

Minutes of the
TOURISM AND ARTS COMMISSION
Friday, October 13, 2017
Council Chambers

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

Excused: Greg Bell

Staff: ACM/City Recorder Colleen Riggs

CALL TO ORDER

Vice Chair Julie Walker called the meeting to order at 1:07pm.

APPROVAL OF MINUTES

Motion Sinkler moved to approve the minutes of September 15, 2017 with corrections; Toutain-Dorbec seconded.

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

1) REVIEW FY 2016-17 FINAL EVALUATIONS - Cannon Beach History Center (CBHC)

1:12 pm Jim Kingwell joined the meeting.

Commissioners discussed the report. Walker discussed the total tickets vs the walking tour tickets that were sold. Commissioners reviewed the report and noted that they had many questions that needed to be answered by the Cannon Beach History Center staff. They agreed the CBHC is doing better than before. Discussion followed about the amount brought in by advertising: 30% of the people come from their own advertisement. Walker thinks this event could be done in October. Walker has questions about the lodging. She noted that since the CBHC used Eventbrite, they should have better statistics. Sinkler was hoping to see the breakout of attendees by their zip codes. They want actual numbers as well as a percentage. Commissioners questioned what Eventbrite provided. TAC has so many questions they decided to reschedule this review to later in the month. TAC will meet with Elaine Trucke of the CBHC in another meeting: October 27, 2017; 1-2pm.

2) ANNUAL REPORT FOR CITY COUNCIL

Commissioners discussed what to put into the report; diligence, concerns, goals, recommendations as well as tangible things like the number of meetings. They agreed to also include a copy of the schedule and the list of events that Toutain-Dorbec creates for distribution. Walker and Beck-Sweeney will write the report

GOOD OF THE ORDER

Riggs attended a reception in Astoria hosted by the Arts Council of Clatsop County Thursday, October 5th, at the Buoy Beer Tap Room in Astoria. Very interesting statistics. The Arts Council will be bringing the information to cities and plan to be in Cannon Beach in November. Riggs will keep TAC informed.

ADJOURNMENT

Vice Chair Walker adjourned the meeting at 2:18pm.

Colleen Riggs, ACM/City Recorder