

Minutes of the
TOURISM AND ARTS COMMISSION
August 3, 2020
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Steven Sinkler, Greg Bell, Greg Swedenborg

Excused: Mike Morgan

Staff: City Manager Bruce St. Denis and Administrative Assistant Jennifer Barrett

CALL TO ORDER

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

Kingwell noted handouts were distributed with the revised notice deadline and revisions to the applications, adding the revisions made are to the deadline and acknowledging the COVID restrictions at time of event. There were no additional revisions, and the notice and application are to be posted.

St. Denis requested introductions. Committee and staff introduced themselves.

St. Denis noted, in the emailed schedule, there were no revisions, and the October 20th date is not set in stone as it is not a regularly scheduled meeting. For the 4th quarter was budgeted at \$0, however funds were received which gives us extra room. No one has asked for a deferral for quarter 1.

POLICY/STRATEGY MEETING

Kingwell noted this meeting to open discussion for recommendations/policy revisions to submit to Council. St. Denis added this meeting was posted as a regular meeting, so if you want to vote you can, and this is also on the Council work session on the 11th in case you have information to submit.

Walker noted her concerns; 1. Issue of the other 1 percent and future 1% - should it go through this Committee? 2. Possible skewing of numbers by giving one event more than requested for to skew the averages. 3. Removal from office for unexcused absences. Swedenborg noted the bandstand power upgrade was a good example. We would like to see the Committee focus on more things like that. I want to see a focus on tourism and events, which may not have been the focus of Committee in the past. Walker added focus on the product of our town; our town in the product and how to do you make it better for when the pandemic is over, a discussion ensued regarding the rules of the charter. Kingwell noted that should be separate from the 1%, this has real legs of creating a greater potential in the future, this should be a 4th point. Bell added the electrical upgrade of the bandstand was a great idea. It would be nice for this Committee to put out ideas to make our product better without having to find a non-profit. Walker noted perhaps the Chamber could have this as an option if they changed their charter with regards to working on the product. Instead of just getting people here, lets better our product. Kingwell noted the Chamber charter makes them a qualified recipient of funds and is unique to the City to have that. The cooperation is separate from the DMO contract makes good sense and would like to consider it different other than the future 1% as it is a different thing.

Kingwell noted, back to the first issue of the other 1%. This will get into complicated territory. The Charter indicates we were established to deal with 1%. The scale of our work radically expands if we get involved with issue with lodging tax and overlaps into politics as set now into council policy where they are looking to funds particular things on a political basis. Walker noted we only make recommendations; it ultimately goes to Council to decide, a discussion ensued. Swedenborg noted a portion of the funds is going to purchase the school, and a lot of funds being spent on advertising. There is overlap and as a Committee who is overseeing it we can look at efficiency or deficiency. Walker noted there is no accountability on what happens with the Chamber funds portion.

It seems silly to have oversight at three different places. Swedenborg added I am not sure how it works, but funds from one could help out the other and treat it as one big funds instead of others. Bell noted the other 2nd 1% is there someone who would care if it came under us? Walker replied the 2nd 1% came up going to the Chamber so they can expand. I asked why isn't the Chamber reporting to this Committee and was told they would report to Council. However, with no marketing person on Council how can they ask tough questions and I didn't see reports on what was spent on advertising, noting this was a few years ago. In response to Walker's question is this possible, St. Denis replied I am not sure, adding the Chamber currently has a contract with the City. The other 1% is what we get from the County and that is penciled in for the school. We do not know what we are going to do or how we are finding it. That is one that until we know what we are going to do we would not want someone else to control it. We had to take out a loan to purchase the school so there is no money to do work. We are relying on those funds to do work. Swedenborg noted now we have a school which could be an events center, that money will come from that fund and either the City staff does something with it, or it goes through a Committee like this. What are we going to do and what are we going to spend? There should be City staff or a Committee on the forefront and TAC is kind of set up to be that. Kingwell added right now only the Budget Committee weighs in but do they have the expertise that is needed along with the other perspectives. With this project coming up there will be legal questions and budget considerations that will come into play. St. Denis added the Council has to make a decision on how the community is going to make decisions. We are doing a study to find out what it will cost to put the bones back into the school, running water, accessible restrooms, seismic stability so we have an idea of what it will cost to determine what to do next. In response to Bell's question how long is the chamber contract, St. Denis replied I believe it is 90 days and if no issues it auto renew, a decision ensued. St. Denis noted I kind of see staff being the ones sitting next to Council making suggestions instead of a Committee. Kingwell noted I would like to see funds being set aside to start building a reserve for promotion of events. St. Denis replied once things have been determined that is when decisions will start being made, adding the classrooms are in better shape than we thought. There is very little water stains on ceiling, no wet carpet. There are opportunities there and this study will give us the cost options to determine what to do. Walker added I can see this Committee not getting involved until there is something to promote. Once it is up and going then maybe this Committee will have an opinion on it. Kingwell added at some time this Committee should be overseeing the direction of marketing funding when the school project reaches a certain level, a discussion ensued. Swedenborg noted the end goal is to have a meeting space, and once operational someone has to report on how it's used. That is what happens in Seaside, they report back on the use to the City. I think the Committee needs to be aware and have oversight, adding we ultimately have no say as it all goes to Council. But the background of this Committee lends itself to that charter more so than Council, a discussion ensued. Swedenborg noted a Committee like this looking at the big picture is important. Kingwell added there are two aspects to the relationship, the City negotiating the contract and us overseeing the way it is carried out. I don't think we have a role in negotiating the contract, but in terms of accountability there could be a role for us. Swedenborg added in the contract the way it is, the Chamber comes to the City and says this is how we spent it and they talk to St. Denis. What I am saying is they come to this Committee and tell us what they did, and we ask the hard questions. I don't see us negotiating contracts, but giving recommendations to St. Denis on our thoughts. This is not to do the work, but an oversight. Sinkler added the contract with the City and Chamber may be broad enough for them to report to TAC instead of Council. St. Denis replied the Chamber board is supposed to meet with Council quarterly, a discussion ensued. St. Denis noted the meeting occurred at the staff level but not at Council level, a discussion ensued.

Kingwell we identified something that needs fixing and we will make a recommendation on how to fix it. Do you think it will fix it by having them report to the Committee? Bell added then the 2nd step would be the school when it becomes operational. Sinkler noted it seems like the Council would appreciate it as it takes something off their calendar. St. Denis added one of the problems we have had is scheduling the meeting as it is with two board and coordinating schedules became a logistical problem. Walker noted I would see the Chamber board president, Jim and another staff person would come and present to the Committee. Swedenborg added we should look at how the money was spent across festivals, advertising, the school, and some day a 4th stream and show that is going. When our charter was put together the other streams did not exist yet. This is the place where I'd like to see it get to, a discussion ensued. St. Denis added if you are talking about recommending procedures you should vote adding this is not something that we will be able to resolve next Tuesday. The committee was in agreement.

2. Skewing of the numbers. Kingwell asked if there was a recommendation? Walker replied I thought a lot about it, and gave a brief history of things that have happened in the past, such as previous members giving the chamber more funds in order to fix their website years ago and noted ways that numbers can be skewed. Kingwell noted we have a couple issues here, adding we can limit awards to not exceed more than 10% over their request. If we are

going to request that we have an option to identify potential improvement for general tourism in town from a committee perspective, a discussion ensued. Bell noted there is awards that come in, we can say up to 10% in excess of what was asked. We love your idea here's the money for your event but here's extra funds for your website, as a group there is a project that we think needs to happen in town. St. Denis added I see a value in this because your rules are so restrictive we happened to have funding somewhere else for the bandstand. If you can recommend a project without tying to a 501(c)3, a discussion ensued regarding internal city projects that TAC promoted. Kingwell noted the reason for the 501(c)3 was so that they didn't not have to go through the acquisition procedures. St. Denis added if you recommended a project, we would handle it at the staff level, It wouldn't change the need for going to bid. What you are changing is giving you more flexibility on what you can use these funds for. Committee agreed to revise 4A to include city tourism improvements. A discussion ensued regarding capping it at 10%. Kingwell added if someone didn't anticipate an expense to make something happen, I don't want their event to fail because of it. A discussion ensued regarding amendment procedures. A discussion ensued and possible complications the cap could generate. Sinker noted to go over the amount guideline, would that need to be a consensus vote? Kingwell replied no vote might be needed if you stayed within the 10% limit. Walker said if you went over the entire Committee would need to have a consensus. Sinker to clarify anything over the 10% cap would need committee consensus, the committee agreed. St. Denis recommend limit to the request amount, but you can adjust the number up and be it by majority vote, then you are only talking about the increase instead of the increase minus the 10%. Kingwell suggested limit the Committee to the ask with the opportunity to argue for a majority on a larger amount. Committee recommended the rule change.

3. Removal of members. Kingwell noted there are guidelines in the code and asked the procedure. St. Denis noted in his experience the approved absence would be if I cannot make it for a doctor appointment. But unapproved would be no contact about not coming. Mainly just telling you I cannot make it makes it approved. Kingwell added we have restrictive communication between the Committee members. Walker added it would go through the city, a discussion ensued. Barrett will check her email to confirm correspondence regarding members unable to attend. Walker suggested asking in email if you are not attending to please let Barrett know and if remind that only three unexcused absences, a discussion ensued. St. Denis noted if you miss you a meeting you should give a reason, such as a doctor appointment, another job that day. Kingwell noted that is not the only reason to be removed from a committee, you can be removed for misconduct or nonperformance, a discussion ensued. Kingwell suggested a reminder to the committee that nonperformance is consideration for removal from a committee and this include attendance, and site the section of the code. The committee had a consensus on having the staff send an email. St. Denis noted you can also be excused after the fact.

Kingwell suggested reviewing the recommendations made today. Committee discussed the no committee member can award more than the requested amount.

- Award recommendation limited to the request amount as a max, you can adjust the number up but only by majority vote.

Walker asked if there has been any applicants interested in the vacant spot, St. Denis replied we have one person who has expressed interest and gave a brief overview. Bell noted section 5 under C, money budgeted in excess shall be held in reserve and noted what the funds can be used for, noting that it doesn't say that Council can use those funds to fund a business grant program. It bugs me that it doesn't say that could not. St. Denis replied it was at the start of the pandemic. Council reassigned those funds and gave them prior to allocation to TAC to give. There are two questions before gave access of funds and meeting the definition of tourism. The Council has the ability to make the budgetary decisions, and it was the only funds available to provide business with relief. They gave additional budgetary authority to make things happen as part of the emergency declaration.

TAC recommendation for the Council work session:

TAC to have oversight of restricted TLT funds

DMO: Chamber Board President, Jim and another staff person would come and present to the Committee who will then make recommendations to council

Committee agreed to revise 4A to include city tourism improvements. St. Denis will work with the City Attorney on the language.

Award recommendation limited to the request amount as a max, you can adjust the number up but only by majority vote committee. TAC have the ability to have discussions at the applicant award meetings to give considerations as to how the amount could be modified based on new information.

At time of voting on awards, not member can recommend an amount higher than what was requested by an applicant.

Staff to send email excerpt from the code to the committee that nonperformance is consideration for removal from a committee and this include attendance, and site the section of the code. Include what an approved excuse is let staff know you are unable to attend and why.

St. Denis will put together the information and give a copy to the chair for approval then send to the Council and Committee. St, Denis noted the work session will be advertised as a joint meeting so everyone could be there and talk. Kingwell noted I would like anyone with thoughts or input to attend. St. Denis added I will get final numbers once we have them, a discussion ensued.

GOOD OF THE ORDER

ADJOURNMENT

Chair Kingwell adjourned the meeting at 2:40 pm

Jennifer Barrett, Administrative Assistant