



# CITY OF CANNON BEACH

Meeting: Tourism and Arts Commission  
Date: Monday, September 19, 2022  
Time: 1:00 pm  
Location: City Hall Council Chambers

## Call Meeting to Order

- (1) Approval of the Minutes from August 22, 2022
- (2) Discussion of TAF goals, suggestions or concerns
- (3) Select Date for March TAC Meeting

## Good of the Order

## Adjournment

To join from your computer, tablet or smartphone

Join Zoom Meeting

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Meeting ID: 824 1272 9340

Password: 933676

To join from your phone:

Phone: 1.669.900.6833

Meeting ID: 824 1272 9340

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**View Our Live Stream:** View our [Live Stream](#) on YouTube!

*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: 9/12/22**

Minutes of the  
TOURISM AND ARTS COMMISSION  
August 22, 2022  
City Hall Council Chambers

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

Excused: Greg Bell and Greg Allen

Staff: City Recorder Jennifer Barrett and IT Director Rusty Barrett

Others:

Call Meeting to Order

Sinkler called to order at 1:01 pm.

(1) Approval of the Minutes of March 16, March 28, June 20 and June 27, 2022

Motion: Walker moved to approve the minutes of March 16, March 28, June 20 and June 27, 2022;  
Gast seconded the motion.

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

(2) Review Final Evaluation of FY 21-22

A discussion ensued regarding the date evaluations are due. A discussion ensued regarding the corgi event and the dates they come.

Cannon Beach Art Association – Artist Program

Walker noted since St. Dennis suggested backing off on heads in beds this is one that's hard to track.

Cannon Beach Art Association – Blush Lux

Discussed the email requesting the final evaluation.

Cannon Beach Gallery Group

Staff did not receive all finals, will try to get Gallery's other two.

Cannon Beach History Center and Museum - Cottage Tour

Sinkler noted a little late, but they had a change in leadership. A discussion ensued regarding receiving evaluations after they are due.

Cannon Beach Chamber of Commerce – Fat Bike

Walker noted I am bummed they didn't do better despite the weather. I want to know what they should be doing to get to 100 people, a discussion ensued regarding attendance. Walker added I loved the ideas.

Sinkler noted we didn't see a boost from them this year which was a surprised. Buschert replied there were a lot that stayed with us, there were bikes all over the courtyard, a lot of e-bikes. Discussion ensued regarding how to accommodate the bikes and marketing the bike community. Sinkler added they advertised

across the northwest; you'd think with that advertising people would want to come to the coast for the event. It would be interesting to know how she promotes other events.

North Coast Culinary Fest:

Walker there was not event, not sure how it will continue since covid.

Cannon Beach Sign

Walker said I was glad to see they got this far. The rules are there, the RFP it just needs to be tackled. In response to Buschert's question can the city do it, J Barrett noted the history and who was involved.

Event & Tourism Video

Walker said I haven't been on YouTube to see what's out there, Sinkler replied me neither.

Swendenborg arrived at 1:29 pm

Gast added I like the snippets. Walker noted they have done a good job taking the feedback from the past.

Savor Cannon Beach

Walker said it's a good re-thinking of the event. Sinkler added I agree, its stretched out over the month so it benefits the hotels, restaurants, the shops. Walker added the challenge being getting back up to the same room nights which is a big challenge. There will need to be more small events. Sinkler noted, there are still events on Thursday, Friday, Saturday and Sunday each week. If you get someone to come in you get them for 3-4 nights. It's possible to get back to the number before, but that's a big ask. Walker added if they were to get another 3 restaurants to participate would be great. Many are limited by the number of seating, if you have to find a restaurant willing to participate and do something, a discussion ensued.

Coaster Theatre

Walker said I am bummed 3 Leg Torso only got 79 attendees. Gast added I was as looking at the number comparison wise. Walker replied Curtis is a bigger name. Sinkler added it looks like the plays are doing well.

Blush Lux

J Barrett said Blush Lush sent their 20-21 eval in December, but not 21-22, a discussion ensued regarding the event dates and time their evaluation would have been due. The eval dated 20-21 would be in this review cycle. A discussion ensued regarding the events for men. Sinkler added they included their Sunday events, which was something we questioned previously. Walker added she was struggling with getting the local vendors in as they bring the outside vendors in as a draw but she did good including locals as well. Sinkler added I hope they have good weather this year.

J Barrett added the only ones who are technically late are the two from Cannon Beach Gallery. Sinkler replied but they didn't apply this year.

Sinkler said item 3 will be tabled until the September meeting for all attendees. We can discuss late reports, heads in beds, next year.

Sinkler said the last item is setting a date for March but can do in September with the other members.

In response to Walker's question did you get fat bike people at your hotel, Swedenborg replied yes, and not just the event. About 30% bring bikes with them anyway. What I see on social media is why would I pay to ride a bike on the beach, there wasn't a conflict this year like before. A discussion ensued regarding

bikes in the area and bike amenities. Sinkler added I would be curious what the attendance at Coos Bay Whiskey Creek would be.

### GOOD OF THE ORDER

Swedenborg said been out of the loop for about a quarter, but am back in.

### ADJOURNMENT

Chair Sinkler adjourned the meeting at 1:53 pm

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Jennifer Barrett, City Recorder