

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

Members: Steven Sinkler, Libby Gast and Drea Frost

Excused:

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

Other:

CALL TO ORDER

Sinkler called the meeting to order at 1:02 pm.

(1) Approval of the Minutes of March 13, March 21, June 22 and June 26, 2023

Motion: Gast moved to approve the minutes of March 13, March 21 as amended, June 22 and June 26, 2023; Frost seconded the motion.

Vote: Sinkler, Gast and Frost voted AYE: the vote was 3:0 and the motion carried.

(2) Review Final Evaluation of FY 22-23

CB Arts Assoc

Sinkler said looks like they had a good response to their events. Unfortunately, the Bald Eagle Coffee was closed during most of their December events. Always a struggle with heads in beds, but they mention that in their report and they proposed some solutions, a discussion ensued regarding tracking the information. Sinkler added I like their place for dogs sales are to the disaster animal response team. They do a good job and are important to the community. Frost said I agree with what was said and they do a great job and are important to the community.

CB History Center

Sinkler said typo of year in the first paragraph adding they are submitted prior to the event and have done a good job at expanding the program to get additional evening stays. Sinkler gave an overview of the events. Sinkler asked any questions on the budget for this event – their print advertising always raises some eyebrows as advertising has gone in a different direction, however this demographic is more print based. Gast added they are so active on social media and agree with the demographic.

Gast suggested adding amount requested and amount received on the evaluations.

Chamber Event & Tourism Video

Gast asked the outlying videos that weren't completed and if they don't use the money entirely does it come back? Sinkler replied if they don't do everything, they say they are going to do then the money should come back. We made exceptions in 2020 when reimagining events and gave leeway. But if you say you are doing 6 videos and only doing 4 you should give it back. I would like to see what videos were done and were they sent to the organization to use instead of just sitting on the YouTube chamber page. It says the History Center is excited to use these for promotion, but not everyone is using them. Frost added I agree we should follow up and see how many times these are being viewed on YouTube, checking the view counts for each and seeing if that is worth the cost that is being put forth to make these videos and if they are being utilized. Sinkler added I want to see the event use them, and they can be edited to what the event needs, a discussion ensued. Sinkler added perhaps we have a question this next year of do

you have a video of your event and are you using it, does it work, if not have you talked to the chamber about having it edited. Frost added it makes sense to have each event be more hands on for the videos so they don't just go to YouTube and not be viewed, and they can be used on different social media outlets, a discussion ensued. Tracy Abel: personally, I would not put money in budget to do a video. We are already tight on dollars and he filmed us in 2018 and it was a great video, but with timing it doesn't capture the event overall it was indicative of the event that one year. That's the only video we've had and if the Chamber wants that to happen their ask should be tighter, such as these videos. Sinkler added I think they are trying to get away from specific events and more general items, a discussion ensued.

Chamber Fat Bike

Gast said I like the fact that the attendance keeps increasing and they claimed 100% were from out of town. Sinkler said it don't know if 53 is the largest number ever, it may have been more in 2018. It's making a comeback and I like that they received a permit putting the eBikes on the beach and think the digital passport was a bust. When gave the presentation I mentioned with the digital passport only a couple came in, with the digital passport they may have been able to check in from our front porch and take a picture and not actually come in. These sites pay to sponsor, we paid to be a location, they said 19 finished their book, but we didn't see 19. I am glad they are re-looking at that. Gast said I am curious they said had \$1,200 from t-shirt merchandise but didn't see any income. Was that thrown in with registration? Sinkler replied I don't know. Gast added elsewhere said something about different merchandise. They had to have the bike flags as part of the permit. Event logistics and management there is a line item, which goes back to the discussion with council and paperwork and comparing apples to apples. Sinkler added they hired an organization to do this event and that's what's driving that expense, a discussion ensued. Frost noted it would be nice to see that money come back locally. Sinkler said not sure why the Chamber can't manage this themselves. Maybe the real need was the permit. Tracy Abel said as an event coordinator, who they hired this is what they do. I think maybe the reason they use that coordinator is they have the reach to the people who would be in the bike industry and sign up. Sinkler added and they can promote the event at their other events. Gast said that's a direction and marketing push together.

Coaster Theatre

Gast said Pink Martini was pretty much more a celebratory anniversary event and only 25% were out of the area. Sinkler said I see 50 attendees. If you go there, Patrick says raise your hand if you came from more than 50 miles away. They always seem to struggle with their event marketing, a discussion ensued regarding the artists attending and their draw.

Tolovana Arts Colony – Get Lit

Sinkler said looks like 69 tickets were sold and this is the first coming back after a few years off, adding the date was a challenge and it was right after Easter. There are glimmers of hope when Cannon Beach Books said it was the best sales during Get Lit which tells us attendees had a good time. The scores and feedback showed they had a good time. Gast said I never attended and was late to get a ticket but had a great time at the Sundays event. Tracy Abel said we have a specific audience and it's hard to reach people. We are talking about someone who may be able to help market it, and the authors help push it. I thought shelf awareness was going to be our saving grace, but I learned from that. Gast said I am sure the authors themselves either fall on being great promoters or shy away from that. Sinkler added I liked having Mindy Hardwick there – to see a local up and coming author was great. Frost noted there was a lot of late inclement weather at that time, but during that time people came into my shop and mentioned it, so it was noticeable to me and refreshing after the pass was snowed over so many times last sprint. Sinkler said that's one of the goals of these events, having people go to the various establishments while going to the event. Looking at the economic impact, I think that's a fair return. Gast said I agree. Sinkler noted even though it was not as well attended as hoping, it still brought money into the community, a discussion ensued.

NCLC Coast Walk Oregon 2022

Sinkler said it's a fascinating event, giving an overview of how the three legs work. They are walking 30 miles in 3 days. And 200 room nights is a big one. Gast said I didn't look at the growth. Sinkler replied I think it's tough for growth. Because of the events not happening in 2020 and 2021 so I think 2022 is a year of getting their feet back under them. They wanted to go from 79 to 150. Gast added they had 94 registered but 79 participated, a discussion ensued. Gast said I am trying to figure out their estimated cost vs actual. Sinkler replied it is half, a discussion

ensued regarding the expenses and in-kind transactions. Discuss growth potential. Frost noted it seems like a great event and brings in a lot of people. Sinkler added I'd like to see them downtown, are they spending the night in our hotels and eating dinner in our restaurants.

Tolovana Arts Colony - Canon Beach Comedy Festival

Gast said I went Friday night and really enjoyed it. Saturday was a sell out and Friday maybe had 10 open seats. It was a different demographic, towards the younger crowd. The headliner Saturday night was better than Friday, but I wasn't complaining about Friday at all. It brings a different dynamic and he was younger. I agree with trying to get it to grow. The only thing I said to Andrew was his website had visit our restaurants, etc. but by the time it was done many were going into the restaurant at the same time and it was late. Perhaps a heads up to the restaurant to stay open later or have additional staff. Sinkler asked what time, Gast replied I think it was 9:45ish. It started at 7pm so we didn't go out ahead of time. Discussed other comedy clubs and how they operate. Sinkler said I like to see that this is an event that is growing, it had 236 heads in beds. Gast added I only recognized a few faces. It had a strong pull, a discussion ensued regarding future operations of the event. Gast added there is a lot of potential here. Frost said I heard great things about the event and am excited to see it grow.

(3) Discussion of TAF guidelines, goals, suggestions or concerns

Gast said I would like to incorporate standardized application forms, a little more transparency for finances, a discussion ensued. Discussed the joint meeting with council, and what would be discussed. Hope to have the meeting after we have new TAC members so they can be a part of the discussion as well.

Gast said my concern is I would like to see application/eval standardized and not wait. Discussed research and meeting before march.

Sinkler said my concern is not having an artist/hotelier representatives. They are important to the community and this committee. Gast added that's an important part of data collection too. Discussed vacancies and advertising.

(4) Select Date for March TAC Meeting

Selected 10/23 at 4pm for budget/form process

GOOD OF THE ORDER

none

ADJOURNMENT

Chair Sinkler adjourned the meeting at 2:29 pm

Jennifer Barrett, City Recorder