

Minutes of the  
TOURISM AND ARTS COMMISSION  
May 15, 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 and Assistant City Manager/City Recorder Colleen Riggs

**CALL TO ORDER**

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

The TAC reviewed the upcoming schedule of meetings.

**Cannon Beach Chamber of Commerce (CBCC)**

Jim Paino, Executive Director, CBCC; Chris Olson, CBCC; Bob Neroni, EVOO; and Daniella Crowder, Oregon Rides & Events presented to the TAC.

**Culinary Festival**

This festival is scheduled for April of 2019. They already have funding from Clatsop County it is a big ask but they want it to be a big festival. Bob Neroni described the new event. It is a food centric event with accents. Savor Cannon Beach is wine centric with culinary food notes and the Chamber is going for a culinary event with wine notes. They will include city restaurants. They will have a Friday night kickoff with celebrity chefs to start the weekend. Each of these chefs would partner with a local chef for this night. Saturday events would be from 10am-4pm with a break in the afternoon for visitors to go to restaurants and stores. Reassemble at 6pm for dinner at the SurfSand ballroom with after hours events at the Haystack Gardens. One of the reasons for selecting the weekend was because they could rent the ballroom for only \$4,000. So, it would not lend itself to moving to October of 2018. Perhaps the next year it could move to October. Sunday morning would have a signature lunch.

Discussed the budget and dates with TAC who questioned having this on a spring break weekend. Neroni said they were conscious of not conflicting with 12 Days of Earth Day and the deal for the ballroom was too good. HE said they do not intend to have to come to the TAC for funds each year. Sinkler was concerned that Savor and this event were too close together and would like them further apart. Neroni said those were valid points but restaurants have trouble working with the Savor Cannon beach due to the lateness of when people show up for food. He agreed hotel, restaurants and galleries need to work together. He added that Savor does not benefit Neroni's business. From a culinary standpoint, Savor is a wine event with a food component. They want a great culinary event with a wine component. They will promote restaurants in the marketing materials so they can benefit even if they do not participate.

All agree October would be good. Chamber is working on foraging event in October. Beck Sweeney said October is good but maybe do it in April 2019 and October in 2020.

Swedenborg thinks the number of people they are trying to attract is very large and the City won't have the lodging facilities for it.

Paino thanked Bob for his expertise and willingness to jump in.

**Tourism Event Video Production**

Paino said Seth Morrissey is doing the videos. They have focused on the creation of the video, and are now focusing

on how to use them. They want to keep it going with the new TAF events and perhaps do some on community events, ie farmers market etc. Walker asked Morrissey about the number of videos on you tube; he said there are about a dozen videos available. They then showed TAC the videos of Savor Cannon Beach and the Fatbike Festival.

### **Cannon Beach Fatbike Festival**

Daniella Crowder, event coordinator said it was a huge success. They only 2 complaints 1) did not charge enough money so people were skeptical and 2) there were no t-shirts supplied.

The event kicked off on Friday and people were still here on Monday. They discussed some of the changes to the next festival. These include a price increase; shorten the trip with a turnaround at the waterfall. Many people had never seen the waterfall. They got a lot of people from Bend. They got people who had never ridden on sand, only snow, and some had never been to Cannon Beach. They had several people show up for the beach clean up. They would like to add more local flair at the rest stops. They purposefully did not have the events over meal times to encourage visitors eating at the restaurants. And lots of community members showed up at the Friday night bonfire. They will target Bend even more this next year. They have moved the event to not compete with the big bike event in California that weekend, which may have affected the amount of participants.

TAC loves the dates they have selected. It is timed for the tides and also did not want to compete with 12 Days of Earth. The CBCC expects many more people next year. They think they may get 150 people. This was the first ever on the north coast.

TAC happy with the event.

Good job!

### **North Coast Partnership**

Paino presented. They have stepped up the social media aspect. Cannon Beach posts trend better than the other cities involved. Paino answered TAC questions about annual expenses, google analytical report.

Toutain-Dorbec concerned that 29% of TAC's budget this year is for Chamber of Commerce. Paino said the City may be cutting some of their funding this year and they need to compensate. These are valid asks. She continued that in FY13-14 TAC gave CBCC 35 % of the TAF budget. It is statistically a large number. Walker said they receive a lot of money from the City and could use it wisely. Paino said that the money spent by the Chamber and their marketing program is bringing in lots of tourism dollars. Their marketing program is successful. Toutain-Dorbec said TAC needs to fund events that are arts related and bring in heads in beds. Beck-Sweeney said TAC needs to maximize its funding. Toutain-Dorbec said she feels funding for this type of thing should come from the Chamber's other funding, not TAF.

Swedenborg, President of the Chamber said the other money was used to supplement the TAF funding for the North Coast Partnership last year. He said the Chamber is a contractor to the City. Walker said this is a DMO function not a TAF event. She is concerned the community is turning against the Chamber and the tourism industry in general because of the amount of events and numbers of tourists.

### **Coaster Theatre (Coaster)– Late 2018 and Early 2019 Seasons**

Jenni Tronier, Operations and Marketing Director, Board President David Sweeney President, and Board Secretary Richard Bowman presented their events to the TAC.

The Coaster Theatre is celebrating 46 years of performing arts in Cannon Beach. This ask is for special events and marketing funds for non -summer shows (Sept – May). Tronier described the upcoming shows. The special events are made possible by TAF grants, they fill the gaps in their season.

They discussed the advertising in the Keller Auditorium. Tronier said Coaster partnered with the Chamber for a full page ad in the Hamilton program in Portland. They saved \$800 by doing this. They would like to partner again to extend their reach in those types of ads. She described how they solicit information from the ticket purchasers.

The software they use for ticketing does not allow them to get the data they want, and they are looking into changing the software. So, they must rely on polling the audience to get their numbers. It is an educated guess, but this is better than their ticketing service – it only tracks tickets purchased on line not over the phone or at the box office. Polling actually gets the information of who is attending, where they are staying, over 50 miles? New to this event? They rely heavily on their volunteers.

Questions:

TAC and Coaster discussed marketing. They are working on additional sponsorship. Discussed budget. They are on a calendar year unlike the City. Described royalties, advertising and other expenses. Discussed room nights – hoping to grow by 5%. e Sinkler asked how? Tronier said the goal is to expand their advertising range. Only cover what they spend in Broadway across America. And they want to get into Artslandia. Out of town marketing comes from this grant (all of it) they don't have the money to do it themselves. Will continue Arts Across America and would like to reach out further. It does help to partner with the Chamber as they advertise in Artslandia. Other sources of funding: local grants, TAF and community grant; US Bank grant, Pacific Power grant and some others. Not small enough to be considered small and not big enough to be considered big. Have received Meyer Memorial grant in the past but do not fit them anymore.

Thank you! Good Job!

### **Tolovana Arts Colony –**

**Get Lit at the Beach** - Tracy Abel, Event Planner for Tolovana Arts Colony summarized this year's event results and discussed the challenges that occurred this year that impacted the event. She said it was difficult as the application for next year's event was due before this year's event had occurred.

Abel and TAC discussed overlapping. TAC asked if the event could occur in October. Abel can bring it back to the board. Have 150 people signed up for dinner for this year (it is this weekend). So can't move it to October as the SurfSand Ballroom is already booked out. She is looking at last weekend of April for the Surfsand ballroom. April 26, 27 & 28 2019.

They will try to incorporate doing something in the evening on Friday their reception is at 7pm. They can have dinner and have a late night, no-host bar reading using local authors. This would be done on a volunteer basis, no pay. She wants to incorporate other Cannon Beach businesses in the event. May try a 'lit crawl' if they have enough authors. Raised ticket prices by \$10.00 \$95 is the new price.

Discussed sponsorship. All sponsorship is local \$250 and \$500. Do get in-kind sponsorship. Tricky because they do get pretty well funded. Usually get good sponsorship. Local bookstores (Jupiter and Cannon Beach Books) take turns being the bookseller and they do well. They sell the books at the event as well.

Wished her well on this weekend's event.

Thank you.

TAC discussed the events while waiting for the next applicant. At 3:00pm Beck-Sweeney had to leave the meeting. Commissioners continued discussing the events applications, past events, other cities' events.

### **Northwest Trail Alliance –**

**Kloutchy Creek Trail System** – Matthew Weintraub presented the application. He is representing the Clatsop County chapter of the NW Trail Alliance. This is not an event, but the building of a trail is a partnership between trail stewardship, parks services, and county agencies. The idea is to build out a trail service which can bring people to the coast. He said \$25,000 would pay for 1.5 mile of a paved path. This destination trail system is for 2 days'

worth of trail riding to encourage people to come back to experience more of the trail.

The site is off Hwy 26 in the Klootchey basin. It will be a series of loops, cloverleaves starting and ending at Klootchey Creek parking area. Clatsop parks is not matching any funds, they are expanding the trail head: toilets and other amenities. TAC noted it is more than 5 miles to the Klootchey Creek trail and Weintraub answered that the guidelines did not say it the limit of 5 miles was only on paved road; and trails etc can get you there in 4.5 miles.

Weintraub said that Clatsop County has ok'd the trails. The county owns most of the property and Greenwood Resources owns the other property. It will be free to riders on part of the trail but they will need a permit from Greenwood Resources. They have an agreement with Greenwood for 5 years. Toutain-Dorbec said it sounds risky if you only have an agreement for 5 years; \$25,000 is a lot of money. Weintraub agreed saying sometimes you need to do something risky.

Weintraub explained where he thought the NWTa would be getting the large amount of funding required; he said they already got \$25,000 for the master plan and will go to Clatsop County and ask for money. Also, they will go out to private businesses, ie breweries, Ales for Trails night, and they may donate 1% of their take. They are asking for money from Seaside as well. The trail can be used by hikers and bikers but not for horses. He said they need the entire amount (\$25,000) from TAF so they can leverage every dollar. They need \$25,000 to get \$100,000 from Travel Oregon.

Walker: how does this fit into the arts and bringing heads and beds to Cannon Beach. Weintraub said the TAC guidelines do not say it HAS to be arts. Sinkler said it is preferred if it is arts related, but not required. Sinkler said TAC is looking at just the next year. It is not clear how many people from over 50 miles away will it bring in next year? Will they stay in Cannon Beach? Walker said TAC may be more interested to assist when there is a grand opening 'event' rather than a build project.

Sinkler would like to see a map and timeline phase 1, phase 2 etc to see the development of the project. 40 miles of trails each year is a lot. Would like to see some sort of data as to how many people will be coming to Cannon Beach because of this. Weintraub said it would be very difficult to predict how much they will be able to build each year; due to conditions. They expect 10 miles to be built each year. The entire route is 40miles. He believes they can get 1000 people for overnight stays as a destination level trail system.

Toutain-Dorbec asked if they need all of the \$25,000 asked for. Weintraub said yes, it is a one time ask from Cannon Beach. They will not come back for any money after this year.

Swedenborg said the destination aspect is good. Cannon Beach could use this sort of activity. The master plan aspect, timeline would really help the TAC make their decision. Weintraub answered that the planning will be completed by mid-June and he cannot supply that info before it.

Kingwell concerned that this may not fit the guidelines. We need to know where the trail network is so TAC can decide if it fits the guidelines. It must fit the rules as we are spending tax payer funds.

TAC asked Weintraub questions about the trails, how difficult they would be, who would use them etc. Sinkler likes the sound of it as there is nothing like it anywhere on the coast. He noted TAC funded the Fatbike Festival with concerns and it was a great success. May be able to use the trail system for other things. Swedenborg sees tourists using other trails and is a believer of this type for thing, but asked does it fit into the guidelines?

**Good of the order** – Chair Walker said that the next meeting will be June 5, 2018 at 1:00 pm to work out the allocation of funds. Last year Bell prepared and distributed the spreadsheet to the committee members.

The meeting was adjourned at 4:04 pm.

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Colleen Riggs, Assistant City Manager