event. No fashion shows, no music, just the galleries and music on street. Kingwell noted these are expenditures that were already made from December of last year through the current time frame. The ads that have gone out promoting Stormy Weather that fell under the TAC category and a request for website upgrade to enable further marketing going forward. The budget shows funds already spent and what we consider non-TAC category that the group carries. The other expenditures on the TAC side were done as a good faith investment on the promotion of this and occurred prior to closing of town due to COVID. Clayton added we tried to get the most bang

for the buck for advertising. In response to Walker's question the \$4,656 has been spent on the person you had, is the person you had still on the payroll or coming back in the future, Clayton replied we broke that out. A discussion ensued regarding Earth and Ocean. Clayton noted our goal is to maintain the three festivals. Sinkler added I am glad you are still moving forward with the event. Clayton noted he coordinated through the Chamber and the reason we and the galleries are going forward is so we can go back to the way it was. Kingwell noted how each gallery has their requirements due to space and we are still building an opportunity to do this online. Walker added I like Every Day is an Art Walk in Cannon Beach. Kingwell replied we blame Jim Paino for coming up with it. Sinkler added I like how the Gallery Group embraced it. Kingwell noted with regards to health concerns due to COVID receptions are not happening. We toyed with the idea of serving canned wine, but that is not happening. Any food available would be prepacked and catered. We plan to comply with whatever guidance is existing that day. Clayton added on any advertising going forward that we are involved we are meeting all requirements to keep people safe when they come. Kingwell added that's a message that will be adapting over the next few months and a reason to improve the website and get the message out. A discussion ensued regarding the space limitation in the small galleries/shops. A discussion ensued about potential artists.

Spring Unveiling

Clayton reported this has been done for many years by the Group. We have a lot of people who checked in virtually and people asking are you doing one next year. The weather can be dodgy, but people are ready to get out of their houses and see it as a good festival. With this ask we have advertising and the website upgrade to have better connection socially with our events. In response to Morgan's question where are you advertising; Clayton replied it is split between a number of art magazines and done in other areas such as other platforms as social numbers and as well as Portland art dealers association and Sunset Art magazine, Southwest Art as well. We are all about the arts but have so many artists being represented by so much art in a beautiful part of the world. Kingwell added last year one major expense was with VIA, travel publication and online presence in print in some. Walker noted part of advertising is not necessary to bring in large amount of people but to keep up momentum. Clayton added it has to be as much about as coming but come here and stay and this is why. We have clients calling to see if it safe to come, a discussion ensued. Kingwell added that is what the website help is for, we want to upgrade to help get the message out that is a safe destination when travel is possible.

Expanded Digital & Social Media Marketing

Clayton gave an overview of what has been done in the past. Our consultant retired we went out and found a PR person to fill the void and we sought support through TAC funding on previous asks. We were in the right church but wrong pew. A great idea to continue to but needs to be done in a different way. In 2022 if things are going well there will be a lot of people on planes and they may not be coming here, they will be off going to other places and we want them to remember us. When we promote all our events and galleries, we are promoting Cannon Beach. We have ideas in place and currently have a marketing proposal to support our efforts and that is what we put forth. An issue we are having is a lack of employees who do not want to work after COVID or there are not funds to pay them, we do not have enough personal resources in the group. This agreement is important that we meet monthly, and it should benefit the whole of Cannon Beach. In response to Walker's question the website ask is the two separate pieces in the previous two and how is taking on the technology of that, Clayton replied we have several group members that have background in that and will form a committee. In response to Walker's question are you going to hire a developer, Clayton replied yes, noting the problems that we are having is some websites were depleted 10-15 years ago and things have changed. There have been times we can't update the website to reflect where we are today. Walker added and you also want your site to be mobile friendly. Kingwell noted there are a couple people currently working on this and getting the changes we need to make organized for whoever we hire to do this, a discussion ensued. Clayton noted we have an older group who may do their research and get their news in a different way. In the gallery we do not handle the same art, you need to look at your audience and clientele, a discussion ensued. Clayton added it needs to be a tool that can be used in multiple places that allows us to be nimble.

Sinkler confirmed the next meeting is 10/21. A discussion regarding the budget amount ensued. Morgan noted in my view if it pushes the school project along at a more rapid rate I would urge the Council to forget about repayment of the loan, if quarter 1 is flush as they say, it's a worthy thing to do. Walker noted my concern is while I am supportive of the school building, I am concerned the City already retaken away \$332,000 and not going to see

that again so we have 0 in reserve, but there is nothing saying this winter goes to [poop] and we have nothing. Walker asked what is the payment from the County. Laurie Sawrey was asked to join the meeting for questions. Kingwell noted the City indicated at one time they were using revenue from County tax and using restrictive funds to replay they \$102,000 loan from the Committees' reserve. Sawrey noted we get 70% of the county tax and we keep it in a separate fund. In response to Kingwell's question what is the amount of the payment from the county to the city, Sawrey replied \$360,000 last year. We may a payment in august for \$34,000. Sinkler replied so we have \$34,000 in reserve, Sawrey replied you have more than that actually. A discussion ensued regarding the budget amount. Sawrey added if you award a certain amount and you don't get the funds on that amount, you can't award it. A discussion ensued regarding building up the reserves.

ADJOURNMENT

Chair Kingwell adjourned the meeting at 3:27 pm

Jennifer Barrett, City Recorder