

Minutes of the
TOURISM AND ARTS COMMISSION
June 6, 2017
Council Chambers

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

Excused: Chair Tom Drumheller, Commissioners Steven Sinkler and Greg Bell

Staff: City Attorney Tammy Herdener and ACM/City Recorder Colleen Riggs

CALL TO ORDER

Vice Chair Walker called the meeting to order at 1: 103 pm.

APPROVAL OF MINUTES

Motion Beck-Sweeney moved to approve the minutes of the May 24 and 25, 2017, meetings as presented: Kingwell seconded.

Vote: Walker, Beck-Sweeney, Toutain-Dorbec, and Kingwell voted AYE. The vote was 4:0 in favor, and the motion passed.

Each member gave a review of their business and community interests.

- Toutain-Dorbec is involved with the Womens Only Weekend (WOW) so will recuse herself from those deliberations.
- Beck-Sweeney said she has no conflicts this year.
- Kingwell said that as a member of the Cannon Beach Gallery Group (CBGG), he feels he too biased to vote on the Gallery Group awards.
- Walker said she would recuse herself on the vote of the award for the Savor Cannon Beach event due to her relationship with the event coordinator, Gary Hayes.

The members discussed the procedure and the upcoming schedule. Some commissioners would be available to attend the City Council meetings when the awards would be presented and considered. Herdener explained why the absentee commissioners (Sinkler and Bell) could not contribute to the numbers. The Council Rules adopted by the City Council are also valid for all the advisory boards. The City Council has made a decision that an absentee member can vote, and contribute to the meeting IF they are on the phone and have had a chance to review the documents for the meeting. Since neither Sinkler or Bell are available by phone, their numbers cannot be considered in the equation of the award amounts.

The commission began their deliberations. Each commissioner presented their numbers and gave a brief explanation of how they arrived at that number.

Toutain-Dorbec said that considering the amount of TAF funds available this year, she wanted to give the full amount that each applicant asked for. She did not offer any amount for the Cannon Beach Library's WOW event. She commented on how everyone's presentation his year was polished.

Kingwell gave his numbers and his reasons for not giving the full asked amount of each applicant. He did not give an amount for the Gallery Group's events. He said the Chamber of Commerce needs to separate what marketing is strictly for Cannon Beach and what is for the rest of the area in the North Coast Partnership event. He added that the

Tolovana Arts Colony Comedy Festival did a great job with only \$286 in TAF funds but they need to work on providing a better budget and accountability.

Walker said she lowered her numbers because she wants to save money especially with the school coming up. She wants to see applicants get other sponsorship and not rely solely on the TAF grants. She said she gave zero dollars to the Chamber for the North Coast Partnership as she sees it as part of them being a Destination Marketing Organization (DMO). Also, the Tourism Event Video was really a DMO activity as well. Anything they do as their normal operation should not be funded by TAF grants. She said she was impressed with what the Tolovana Arts Colony Comedy Festival did last year and would like them to plan ahead.

Beck Sweeney said she is also looking at saving funds as well. She explained why she wanted to fully fund Get Lit, WOW, CBAA and others. She said the fat bike event is a great new demographic and wanted to fully fund the North Coast Partnership and the Event Video as well. She reduced the amounts of the other events.

Beck-Sweeney reviewed the total of the averages which was \$282,902.

Walker asked for more discussion if anyone wanted to 'haggle' over the amounts. Toutain-Dorbec and Beck-Sweeney both wanted to give more to the Fatbike Festival. Kingwell and Walker both want the event to do well but they stuck to their numbers. There was no more discussion about the award amounts.

The Commission had no more to discuss and Walker asked for a motion regarding the recommendation to the City Council.

Vice Chair Walker asked for a motion to approve the consensus amounts of the FY 2017-18T AF grant awards.

Motion Kingwell moved to present the award consensus numbers to the City Council for discussion at their June 13, 2016 work session; Beck-Sweeney seconded the motion.

Vote: Walker, Beck-Sweeney, Toutain-Dorbec, and Kingwell voted AYE, the vote was 4:0 and the motion passed.

Good of the order

Herdener asked if the Commissioners had any questions.

Discussion followed about why there was no yoga festival this year. Toutain-Dorbec said the City lost the yoga festival due to the lack of multi year funding. Herdener said multi year is risky for the City as it is difficult to budget for future years – there is no guarantee there will be money available. She said if the Commission feels this is important, they should go back to the City Council to get clarification. Kingwell said the yoga failed more because of the structure of the event.

Herdener told the TAC about how this program got started. It started with citizens wanting to support the arts in Cannon Beach. The program bears no resemblance to how it started. She said when it feels awkward to administer, it is because it is awkward. The initial program was worked up and finalized and THEN legal was called in to review it. She said when she pointed out the 70% / 30% state law requirements to distribute transient room taxes, the designers were floored. So, in order to fit the law, they tied the arts funding to the tourism law. She said that is how the Tourism and Arts Fund was made and it is like fitting a square peg into a round hole. The program was supposed to be reviewed after one year but it never has been reviewed. She said she believes they may have to go back to square one and redo the program; it is a very important program and involves a lot of money. She said the City could build a reserve first and then start the awards, so that people could get the full amount they need and they could be paid the money up front. Herdener said tweaking a program is ok but is it better to redo the program all at once.

Toutain-Dorbec said that if TAC had the opportunity to award out what they wanted, that could have made the difference between a successful or failed event. Discussion followed about other uses of the reserve amount; event center, other tourist related events, infrastructure. Walker said she would like to have a TAC/City Council meeting. Herdener suggested TAC come up with targeted questions reminding them that they are an advisory board to the Council and they should offer their advice. It was agreed to discuss this proposed meeting in August when TAC next meets to review final evaluations from the FY 2016-17 events.

ADJOURNMENT

Vice Chair Walker adjourned the meeting at 1:58 pm.

Colleen Riggs, Assistant City Manager

FY 2017-18 TOURISM AND ARTS FUND GRANT AWARDS

| Organization | Event | Asking | Award Consensus |
|------------------------------|--------------------------------------|---------------|------------------------|
| CB ARTS Assoc. | Artist Programs | \$ 21,000 | \$ 20,500 |
| CB Chamber | Fatbike Festival | \$ 17,650 | \$ 15,325 |
| CB Chamber | North Coast Partnership | \$ 25,000 | \$ 21,667 |
| CB Chamber | Tourism Event Videos | \$ 25,600 | \$ 22,400 |
| CB Gallery Group | Spring Unveiling/Plein Air & More | \$ 52,000 | \$ 46,333 |
| CB History Center | Cottage & GardenTour | \$26,500 | \$ 24,500 |
| CB Library | Womens Only Weekend | \$ 7,500 | \$ 6,500 |
| Clatsop Animal Assistance | Savor Cannon Beach | \$ 44,936 | \$ 42, 624 |
| Coaster Theatre | Special Events: Late 2017 Early 2018 | \$ 44,210 | \$ 39,053 |
| North Coast Land Conservancy | CoastWalk Oregon | \$ 10,000 | \$ 10,000 |
| Tolovana Arts Colony | Cannon Beach Comedy Festival | \$ 8,000 | \$ 4,000 |
| Tolovana Arts Colony | Get Lit at the Beach | \$ 30,000 | \$ 30,000 |
| | Total | | \$282,902 |