

Minutes of the
TOURISM AND ARTS COMMISSION
March 28, 2022
City Hall Council Chambers

Members: Jim Kingwell, Julie Walker, Steven Sinkler, Greg Bell and Libby Gast
Excused: Greg Allen and Greg Swedenborg
Staff: City Manager Bruce St. Denis and City Recorder Jennifer Barrett

CALL TO ORDER

Sinkler called the meeting to order at 9:03 am.

MIDTERM EVALUATIONS

Cannon Beach Chamber of Commerce
Fat Bike Event: No questions or comments.

Event and Tourism Video:

Sinkler noted I am pleased to hear they are supporting the community, Kingwell noted Morrissey would need to coordinate with people anyway and I would question the Chamber role outside posting the video. I would be weary of double funding. Walker added Seth would need to talk to 14 different people for the videos. Does it make Seth spend more time instead of going through Jim Paino and should we be getting money back since they haven't spent anything?

Cannon Beach Sign: Kingwell noted same thing, talking about what they will do is creating the future action. Walker added I am on the Chamber Board, and we just had a meeting. I brought up the concern of is it too much for Jim Paino, but he's putting together an RFP, looking at options and pulling together a subcommittee, it is moving forward, and something is happening.

North Coast Culinary: Sinkler said this will be postponed and we will be getting fund back.

Gallery Group

Digital social media: Walker said I am not sure what to say. Bell added they are incomplete. Kingwell replied it doesn't show comparison with anticipated budget. Walker added we have no idea if people came. Sinkler suggested Kingwell send Joe past evaluations so he can see how they are structured and format.

Earth Ocean: Walker said it shows money but not heads. A discussion ensued regarding tracking events, noting lodging will not assist with this process. Kingwell added data from ticket purchase does exist for the event.

Stormy Weather: Walker said I know it's hard to judge. It needs to be more than here's the money you gave us. Bell added it does mention they want to work with Chamber on future tracking methods.

Spring Unveiling: Kingwell noted this is coming up in May. In response to Walker's question is there any ticketed to get metrics, Kingwell replied no.

St. Denis asked how confident are you that the info is good, could it be used in an audit? This is one component of the statute. I am not sure if there is an requirement beyond on ours to have the data to show that more than 50% came from 50 miles away. To my knowledge we haven't been challenged on it. I think this was something put in to the charter, I don't think it's possible to get the data and if someone was to challenge us. We want to be able to defend ourselves. Walker replied some events have good data, some do not. St. Denis added I am not sure if you collect it and have some good and some not, does that mean the notes do not qualify? I don't believe we are required to prove anything, that was just the definition of a tourist that we are using as a criterion and I am not sure we can. Bell yes in some cases we can, a discussion ensued regarding the criteria. A discussion ensued regarding a past event failure from the early days of this commission. Bell asked are you suggesting since we are not audit proof why are worrying about this, St. Denis replied I worry that what we are doing would not pass the test, so why rely

on this criteria anyway. Instead of trying to prove and accept questionable info, try to make decisions on the event. Walker asked what does City Council want us to do? Kingwell replied I keep records of return and new customers. The reason they return is they had a good time the last time. If we can do anything to support the content and quality of the experience. I would suggest that leads to the consumer response which brings heads in beds. St. Denis added if an event happens that the hotels are already full and I come here because my daughter is getting married and I go to an event, I didn't come to the event, a discussion ensued. Walker added there are people who feel this would be art related only, then there is heads in beds, we should have direction from Council on where we should be heading. Kingwell replied Council has given us the flexibility. Gast added the off season when this started is not the off season now. Do we need to make a shift? Is there an expectation of Cannon Beach to be providing something for arts and whatnot? That's what we hung our hat on, having events and being the place to come for them. Kingwell added I went to Leavenworth not during Oktoberfest and had a great time doing other things. St. Denis said at some point may want to have that conversation with Council. My comments were to suggest because we can't prove the data, that maybe for this cycle you don't press so hard on the criteria and see what the results are and what would happen. It's not necessarily helping the quality of events or life focusing on that criteria. Maybe in your own minds not press so hard on it. I don't know what to substitute for it. We have a track record of using the funds in this way, so I think we are already, and heads in beds is our own criteria that is self-imposed.

Gallery Group: Digital Media: Kingwell said the advertising committee is Joe and Alan coordinating with Gary Hayes. I know they are talking about the number of posting and working on the total engagement, but I haven't seen a report other than statements in meetings. Walker added this is a midterm so we should have more info at the final.

Cannon Beach Arts Association

Art Exhibits: Kingwell added it is nice to see the breakdown of where the money is going. I don't know what the art day is and the content. Gast replied I think it may be an artist in resident thing.

Blush Lux: Kingwell said can almost lump together with WOW and they are happening simultaneously. I think this is one of leaps that test that weekend.

Canno Beach History Center - Cottage Tour: Kingwell said at lest they have their old format which I have always found very helpful.

Clatsop Animal – Savor Canno Beach: Walker said my concern is he is getting the same funds as before, but there are less people coming.

Tolovan Arts Colony - Comedy Fest: This event has been canceled.

Coaster Theatre: Kingwell said looking at expenditures for special program it will be difficult to recover costs. A discussion ensued regarding the piano tuning expense. Kingwell noted the total award was for multiple events, but not all of these have occurred.

GOOD OF THE ORDER

J Barrett asked can I add to application: Would you be interested in using the CBE for your event in the future? Commission agreed to add the question.

Kingwell asked any flushing out the funding for the Audubon Coordinator? St. Denis replied the Friends of Haystack Rock will be applying for the next round of funding. A discussion ensued regarding heads in beds.

ADJOURNMENT

Chair Sinkler adjourned the meeting at 10:12 am

Jennifer Barrett, City Recorder