

Minutes of the
TOURISM AND ARTS
COMMISSION May 14, 2018
Council Chambers

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

Excused: Commissioner Greg Bell

Staff: City Manager Bruce St. Denis (arrived at 12:40pm) and Assistant City Manager/City Recorder Colleen Riggs

CALL TO ORDER

Chair Walker called the meeting to order at 12:00pm.

APPROVAL OF MINUTES

Motion Beck-Sweeney moved to approve the minutes of the April 16, 2018 with changing the 2 references of Vice Chair Walker, to Vice Chair Kingwell; Sinkler seconded.

Vote: Walker, Beck-Sweeney, Swedenborg, Toutain-Dorbec, Kingwell and Sinkler voted AYE. The vote was 6:0 in favor and the motion passed.

Chair Walker reviewed the schedule of the interviews and explained the process.

Sinkler said the spreadsheets did not have the current year on them and he will get Riggs the new spreadsheet for mid-term evaluations.

Toutain-Dorbec asked for an updated contact list.

Walker asked if WOW could submit a late application and didn't that fall under the guidelines? Isn't that what the reserve money was for? Riggs said the guidelines allowed for 1) new events that came in during the year; not fitting into the May application timeline, 2) a shortfall in the tourism bed tax and 3) to accrue more funds to eventually be able to fund the events outright and not rely on quarterly payments.

Riggs will advertise Beck-Sweeney's position soon for a July 3, 2018 Council meeting appointment.

Clatsop Animal Assistance (CAA) - Savor Cannon Beach

It was noted that no one from the 501 (c) (3) attended the application interview, for the second time in an application interview. Gary Hayes and Beth Wise presented. Hayes gave a review of the event. Friday night event is the second highest event. He would like a 2-day wine walk in the future.

Regarding the budget, Hayes explained the changes in sponsorship revenue and costs – previous years had sponsorship arrangements that were not accounted for in the budget. Showed it all this year – not a monetary value but it increased the 2019. They have included the \$ 11,000 + in sponsorship includes the in-kind value and it balances itself out with event expenses. They are trying to show the real cost of the advertising. They are also giving complementary tickets for the galleries to bring more people in over the weekend.

Questions:

Kingwell had questions regarding advertising vs. social media. Hayes explained their advertising strategy – focusing of Cannon Beach and coastal visitors, and limiting their advertising to the wine media. Social media is done the same; target people with interests in either Cannon Beach, the Oregon coast and wine, and wine & food pairing. Hayes and Wise explained the advertising in more detail.

Wise & Hayes said that the OLCC has told them they must use licensed servers and those wages are now in the cost. Hayes said it is like running 40 café's and the OLCC is strict.

Beck-Sweeney asked whether the galleries are putting out so much free food that people do not frequent the restaurants. Hayes said the restaurants don't do anything special and that is why their event puts out so much food. Of course, if you have alcohol, you need to provide some food. TAC and Hayes discussed the possibility of inviting the restaurants to participate. Not enough time to get restaurants on board for this next year.

Beck-Sweeney asked seeking other sources of money? Planning to explore other options? What is your plan, and there is plenty of other money out there besides TAC. Hayes said he does not have a good response to that. May try for corporate sponsorship/who do you suggest? Beck-Sweeney suggested Travel Oregon etc. Hayes said their grant programs are more difficult.

Sinkler commented regarding the room nights generated. Fantastic amount of revenue comes in because of this event.

Hayes wants to keep growing the event.

Cannon Beach Arts Association (CBAA) - Artist Programs

Program Director Cara Mico, Arts Education Director Meagan Sokol and Board President Lila Wickham and Pooka Rice presented to the TAC.

Exhibits

They have made a few changes to the application (for artists and exhibits) and are happy with the way it is going. They are getting better information from their signup. They are getting people from Seattle, and Portland at the workshops. Mico said also importantly, they are finding out what is not working. Get a lot of interactions on facebook but it doesn't evolve into bookings. You tube will feature one of their workshops. They are focusing on you tube, email, face2face, facebook, local paper advertisement and some Portland on-line . Have redefined their postcard and it lists the schedule and that is working. They are doing more outreach events; conferences, community festival etc. Have asked for more money after realizing the actual costing. The grant reflects the 8 months of the shoulder season, not the entire year.

Pooka explained the ecology based art projects the CBAA and Haystack Rock Awareness Program are doing. Sokol explained the environmental stewardship aspect of making jewelery with the micro plastics found on the beach. Mico said the CBAA now has a much larger audience by collaborating with other groups; NCLC, HRAP, ECAP, etc.

CBAA is scheduling the 2019 artists; 3 per month - one local, one Portland one from Seattle etc. Artists bring their friends and family with them and they all stay over.

Questions

TAC would like to see details in the metrics. Mico said the total cost and cost per person were questions from mid term. This includes all the cost of advertising. TAC wanted total amount spent so that is the difference between 2016/ 2017.

You tube and other online showings of the workshops are like a commercial for the workshop.

TAC: Good job!

Music Festival

Mico said she is familiar with this festival as she worked 2 years on the Manzanita music festival. She has also worked on other music festivals. Described the Manzanita Music Festival. Goal is for one day of music, one day for workshops. CBAA is looking to have this event Sept. 28th & 29th of 2018. They have reserved the Chamber Community Center. Music will start at noon; they are working with Edgefield, Portland blues festival and other professional organizers. Mico said our role is to seek out funding, sponsorships, facilitate volunteers and administrative side.

This is a fund raiser for CBAA. They expect 6 – 10 bands. 4 local musicians, 2-4 regional bands and 1 large band. It will be free to the public. Tickets sold will get the visitors beer, appetizers, and coffee at local restaurants. There would be other tickets for merchandise.

Questions:

Micoi answered there were big costs associated with this: paying musicians, lighting and sound for the event. They started planning last year. They are working with Martin Hospitality for sponsorship.

Mico answered the stage is covered, and they are hoping for good weather at that time of year. If particularly stormy will need to rely on their contracts.

Revenue will come from sponsorships and this grant. Hope to grow it enough so future events are funded mostly from sponsorships, and VIP ticket sales.

TAC expressed their interest in a music festival.

TAC and CBAA brainstormed about the food and beverage part of the event.

Cannon Beach History Center and Museum (CBHCM) – 2019 Cottage & Garden Tour

Elaine Trucke, Executive Director of the CBHCM and Elizabeth Johnson and Kelly Maver, also of the CBHCM introduced themselves to the Commission.

Trucke said they are not making many changes. If 2018 Sunday works well, they will incorporate it into the 2019 event. They are doing a 1920's costume party this year with beer from Fort George and wine from Nehalem Bay Winery. There will be a lecture and tea on Sunday. They are trying to get people to stay longer. They are working with the CBAA and want to incorporate some of their art.

Marketing has been successful and Trucke does not want to change things. They bring people in from all over the US and that is due a lot to Sunset magazine. Kingwell and Walker both said they are pleased to see the statistics of how well Sunset Magazine promoted and brought in visitors. They did not believe it could do so well.

Trucke answered TAC questions.

Sinker said 50% returnees is a testament to the diversity of the cottage tours.

Cannon Beach Gallery Group (CBGG) - Spring Unveiling, Earth to Ocean Festival and Stormy Weather Festival

CBGG President Jeff Hull, Mike Brumfield, Treasurer, Allyn Cantor presented.

Hull explained that 'Plein Air and More' is now the Earth to Ocean Festival (haven't settled on the final name yet).

Toutain-Dorbec said it was difficult to review the budget with 3 different events all in one request. Believes it should be 3 separate amounts in case they do not want to fund one of the events.

Hull said it has been a very interesting few months with Bonnie Gilchrist announcing her retirement. Everyone in the CBGG have stepped up and have committed to working.

Spring Unveiling 2019. Hull said this needs the least amount of fine tuning. Can always improve things though. Chef's table has been a tricky balance. Some restaurateurs think it is great, some never come back. That is the biggest change he sees. Gilchrist wants to have a Thursday night ticketed event like a progressive dinner, but it is too early to articulate how that would work.

Brumfield spoke about the costs in the budget to replace Gilchrist. He said a Public Relations person ranges from \$20/hour to \$60/hour. CBGG committee figured out Gilchrist's hours per year and came up with the \$40/hour and that is where the \$20,000 came from in the budget. Cannot afford the upper end cost. He said they are asking for 72% of their budget and they will work with what they receive. Asking for \$10,000 more than what they received last year.

Land and Ocean Festival (Earth to Ocean Festival) is taking the place of Plein Air. Hull said they always debated about having it the last week in June. September is much better for outdoor painting. Also, they want to incorporate environmental ideas. CBGG does not want to go into October but they are looking at the last 10 days of September.

Hull said **Stormy Weather** is the big event and it is in November. He described what happened to last year's stormy weather and they want to assist the chamber to ensure it is successful. CBGG will do the advertising. Walker is pleased CBGG is partnering with the Chamber on Stormy Weather. Thinks the Chamber is not giving enough attention to Stormy Weather as it has been so successful in the past. Need to add some pizzazz to the event. Can't just assume it will work out on its own.

Earth to Ocean Festival: Allyn Cantor said that Plein Air & More has run its course, and it is a poor time of year to do it. CBGG will take the best parts of Plein Air and raise environmental awareness as well. Last week in September already has a beach clean up so fits right in. Brumfield said September may be a strong hotel stay but it is a weak sales time for the gallery group.

TAC expressed concerns that Plein Air is almost a brand, and people may not know this will be the same. Beck-Sweeney and Toutain-Dorbec don't want the name to change. TAC has funded Plein Air and they think CBGG will lose people by changing the name. Hull said they would like to hear suggestions but remember that CBGG has people who are very invested and know what they want.

Halo Education Consultants – Rockdance Festival

Executive Directory Cynthia Bryden presented. She explained her request and the event she is planning.

She did a test run in March to get feedback. She is trained in science and music, having degrees in oceanography and geology. She said Cannon Beach has a wonderful, iconic rock which brings people here, AND it is also an art community with fine artists, sculptors etc. She wants to use art as a vehicle to message an important issue or concern. In this case, to preserve Haystack Rock both ecologically and environmentally. She spoke about the popularity for the Sundance Film Festival which inspired this event to be called the Rockdance Festival. The films shown would have a message.

In March, about 40 people attended the dry run and it was very well received. The idea is to bring a film festival to Cannon Beach running 10 days over 2 weekends. Films would be shown on the weekends and a work shop for new film makers (youth) during the week between. She has contacted a professional in this area who interested in assisting. The films would not just focus on climate but positive things as well, like kelp farming, and other positive initiatives.

Her goal is to have any funds in excess of the costs to go towards ecological endeavors. This not just about Haystack Rock but the larger picture. She wants to bring awareness to the community. She spoke of her background

Bryden answered TAC questions. She explained her budget submission. She will utilize volunteers from the Haystack Rock Awareness Program, as well as in-kind donations. She explained her 'optimistic' budget as well as her 'realistic' budget.

She will partner with OPB to advertise and provide a specific film. She wants the newest, most current film. The festival will be held the week of local spring break, the last week of March. She said parents can do other things while students do the workshop. She said she has good ideas and contacts for the festival. She is trying to work out where to have the film festival and pay the least. In March, she had many people/businesses donate things to make it happen.

Good of the order

Discussed the next meetings and how the allocation is done. Discussed the merits (pros/cons) of each project. Discussed WOW and how to ensure it can be happen. Discussed the film festival, Stormy Weather,

Chair Walker said the TAC will meet tomorrow, May 15th at 12:00pm to continue the interviews starting at 12:10pm.

The meeting was adjourned at 4:06pm.

Colleen Riggs, Assistant City Manager