

Minutes of the
TOURISM AND ARTS COMMISSION
September 15, 2017
Council Chambers

Members: Vice Chair Julie Walker, Commissioners, Jim Kingwell, Steven Sinkler, Linda Beck-Sweeney, Greg Bell and Claudia Toutain-Dorbec

Excused: Chair Tom Drumheller and Linda Beck-Sweeney

Staff: ACM/City Recorder Colleen Riggs

Audience: Court Carrier, CB Chamber of Commerce Executive Director, Kevan Ridgeway, CB Chamber of Commerce Marketing Director, Jim Paino, CB Chamber of Commerce, Cara Mico CBAA Director, Jeffrey Hull, CB Gallery Group President,

CALL TO ORDER

Vice Chair Julie Walker called the meeting to order at 1:05pm.

The commissioners discussed Chair Drumheller's critical illness.

Corrections to the minutes were pointed out and Riggs will make them.

APPROVAL OF MINUTES

Motion Kingwell moved to approve the minutes of the June 6, 2017 and June 12, 2017 meetings as corrected: Bell seconded.

Vote: Kingwell, Sinkler, Toutain-Dorbec, Bell and Walker voted AYE. The vote was 5:0 in favor and the motion passed unanimously.

REVIEW FY 2016-17 FINAL EVALUATIONS

Cannon Beach Arts Association (CBAA) – Artist Program

Commissioners discussed that the CBAA is not using a quantifiable approach to find out where people are coming from but they are doing better.

Cara Mico, director of the CBAA explained that they ask for a show of hands at events, and she talks to everyone which gives her good numbers, but it is a little hit and miss. She said they are focusing on people who are from over 50 miles away. Walker would like to see how many are staying over. Mico said she finds that sort of info from speaking to them. She and the commissioners discussed ways to improve this data gathering. No other questions.

Chamber of Commerce – North Coast Partnership:

Kingwell questions how can Cannon Beach differentiate themselves from the other cities in the North Coast Partnership. He suggested the dollars would be better spent promoting just Cannon Beach. He said he had a difficult time wading through the report to identify what items TAC actually funded.

Sinkler explained that the messaging of the North Coast Partnership is different on a monthly basis with a different city being promoted each month. The marketing is determined by the local marketing and Chamber of that city; each selects their own idea of what to promote. Each community can tailor the message to their area. Sinkler thinks this is the biggest bang for the buck.

Discussion followed about whether this is a TAC or DMO (destination marketing organization) function. Walker says she feels it is a DMO promotion. Court Carrier, Cannon Beach Chamber of Commerce Executive Director, explained how the advertising is done, in the fall and spring. He also explained how the email blast is good marketing.

Discussion followed about the partnership advertising process. TAC made some suggestions for the Chamber's next report.

In answer to Bell's question about Tillamook's participation, Carrier explained that Cannon Beach and Tillamook are cooperating in several promotions, even though they have opted out of the NC Partnership.

Chamber of Commerce- Social Integration:

Jim Paino said the Chamber had 100,000 hits on the user generated portion of the webpage in one month. Walker suggested using google analytics and Ridgway said the program they use does its own analytics and the Chamber will include that data in their report next time. Ridgway said they have the iconic images of Cannon Beach, but people like to see the user supplied instagram pictures of what is happening right now. He said it is 'marketing through visitor comments.'

Chamber of Commerce – Video Asset:

It was noted that as of today, there were only 7 subscribers to the you-tube link for the videos. Ridgway said the Savor Cannon Beach video just came on board yesterday. He said this video, combined with next year's video projects will be very helpful to each event to use to promote themselves. He said once the videos are complete for each event, they will be added you-tube.

TAC and Chamber representatives discussed how to improve the budget information in the next reports.

Cannon Beach Gallery Group (CBGG) - Spring Unveiling and Plein Air & More)

The commissioners asked Hull (CBGG Board President) how the extreme temperature this year affected the events? (Plein Air & More). Hull said the Saturday is usually the best day but now they are getting more people coming in on Wednesday and Thursdays. They want to see something before the event starts. This year things shut down early on Saturday because of the extreme heat. Hull said the Saturday night reception was definitely quieter and they only had about 12 people attend the evening events. People had been out in the heat all day and it was too hot into the evening. Attendance was good in the morning. Hull said he sees the events building in attendance.

Walker said TAC needs to find out from the Council what months are included in the 'off season'.

Hull said that Plein Air & More now has an excitement in the air about it. Spring unveiling has its own personality now and people are excited about it still. He believes it will continue to grow and be popular but all events are subject to the weather. Can always have a problem but won't know.

Coaster Theatre - Late 2016 Early 2017 Events:

No one from the Coaster Theatre was available for the review. Walker thinks the Coaster Theatre is realistic about what they have done. They are going to work around the problems to improve it for next year. Sinkler spoke to Exec Director Patrick Lathrop about the concert last week, and attendance was triple the normal attendance. Kingwell said the Coater Theatre has been proactive and tested the market with a higher priced event. It was successful. Sinkler said attendance look solid even with the horrible weather this past March & April. The numbers are better. All agreed it was a good report and there were no other concerns.

Tolovana Arts Colony: Cannon Beach Comedy Festival:

Director Andrew Tonry was unavailable for the review. Members said they were glad that the lodging was broken out in the budget for this evaluation. Agreed that the Tolovana Arts Colony has 'skin in the game' and are serious about the event. Commissioners are eager to see how this event grows.

Tolovana Arts Colony: Get Lit at the Beach:

Tracy Abel was unavailable for the review. It was noted that this year the event had a rough time (venue change and other problems) but they did have 78 people attend. Sinkler said the keynote speaker they had was great. All agree they believe in this event. It was observed that the event has staying power.

Sinkler would like to see if this event could get more businesses involved. Toutain-Dorbec said she had mentioned this also to the CBAA - to try to get sponsorship and partnership from businesses. The theater could also benefit from partnering with businesses. Sinkler suggested this event could station authors at different businesses to get people to go around town. Could have a wine author at the wine shack, a reading at Ice Fire or a book signing somewhere. The opportunity is there. Commissioners all had ideas. Walker said she will suggest this to Tracy Abel

REVIEW TIMELINE, TERM LIMITS AND OTHER CONCERNS

Riggs said that City Council wants an end of year report from each Advisory Board to assist them at their goal setting retreat in January, 2018. They will then schedule a meeting with TAC later that month to discuss mutual ideas and concerns and to make any changes to the program or commission. TAC will meet at 1pm October 13th to work on the report.

GOOD OF THE ORDER

Invitation to TAC members to a reception in Astoria hosted by the Arts Council of Clatsop County Thursday, October 5th, at the Liberty Theatre in Astoria. If interested tell Riggs and she will sent your email address to Allison Tigard of the Arts Council of Clatsop County for an evite to the affair.

ADJOURNMENT

Vice Chair Walker adjourned the meeting at 2:55 pm.

Colleen Riggs, ACM/City Recorder