

Minutes of the
TOURISM AND ARTS COMMISSION
March 21, 2023
City Hall Council Chambers

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

Excused: Greg Allen

Staff: IT Director Rusty Barrett and City Recorder Jennifer Barrett

Other:

CALL TO ORDER

Swedenborg called the meeting to order at 1:04 pm.

REVIEW FY 23-24 CYCLE APPLICATION PACKET

J Barrett noted the revisions to the packet. Sinkler said let them present their budget and we drill on this if not robust, and if it is robust, we can discuss. Let them report the manner they want, and we question it, which is the way we have done in the past. Swedenborg added the nature of each event has different ways to communicate on what to get across. Let's see what they got then decide from there. The Commission consensus is to proceed without a budget spreadsheet. J Barrett noted the schedule. Discussed the June meeting having funding decisions ready for TAF and Midtown Restroom.

Motion: Bell moved to adopt the application as presented; Sinkler seconded the motion.

Vote: Sinkler, Walker, Swedenborg, Gast, Bell and Buschert voted AYE: the vote was 6:0 and the motion carried.

FY 22-23 MIDTERM EVAL REVIEW

Tolovana Art Colony - Get Lit at the Beach

Tacy Abel said we have had more sign up since the midterm was submitted. I reached out to some of the people who haven't signed up but always come. Many people are traveling during that time, noting some even have credit from when we had to cancel. It's almost like starting over. Sinkler asked what was your number in 2019, Abel replied we were over 100, and we were a week to two weeks earlier. We were at 61 at the time midterm was due. The Commission discussed the dates of the event. Bell asked could Get Lit take advantage of the elementary school, Abel said I think so. The nice thing about the Surfsand is it is an intimate space. Swedenborg asked is there any effort in the past to pull in people that are already going to be here, Abel replied no, we have not done that, a discussion ensued. Abel added our event would need to be advance ticket due to the dinner, so it's a little tricky. The Surfsand is going to send out some information in one of their newsletters, a discussion ensued. Buschert asked if its primary inside why don't you consider January when we are all wondering where the customers are, Abel replied partly because the weather for people trying to get here. With past events at that time we've had issues with people getting across the pass. Walker noted past issues with events in January. Abel added when snow and mountains are good you are not seeing people here, you are competing with that. Spring has been our dates.

Tolovana Art Colony - CB Comedy Festival

Walker said it was an impressive turn out. Gast noted I laughed a lot, gave an overview of the experience. Bell gave an overview of the history of the event. Abel added the budget was more which was able to get better comedians. Sinkler asked do you how many tickets, Gast replied on Friday there were maybe 10 seats not filled, and Saturday was sold out. Abel added I believe there were some comps. Sinkler said so 175 attendees each night at \$20 per ticket. Were there concessions, Abel replied yes and it was by donation. Gast added I was pleasantly surprised. Sinkler noted this would be a ballpark of \$2,000 profit. Walker added there were people all around me that were staying in Cannon Beach. Abel said I believe it was advertised in Portland Mercury. Walker added and he got into Willamette Weekly under things to do. The Commission discussed returns on marketing.

North Coast Land Conservancy – Coast Walk Oregon 2022

Walker said I am surprised they only had 79 people but had 94 registered. Surprised they were so far off their goal. Sinker said I think it's still COVID. Gast added I wonder if they see ebb and flow based on the segment of the year. Bell noted the amount of returning attendees. The Commission discussed the budget expense listed. Walker said I wonder if they will ask again this year, Sinkler replied I would assume since they are starting here. Gast noted they did a good job of using in kind when they could. I like the demographics of participation.

The Commission discussed the midterm reasoning and having people here to speak on their behalf an options moving forward.

Coaster Theater - Late 2022 - Early 2023 Seasons

Bell asked is this the first-time coaster has collected this data, Sinkler replied yes and they must be using a new system, a discussion ensued regarding systems being able to pull zip code data. Buschert noted Coaster is using Arts People. Sinkler said I am always disappointed with the turnout for Patrick Lamb. He sells out all over the world and in Cannon Beach there were only 53 people.

Clatsop Animal Assistance- Savor Cannon Beach

Walker said I didn't know they were planning something after Labor Day. Gast replied I think we was doing smaller things throughout the month. Buschert asked who does the grant oversight go to, Walker replied that's the nonprofit. The Commission reviewed the budget numbers from the ask to midterms. A discussion ensued regarding web development. Walker said I made comment at the ask that we are doing the same amount of money but not getting the extreme number of room nights when it's all one thing. He doesn't have the overhead he used to have, some of these numbers seem high to me. Swedenborg added this format is light, but it is early. The Commission discussed the differences in doing smaller events instead of one large one. Sinkler gave an overview of the October events. The event has a different vibe than it had. It's a smaller more intimate event, a discussion ensued.

CB Library - WOW! Cannon Beach

Commission was sad to hear the event will be cancelled. Bell added she kept it alive for a couple of years.

CB History Ctr & Museum - Cottage Tour

Sinkler said this is a greatest hit tour. Walker noted there is another potential home for the cottage tour, a discussion ensued. Walker noted this is their 20th year. Swedenborg added they always advertise in Sunset magazine and it's expensive. Thinking out loud, are they still advertising with Sunset magazine or have they created their own contact list? The Commission discussed their advertising locations and amounts. Swedenborg said the longer I am on this committee there are all these funds that go to different advertising agencies. Savor has an event on the same day as Patrick Lamb event, some collaboration could

happen to utilize it a little better, noting options. I don't think that's our job to solve.

CB Chamber - Fat Bike Festival and CB Chamber - Event & Tourism Videos

Swedenborg asked to pull up the Cottage Tour video and the commission watched. Swedenborg discussed the fat bike event and how the word has spread and where you see the bikes in town. Swedenborg added I would like to see more use out of this. Sinkler noted it may go back to how the organization uses the video and their demographics. Bell added this is something we as TAC could help with. Abel added he made a video about 5 years ago. Swedenborg you can dust it off and reuse it again. Abel said my events haven't really benefited from this ask – we only had it once. Swedenborg added it is on the Chamber to say hey we have this thing. Abel said they are hiring them, so it would be nice to be offered to all the events and not just the Chamber events. Walker said it's not just chamber events. Sinkler noted last year we asked people about using the school, perhaps we ask about it this year, a discussion ensued.

Cannon Beach Arts Assoc – Blush Lux

Same as WOW!

Cannon Beach Arts Assoc - Artist Program

Walker said the miniature show always does great. Bell added they do a lot. Swedenborg noted I like the addition of the numbers, adding this is almost impossible for heads in beds, but it is well attended and they do a good job. Gast said the art camp is included, a discussion ensued regarding what was funded and what not.

GOOD OF THE ORDER

Sinkler said we have one Commission member who is not attending and I think it's a disservice to the community. I'd like to see how many are missed, what's excused or unexcused. J Barrett will look up how many absences and Swedenborg will reach out to him. J Barrett will reach out to Ashley for procedures on how to move forward.

The commission thanked Bell and Walker for their 8 years of service and all their knowledge.

ADJOURNMENT

Chair Swedenborg adjourned the meeting at 2:52 pm

Jennifer Barrett, City Recorder