

Minutes of the  
TOURISM AND ARTS COMMISSION  
March 31, 2021  
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Greg Swedenborg, Steven Sinkler and Greg Allen in person.

Excused: Greg Bell and Mike Morgan

Staff: City Manager Bruce St. Denis, IT Director Rusty Barrett and City Recorder Jennifer Barrett

In keeping with the Governor's social distancing direction and to minimize the spread of COVID-19, the City of Cannon Beach has issued an Administrative Order, Effective immediately, all public access and participation for City Council, Commissions, Boards and Committees meeting will be virtual until further notice.

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### CALL TO ORDER

Kingwell called the meeting to order at 9:00 am.

### ELECT CHAIR AND VICE CHAIR FOR 2021

Kingwell asked for nominations for Chair. Noting the possibility of a rotating chairs position.

Motion: Walker moved to appoint Kingwell as Chair, Sinkler seconded.

Kingwell asked for any other nominations?

Vote: Kingwell, Sinkler, Swedenborg, Walker and Allen voted AYE, the vote was 5:0 and the motion passed.

Kingwell asked for nominations for Vice Chair.

Motion: Sinkler moved to appoint Walker as Vice Chair, Swedenborg seconded.

Vote: Kingwell, Sinkler, Swedenborg, Walker and Allen voted AYE, the vote was 5:0 and the motion passed.

### APPROVAL OF THE MINUTES

Kingwell noted degree of detail of detail of subject matters discussed in the minutes I find helpful for continuity that could come up at future meetings. I commend Barrett for the details of discussion. I appreciate knowing what we

discussed particularly with points of contention and people going on the record. Kingwell noted revisions to the minutes of August 3rd. In response to Walker's question what was the outcome with Council to asking to awarding over the ask amount, St. Denis replied we will look at the minutes for the final decision and send to the Commission.

Motion: Swedenborg moved to approve the minutes for 7/20/20, 8/3/20 as amended, 10/13/20, 10/14/20, 10/21/20, Walker seconded.

Vote: Kingwell, Sinkler, Swedenborg, Walker and Allen voted AYE, the vote was 5:0 and the motion passed.

#### TAF UPDATES FROM THE CITY MANAGER

St. Denis reported I wanted to let you know how much above budget we are in terms of revenues for the first two quarters. We are over what we budgeted so we are going into budget in a good position. Kingwell noted I appreciate the overview this format gives, helps with the thinking of the mechanics of the cash flow. In response to Sinkler's question we have cash on hand of \$314,384 and we getting or have received the check back from Get Lit, J Barrett replied yes we have received the refund. Sinkler replied so the number is actually higher than what is listed here. J Barrett replied yes. In response to Walker's question, we are using tourism dollars for the school is there a state mandate on how much activity has to be tourism related, St. Denis replied no, it's vague and says it has to be tourism related facilities and all functions we are talking about are tourism related. Anything going on at the Seaside center the public is able to attend. Walker added my concern is looking at public feedback, a lot of it was community stuff. It can't turn into a community center if it is not benefiting tourism. St. Denis noted what happened is when we did the community feedback events we did not talk much about the funding source. From the beginning Council was aware if we are going to use TLT funds it has to be primary for tourism related events. Maybe one or two people mention something to do with exhibits with the tribe, but any planning discussion we had the whole tribe/historical will play a prominent role. The most positive response received was from Kelli's presentation for HRAP. At least one of the rooms would be dedicated to the wildlife for self-directed tours and something like that with the historical components as well. We will save a couple rooms for general use that hotels or others can use which we see as being a draw. What ultimately goes in will need to be tied to that, but the feedback that came in will be looked at from a lens of the tourism aspect. There will probably be significantly more discussion at the meeting on April 13<sup>th</sup> unless they push that or something else to another date. We have a workshop on the 13<sup>th</sup> that is extremely full, so adjustments may be made. Kingwell noted that would be a good time for personal input, not committee input. I would like to see an electric charging stations in a cluster there. St. Denis added this is how we see it moving forward, but it may change.

#### FY 20-21 MIDTERMS

Kingwell reported lets go through midterms one at a time, adding some of these have not happened yet.

St. Denis noted this committee was instrumental in getting power and more attention to the bandshell. I had a meeting with Paul Dueber, Patrick Lathrop and Andrew Tonry. Patrick is committing to a Shakespeare and Murder Mystery each weekend. Paul is doing Buskers happy hour and will work with restaurants on to go orders which will happen each Thursday. Hopefully this will help with revenue. Andrew has funding from community grants for a couple concerts. It is turning into an active event and people are looking forward to coming. Sinkler noted I attended a number of those events last year and they were great. Swedenborg agreed. St. Denis noted from that we can look at making other things happen. We talked about the city renting POD so people who are doing multiple events have a place to store their stuff in between, a discussion ensued. St. Denis thanked the committee for making it happen.

#### CBA: Artist Program

Swedenborg noted this is an ideal situation. It is funding something you cannot figure out how many heads in beds or actual traffic, but it is an attraction and defines what Cannon Beach is as an artistic community. As community assistance, this is providing assistance and funding on what our charter is. Sinkler agreed adding they created a virtual component to this, and it will attract people to go to the gallery when they do come to Cannon Beach. Businesses are adding virtual components and that is not going to change. It's attracting eyeballs that will eventually lead to heads in bed. Walker added Scott has done an amazing job. Kingwell added I like what they've

done. We need metrics to measure things, but don't want to get so carried away on metrics. We can't measure everything. Several of these organizations are going to have a hard time coming up with hard numbers. We want to keep them focused on actual impacts that would be registered in metrics. Sinkler added the facet they are able to continue having events and people are looking at their virtual events, I am glad they pivoted and if there are having concerns about doing it, we all did. It is all working out. I am glad they are doing it and important to support the organization. St. Denis added I had a conversation year and half ago with Walker about promoting the product and improving the product. You may not be able to count how many came but it is the fabric of the community and you are improving the product, a discussion ensued.

#### CBA: Union Knot

Kingwell noted this event is yet to occur. With the last round of funding, we assured funding for future events and we will have some reports for events that have not happened like this one. Walker added I am very excited for this event and am so glad the Union Knot and WOW weekend has some energy put back into it. It will become a thing again. I don't think it's weather dependent. Kingwell added they will hold the money so we will not get a real midterm until their final.

#### Chamber: Event & Tourism Video

In response to Walker's question have they done any filming yet, I am assuming they'll want to wait to summer, Swedenborg replied that is correct. Kingwell added we will not have data until the final, adding the financials give a snapshot at this date.

#### Chamber: Fat Bike

Kingwell noted the event is April 30-May 1-2. In response to Walker's question has registration happened yet, Swedenborg replied I believe it is open and we have seen some chatter on social media. Kingwell added they worked on adapting and planned good logistics for COVID with timed departures. A discussion ensued regarding the registration; Swedenborg added at the board meeting they said it was going to take place. Kingwell noted I like what they did the first year they did this. We will just need to wait for more information on the final report.

#### Chamber: North Coast Culinary

Kingwell noted we give them support to date, so they feel confident to plan. The event will happen in the future. We may have stretched the assumption that the City Council has that everything will be completed this fiscal year funding, but this will be a good discussion point for them and setting policy in the future. We are a year out for this one and will be interesting to see how it plays out as it has its own profit potentials. Will need to ask in the future if it will be a fully sustainable thing, Walker replied that is what they are planning on.

#### CB Food Pantry: WOW

In response to Walker's question does anyone know who Oregon Coast Creative is, Sinkler replied no. Kingwell added they would know who the creative group is and there are some unanswered questions. Walker added they just put in the name of the company, but not a name of the person. Kingwell replied I'll go back to the application for more details on the company.

Kingwell handed the meeting over to Walker due to his association with the Cannon Beach Gallery Group.

#### CB Gallery Group: Expanded Media

Kingwell reported things have begun. Currently Coast Media is involved, also engage services with SW Art Magazine. Gary and his team are working on projects, but we are yet to get reports back from them. The marketing expenses are not in but expect to utilize the full services year-round of that social media work. The grant received was for partial funding and the Gallery Group is funding the total proposed program so making additional expenses on top of that to see what the full year is. In response to Walker's question is social media on Facebook under Cannon Beach Gallery Group, Kingwell replied yes. Walker noted there are not any posts since Stormy weather. Do you have an Instagram account? Kingwell replied I am not sure, we will have an evaluation from Gary that will show the results. Walker added there should be weekly Facebook posts, noting the content, adding this is on my phone and sometime the desktop is different. Kingwell replied I admit that I have now followed, but will follow up. In response to Allen's question is this strictly for art, as there is much more for this town, Walker replied this is specifically for the Gallery Group only. Kingwell added I will get that info back to the committee. Walker noted I would be interested in knowing, there are by monthly press releases, so something would have gone out for Spring Unveiling. Kingwell replied my understanding is that the advertising committee and Gary did not talk until the 3<sup>rd</sup>

week in February to get the particular message out. Gary was on hold until the marketing committee was able to give him the directions. This program is pending results, we expect to be consistent with what coastal media has done in the past would take over a good part of media presentation. Our expenses that were not incurring for Spring Unveiling we would end up turning in funds as there is some overlap in funding promotions. We want to focus mainly on the digital. I'll have to get back to you with a schedule on what has been promoted. That will be in our final. So much is happening right now. The reports I have to date are not up to date.

#### CB Gallery Group: Spring Unveiling

Kingwell reported we want to maintain continuity of event and want people to return. Allen noted in Arizona we had bike week and the clientele increased every year. It was a destination that they planned for. Walker replied that is the plan, just hard to do with COVID. Kingwell added the final reports will reveal much more.

#### CB Gallery Group: Stormy Weather

Kingwell reported we will have expensive to return. We assumed in the application a PR position. A previous PR position had been funded and that would have been the level of focus for Stormy Weather. We did not actually incur that as a new money cost. So those funds, since we did not hire for that position for last year's Stormy Weather and a Gallery Group member picked up on their own, we will be returning funding to the city and that will come down in the final report and referenced in the final report of the mid-term. In response to Sinkler's question what is the expected amount being returned, Kingwell replied approx. \$4,900 from Stormy Weather and there is another potential for unutilized finds from Spring Unveiling.

Walker returned the meeting back to Kingwell.

#### CB History: Cottage Tour

Kingwell reported this is a group that adapts and gives great analytical information. I like that they had a virtual tour potential to extend the time frame and deal with a lower concentration of people. Walker added and she's still planning on doing this in September. Kingwell noted her analytics give us very solid information, they are good metrics. Walker replied that marketing analysis is amazing. Kingwell added it has been consistent for years. She has a long-term perspective on this which helps in establishing a relationship in event. They are doing a good job. Allen noted it is interesting how she accumulates data, it's not easy getting all these numbers. Kingwell noted at our shop we track on return and our clientele. I don't know how they do that. Walker replied they do it at check in, a discussion ensued. Allen added can you correlate heads in bed with events? Walker replied she does it and Savor does it both during ticket purchase or at check in. If it is a ticketed event, it's easy to do, a discussion ensued. Swedenborg noted it's difficult to get that info if not a ticketed event and if you rely on hotels or property management companies to do it, it's not part of the process to ask why are you coming here. Plus, you are busy and trying to process transactions. Ticketed events are really the only way you are going to get it. In response to Allen's question is there a way to make more of these events ticketed to get the information, Walker replied the Gallery Group has been trying for years to try to get more things ticketed in order to get the information, but it is not always possible. Allen added perhaps maybe not a ticketed for all, but for special events such as items at the school. Swedenborg replied if you have a venue with a cocktail party you have a ticket, and the school would be good for that. Walker noted there are several ticketed events connected with WOW. Swedenborg replied you can see how many people attend WOW by seeing people walking around with bags. Sinkler added you mentioned Savor, and even though it didn't happen this year, it lifted the weekend it traditionally happened. It was not expected and I was shocked at the number of people who said let my reservation roll to next year even though it didn't happen. It was a surprise. Swedenborg added that is why these slimmed down versions are important to keep going.

#### Clatsop Animal: Savor Cannon Beach

Sinkler noted it will be interesting to see how the month long does versus the weekend event. As people came in I was explaining how the fall event would be and the feedback was mixed. Concerns were lack of wine walk, lack of art walk, focus on meals, restaurants, dinner, presentations and classes. Everything is changing and will be interesting to see if people following along or if you lose some. These are my best customers, we will see. In theory we will have a month of busy hotel rooms. Walker added these are serious wine people in town. Sinkler noted those demographic purchase art and nice things, so hopefully with the month-long event it brings us a 31 day pop instead of a 4 day. Walker added I look at this as a band aid to get us to 2022. It's something, better than nothing. I am not sure what he is doing on promotion to continue to keep people talking about wine and Cannon Beach in the same sentence. Swedenborg added it is important not to lose sight. Every hotel shop retailer needs to hold on to what he's creating. In response to Walker's question what has he put out so far, Kingwell replied he tends to put out a teaser

early. He also hired Tracy and she can do some of the wine tasting events on her own. Walker added I hope he does something before summer so people can plan.

#### Coaster Theater: Late 2020/2021 Season

Kingwell noted there is a possible opening for a concert in June. So much good news and hopefully it will happen. St. Denis added they will be doing things all summer. Swedenborg noted but not in the theatre. St. Denis replied it is a new event and not sure if it was contemplated when he wrote that. He wants to do something every weekend. Walker added so that would be there pivot away from two special events to something else. St. Denis added they are trying to do something to turn it into fundraisers. I was talking to Paul and he was surprised with the events we did last year. Each one walked away with \$200-400 from a hat on the stage. We are looking at a place to do donations. In response to Sinkler's question did you get feedback from restaurants from the brown bag, St. Denis replied it was a little as our focus was on the locals. They can deliver but you can't take money in the park, so people will have to pay in advance or pick it up. A discussion ensued regarding outdoor merchandising. Allen added you can also look at crypto which is a large market, a discussion ensued. In response to Sinkler's question what is the restriction on taking money if food is delivered in the park, St. Denis replied its outdoor merchandising or sales in the park. Swedenborg added perhaps it is an update in the code that needs to be addressed. St. Denis replied the special events ordinance has not gone through yet. We are going from a change that if you have a wedding, you can't reserve the park. People can still play soccer. Putting a hat on the stage for donations is all you can do. Our outdoor merchandising ordinance is very strong and the only exemption is the Farmer's Market. I am happy that we can have events in the park which is a good step. Sinkler added what I hear is this is the way we've always done it/ St. Denis replied no, I think there is a philosophy that has stayed, but they are trying to not have the park become that kind of environment. We are trying to do a work around so you pay in advance and walk over to the park that is ok, but you can't show up and sell sandwiches during a play. A discussion ensued regarding the special events ordinance. Kingwell noted the theaters adaptations sounds good to me. Sinkler added I like seeing them do these pivots, noting event changes from last year, they are doing a nice job and staying in front of things.

#### Tolovana Arts Colony: Tolovana Hall CIP

St. Denis reported they are close to getting everything they need to do under contract while working with their schedule. In response to Walker's question has anything been done, St. Denis replied not that I know. Kingwell added they suggested some contractors had given bids and the dollar amounts have increased.

#### Tolovana Arts Colony: Get Lit

Kingwell reported this has been canceled and I expect them to be looking at the future. It's a strong community event that brings return visitors. St. Denis added I asked Tracy if it was something that could be adapted to occur at the bandshell. Walker replied but that takes it out of a shoulder season event due to the weather. St. Denis noted when talking about Tolovana Arts we move forward with CBE and different types of spaces that is somewhere else we can work with, so if they wanted to do something larger, they can use that facility.

#### REVIEW FY 2021-22 APPLICATION PACKAGE

Kingwell reported we need to discuss deadline dates. Walker added moving it to June is hard to meet in the summer. It seems so early to be asking and another round of vaccines might help. Kingwell replied I am in favor or moving it out, a discussion ensued regarding dates and potential revisions to the process. Walker noted I am with option 2 line, but do not want to push it back to far. A discussion ensued regarding dates and Farmers Market vendors. Committee reached a consensus with option 2 dates. J Barrett to email Committee options for dates and times the last week of June. J Barrett noted the revisions made to the application.

#### GOOD OF THE ORDER

#### ADJOURNMENT

Chair Kingwell adjourned the meeting at 10:43 pm

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Jennifer Barrett, City Recorder