



CITY OF CANNON BEACH

Meeting: Tourism and Arts Commission
Date: Monday, February 6, 2023
Time: 1:00 pm
Location: City Hall Council Chambers

Call Meeting to Order

- (1) Select Chair and Vice Chair
- (2) Approval of the Minutes from September 19, 2022
- (3) Discussion of TAF goals, suggestions or concerns

Good of the Order

Adjournment

To join from your computer, tablet or smartphone

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Please note that agenda items may not be considered in the exact order listed, and any times shown are tentative and approximate. Documents for the record may be submitted to the City Manager prior to the meeting by email, fax, mail, or in person. The meeting is accessible to the disabled. For questions about the agenda, or if you need special accommodations pursuant to the Americans with Disabilities Act (ADA), please contact the City Manager at (503) 436.8050.

Posted: 01/31/23

Minutes of the
TOURISM AND ARTS COMMISSION
September 19, 2022
City Hall Council Chambers

Members: Julie Walker, Greg Swedenborg, Libby Gast, Hannah Buschert and Steve Sinkler

Excused: Greg Bell and Greg Allen

Staff: City Recorder Jennifer Barrett and IT Director Rusty Barrett

Others:

Call Meeting to Order

Vice Chair Swedenborg called to order at 1:03 pm.

1. Approval of the Minutes of August 22, 2022

Motion: Walker moved to approve the minutes of August 22, 2022; Buschert seconded the motion.

Vote: Walker, Sinkler, Gast, Buschert and Swedenborg voted AYE. The motion passed.

2. Discussion of TAF goals, suggestions or concerns

Swedenborg asked if anyone familiar with the Tillamook County dashboard for lodging tax, explaining their website lists all the projects using restricted funds, noting the type of projects being funded. It would be nice if we had something similar to that. Originally this was added for tourism and arts to focus on the off season, but things have changed. Looking at what Tillamook County has done they have some interesting projects. Swedenborg added would there be interest in using this fund with improving the product, a discussion ensued. Swedenborg said would it make sense to look at how we are spending the funds and restructure the charter. A discussion ensued regarding the powers and duties of the code. The Commission discussed the projects Tillamook has done and potential projects for Cannon Beach. The Commission discussed how get input from the citizens, such as an email to send input to. Barrett will contact the City Attorney to see if the Commission can send out notice to get input from citizens to see what they would like to see the TLT funds used for and how to make the product better.

The Commission discussed the success of electric service being installed at the bandstand and the use of the pickleball court.

Swedenborg said there is a lot of verbiage towards promotion in ORS 320, a discussion ensued regarding helping tourist as well as locals, such as trashcans. Walked asked could this money be used to expand the trash pickup in the summer? Swedenborg said there are ways you can prove that this is for tourism. The Commission discussed supporting arts such as Coaster Theater similar to things Tillamook have done, as well as the forms used for tracking. Gast added my only concern would be if there is a recession and if the budget takes a hit, a discussion ensued.

The Commission discussed how to allocate funds should other projects be used. Sinkler said I liked Swedenborg's opening comments about the dashboard. It's a good way for people to see what's

being funded and transparency. Following up and asking for input will be important, good suggestions Greg.

Sinkler asked if an organization hasn't completed a final reporting and they are requesting funding, how do we want to address that? Do we want to be hard nose or not be hard nose on it? Gast said is there a scenario where that is deemed ok? Sinkler replied I don't think that come up, but how to handle when it comes up, a discussion ensued regarding late evaluations and if there are any ramifications. Swedenborg said I lean more to the strict side, to get this, you have to do this. Sinkler added we are the stewards of these funds. The Commission discussed the evaluation being in the TAF funding application packet and receiving it on time.

Gast said I noticed the Cannon Beach sign fell over. Barrett replied saying the City Manager has contacted the Chamber and we have his information created for the project.

Swedenborg asked what's the off season and should we adjust that. Walker noted the history with savor and the dates. The Commission discussed when the shoulder season is. Gast asked can we put a clause for a non-holiday time, a discussion ensued. Swedenborg said as stewards of money can we add more restrictions on the when's and where's? Walker replied we need to do it on an ad hoc basis. Swedenborg added if we take on more community projects, the events may decrease, due to funding. Over the last few years, we are getting all kinds of requests because we had a bucket of money. A discussion ensued regarding event timing. Swedenborg said once the elementary school is ready that will change a lot of things that these funds are for.

Buschert said I was looking through website regarding the Commission. It mentions it is used by local non-profit groups to promote tourism and the arts in Cannon Beach. I would like to see a better connection with the nonprofit. I am not seeing the connection. Swedenborg asked why does it need to be a nonprofit? Walker replied if you have an idea for an event using city money you have to go out to RFP. There was a list of things that would need to be an RFP. By using the non-profit, you do not have to do the RFP process. The Commission discussed the non-profits tied to the fundings. Buschert added I don't see the nonprofit being tied to the event in some situations. There are no mention of them. There could be ways to engage with the nonprofit in some way.

Sinkler said let's get feedback then will decide is another meeting is needed to continue this discussion.

3. Select Date for March TAC Meeting

March 13th at 1pm was selected.

GOOD OF THE ORDER

None

ADJOURNMENT

Chair Sinkler adjourned the meeting at 2:16 pm

Jennifer Barrett, City Recorder

Cannon Beach, Oregon Municipal Code

Title 2 ADMINISTRATION AND PERSONNEL

Chapter 2.32 TOURISM AND ARTS COMMISSION

2.32.010 Created.

2.32.020 Powers and duties.

2.32.030 Membership.

2.32.040 Appointment—Term.

2.32.050 Rules and regulations—Meetings.

2.32.060 Officer election.

2.32.070 Removal from office.

2.32.080 Compensation.

2.32.010 Created.

Chapter 2.32 hereby creates a tourism and arts commission herein after referred to as “commission.”
(Ord. 15-1 § 1; Ord. 10-7 § 1)

2.32.020 Powers and duties.

The powers and duties of the commission shall include the following:

A. Develop rules and procedures regulating the distribution of the tourism and arts fund which is comprised of seventy percent of the one percent lodging tax increase effective July 1, 2010, so that the distribution and application of this fund are in accordance with Oregon Revised Statute 320 such that the funds must be dedicated to tourism and tourism related facilities. Such rules and procedures must be approved by the city council and any future changes to such rules shall also receive city council approval. The commission shall ensure the proper implementation of such statute and the directives of the ordinance passed by the city council when adopting the one percent lodging tax increase.

B. Monitor the distribution of the tourism and arts fund (TAF) such that the proper amounts are distributed to the recipients on a quarterly basis.

C. Monitor and examine with the intent to verify the organization's use of the grant funds in conformance with stated requirements on an annual basis or more frequently as the commission deems appropriate.

D. Once the commission has made the final decisions as to how the TAF will be allocated, this information shall be presented to the city council for review and approval.

E. The decisions of the commission are appealable to the city council.

F. Perform other functions as directed by the council. (Ord. 15-1 § 2; Ord. 10-7 § 2)

2.32.030 Membership.

The commission shall consist of seven voting members. (Ord. 15-1 § 3; Ord. 10-7 § 3)

2.32.040 Appointment—Term.

A. Members of the commission shall be appointed by the city council to serve four-year terms.

B. All vacancies occurring on the commission shall be filled by approval of the council for the unexpired term of the predecessor in office.

C. No commission member shall serve more than eight consecutive years, but any person may be reappointed to the commission after an interval of one year.

D. Each member shall have experience in one or more of the following areas: public relations, marketing, advertising, tourism, lodging, promotions, events promotion, art, and/or publicity.

E. Each member of the commission shall conform to the requirements of the municipal code, Section [2.04.010](#), Requirements for appointment, or, in the alternative, the member shall work, at least part-time, within the city of Cannon Beach. (Ord. 15-4 § 4; Ord. 10-7 § 4)

2.32.050 Rules and regulations—Meetings.

A. A majority of the members of the commission constitute a quorum. The commission may make and alter rules and regulations for its governance consistent with the laws of the State of Oregon, the city Charter and any applicable ordinances and with the approval of the city council.

B. The commission shall meet at such times and places as may be fixed by the commission and provisions shall be made for recording the proceedings of the commission. (Ord. 15-1 § 5; Ord. 10-7 § 5)

2.32.060 Officer election.

At its first meeting each calendar year, the commission shall elect a chair and a vice-chair. (Ord. 15-1 § 6; Ord. 10-7 § 6)

2.32.070 Removal from office.

A member of the commission may be removed by the city council, after a hearing, for misconduct or the nonperformance of duty. A member who is absent for three meetings in a calendar year, without an approved excuse, is presumed to be in nonperformance of duty and the council shall declare the position vacant unless it finds otherwise following a hearing. (Ord. 15-1 § 7; Ord. 10-7 § 7)

2.32.080 Compensation.

Commission members shall receive no compensation but shall be reimbursed for authorized expenses. (Ord. 15-1 § 8; Ord. 10-7 § 8)

Contact:

City Hall: 503-436-8052, Email: cityhall@ci.cannon-beach.or.us

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CITY OF CANNON BEACH (CITY)
TOURISM AND ARTS COMMISSION (TAC)
GUIDELINES FOR ADMINISTRATION OF TOURISM AND ARTS FUND (TAF)

I. PURPOSE:

The purpose of the Tourism and Arts Commission is to see that expenditures from the TAF are used to attract tourists (per the definition of “tourist” in ORS 320.350) to the City through efforts directly related to marketing and enhancing the Arts in Cannon Beach. The TAF proceeds must be utilized in such a manner as to contribute to the development and improvement of the local economy through the enhancement, expansion, support and promotion of tourism and the arts.

II. GENERAL GUIDELINES:

- a) Priority will be given to grant applicants that demonstrate an effort to generate overnight tourists, tourists traveling more than 50 miles from their community of residence, and collaboration with various local businesses and/or non-profit organizations through strategic partnerships to leverage TAF resources being sought.
- b) Use of TAF resources may include but is not limited to: personnel, special events, signage, attractions, owner-occupied facility development, promotional materials and advertising which furthers tourism in the City, specifically overnight tourists and tourists traveling from more than 50 miles from their community of residence, directly benefiting the local economy, the arts and culture, and the image of the City.
- c) Funding for special events is limited to personnel, activities, events, program development or marketing strategies for ongoing events that can be directly related to generating overnight tourists or tourists traveling from more than 50 miles to Cannon Beach, or an annual event with introduction of new or expanded attractions or to sustain an already existing event that meets the above mentioned mission.

III. TIMELINES:

- a) Applications and grant guidelines will be available at City Hall by the first Wednesday in March of each year. The application closing date is the first Wednesday of May and completed applications must be postmarked or hand delivered to City Hall by that date. The review of applications by the TAC will begin after the closing date and awards will be made within 75 days of the closing date.
- b) At the discretion of the TAC, the annual process may include a second application cycle for new projects and programs if funding is available in an amount not to exceed 10% of the budgeted estimate.

IV. DETERMINATION PROCEDURE AND APPLICATION

- a) The TAC will determine the amounts distributed to each organization based on the application. A recipient organization must be a 501(c)3, 501(c)6 or other non profit entity. Proposed uses of TAF grant funds must comply with all current City ordinances and ORS 320.350.
- b) Each application must provide an analysis of the scope, duration, sustainability (if applicable to the project) and potential economic impact on the City. Annual events should demonstrate an effort to achieve future financial stability and sustainability.

- c) Each application must include a description of the project, the target market, the advertising and promotion plan and the evaluation process including how use of the funds is tied to generating tourists and promoting the Arts.
- d) Consideration will be given to projects and programs that are unique, collaborative in nature and consistent with the qualities of Cannon Beach.
- e) Applications will also be judged very carefully on how well the applicant can quantify the number of hotel rooms booked and how many tourists traveled more than 50 miles from their residence as a direct result of the event, in order to comply with the statute.
- f) Annual applications should also include the following: letter from the IRS granting tax-exempt status; board of directors list; detailed project budget depicting both revenues and expenses for each applicable year (if ensuing years contain different budget than the first year); organization's budget for current year; financial statement for most recently completed fiscal year; and a completed and signed application form.
- g) An organization may be denied a TAF award if previously awarded TAF projects have not complied with TAF procedures and guidelines including lack of filing a financial report and/or program evaluation.

V. DISTRIBUTION SCHEDULE AND PROJECT EVALUATIONS

- a) Mid-term and final project evaluations will be required including financial and program information and results. The mid-term evaluation is due March 15 of the fiscal year in which the distributions are made. The final project evaluation is due within 30 days of either the completion of the event or end of the City's fiscal year, whichever occurs first.
- b) The TAF awards will be distributed on a quarterly basis with the first distribution made by November 15th of each City fiscal year and every 3 months thereafter.
- c) While it is the general goal of the TAC to make the annual awards equal to the total amount estimated to be deposited in the TAF, the TAC reserves the right to withhold excess funds. Monies collected in excess of the amount budgeted for grants will be held in reserve and may be used to 1) provide a fund surplus at the end of the fiscal year, 2) cover any future shortfall of the Transient Lodging Tax or 3) support such additional activities and programs recommended by the TAC.

VI. PROJECT REQUIREMENTS

- a) Applicants must be a qualified tax exempt organization.
- b) Priority will be given for events within Cannon Beach during the shoulder and winter tourist season defined as September through June. Advertising or marketing of tourism related facilities, events, and projects (as defined in ORS 320.350) included as part of the TAF funding request shall be for facilities, events, and projects located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits of Cannon Beach may be considered.
- c) All event promotional materials must specifically recognize the City of Cannon Beach's Tourism and Arts Commission (TAC) and Tourism and Arts Fund (TAF).

d) The TAC reserves the right to recommend to the City Council reimbursement from any organization who has received TAF funds and misrepresented their application or has not utilized the funds in a manner consistent with their application.

VII. EVALUATION CRITERIA

The applicant will be further considered for funding and ranked based on the following criteria:

- a) Does the project comply with ORS 320.350 and local ordinances?
- b) What is the economic impact on the City? Will it attract overnight tourists or tourists traveling more than 50 miles from their community of residence?
- c) Does the project enhance the arts or tourism in Cannon Beach?
- d) Is the project feasible?
- e) What resources are available to the applicant and what is the total budget for the project?

All questions should be directed to: City Manager, P.O. Box 368, Cannon Beach, Oregon 97110.

Tourism and Arts Commission
Administration of Tourism and Arts Fund (TAF)
FY 2021-22 - FY 2022-23

Date	Activity
February 2023	2022-23 2nd Qtr Disbursement to TAF recipients
March 1, 2023	2022-23 Mid-Term Evaluation reminder emails sent to TAF recipients
Mar 13, 2023 at 1pm	TAC Meeting Elect Chair & Vice Chair – <i>completed at February meeting</i> Review of Forms: Timeline, Application, Evaluation, and Criteria for 23-24 cycle
March 15, 2023	2022-23 Mid-Term Evals due from TAF Grant Recipients
March 17, 2023	2022-23 Mid-Term Evals copied for review
	Review Mid-Term Evals
April 5, 2023	FY 2023-24 TAF Grant Application packets available to applicants
May 2023	2022-23 3rd Qtr Disbursement to TAF recipients
June 7, 2023	5:00pm Deadline for FY 2023-24 TAF applications
June 9, 2023	Packets with TAF Applications copied and available for TAC members to pick up at City Hall
	Noon – 4:00 pm FY 2023-24 Applicant Interviews
	Noon – 4:00 pm FY 2023-24 Applicant Interviews
	TAC meeting and legal review. TAC reviews TAF applications and prepares a recommendation for Council; verify 501(c)3, 501(c)6 - city attorney attends meeting
June 30, 2023	2023-24 TAF recommendation due for the CC Packet
July 11, 2023	2023-24 Present TAF Award Recommendation at CC work session
July 30, 2023	2022-23 Final Evaluations due/copied for TAC Review (if not already received)
August 1, 2023	Council Meeting; adoption of TAF recommendations on agenda. Notify recipients
August 2-4, 2023	Prepare Agreements. Execute TAF Award Agreement with Applicants.
August 2023	2022-23 4 th Qtr Disbursements to TAF recipients
	Review Final Evaluations of FY 2022-23
	Meet to discuss TAF guidelines, goals, suggestions, concerns
	Reserved if needed
November 2023	2023-24 1st Qtr Disbursement to TAF recipients



FY 2022-23 Payments



FY 2022-23 items



FY 2022-23 items