

Minutes of the  
TOURISM AND ARTS COMMISSION  
September 13, 2018  
Council Chambers

Members: Chair Julie Walker, Commissioners Greg Bell, Jim Kingwell, Mike Morgan, Steve Sinkler, Greg Swedenborg and Claudia Toutain-Dorbec

Excused: None

Staff: CM Bruce St. Denis and ACM/City Recorder Colleen Riggs

CALL TO ORDER

Chair Julie Walker called the meeting to order at 1:00pm.

APPROVAL OF MINUTES

Motion Sinkler moved to approve the minutes of the August 22, 2018 meeting as presented: Swedenborg seconded.

Vote: Bell, Kingwell, Morgan, Sinkler, Swedenborg, Toutain-Dorbec and Walker voted AYE. The vote was 7:0 in favor and the motion passed unanimously.

REVIEW FY 2017-18 FINAL EVALUATIONS

Some final evaluations have already been reviewed: CB History Center Cottage Tour for 2017, CB Library WOW event, Clatsop Animal Assistance Savor Cannon Beach and NCLC CoastWalk Oregon. The remaining events will be reviewed today.

**Cannon Beach Arts Association (CBAA) – Artist Program**

No one from CBAA was available to attend and answer questions. Commissioners had many questions that required more information/explanation from the CBAA staff. For example: questions regarding headings on metrics, and how are they getting their acquisition costs? Commissioners made suppositions but decided they really needed to speak with CBAA staff. Kingwell thinks CBAA are making an effort but their report needs to be more tailored to what TAC is asking for. Discussed cost per attendee vs. acquisition costs; are they doing the correct method of surveying? Commissioners said they don't like verbal surveys. The information in the report is not easy to find. More detailed information could help CBAA as well.

Commissioners agreed CBAA is collecting data and using the metrics which all were happy with. More discussion followed about data. Morgan asked if we are getting too data driven?

TAC members had questions that could not be answered without a CBAA representative there. Kingwell and Toutain-Dorbec volunteered to speak with Cara Mico regarding the report.

**Chamber of Commerce – Fatbike Festival:**

All agreed it turned out to be a fun event even with some initial concern by commissioners. Jim Paino, Chamber of Commerce Executive Director answered questions. Commissioners liked that the date for next year's event is different so there will be no conflict with nesting birds on Haystack Rock. They agreed it brought in a good demographic and want it to become a self-sustainable event.

**Chamber of Commerce- North Coast Partnership:**

Sinkler questioned how this marketing partnership overlap with the Chamber's marketing plan. Chris Olson, CB

Chamber answered questions. He explained the different demographics in targeting people for the entire North Coast vs. Cannon Beach. Discussion of targeting followed. Toutain-Dorbec said she does not think TAC should fund the North Coast Partnership. Sinkler is an advocate of it but wants the money spent on the activities and communities and populations that the Chamber does not target. Morgan agrees with Toutain-Dorbec, saying it should be funded by another area of the Chamber – there is no mention of the arts and it is a broad focus not tailored to Cannon Beach. Claudia says it does not fit TAF requirements.

### **Chamber of Commerce – Tourism Event Videos:**

Olson said all videos except Spring Unveiling are on You Tube now. Morrissey's hard drive crashed and they are trying to recover the data. The \$1500 video may be unrecoverable. They would more than likely reshoot it for free this year if it cannot be recovered. Commissioners would like to see the number of views for the videos in the report. Kingwell noted that the videos appear to be more focused on the producer (Morrissey) than on the event itself.

Discussion. The metrics are good. Add in the number of views for impact. Morgan noted the amounts of money being spent on promotion. Is there duplication going on? Olson said this is a 'service' for the TAF funded events. Commissioners agree the videos are great, and reasonably priced.

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

Representatives of the Gallery Group were present to answer questions. Swedenborg said it was a good investment and it has a big economic impact for the town. The data is good overall. Commissioners liked the idea of using a Gift certificate entry form to get people's information. Jeff Hull, Gallery Group said he is encouraged by the amount of involvement and cooperation among the Gallery Group members.

Commissioners and Hull discussed next year's events and how much Bonnie Gilchrist had done for the Gallery Group; she will be sorely missed.

Sinkler said the Gallery Group is the model of best practices for collecting data.

### **Coaster Theatre - Late 2016 Early 2017 Events:**

Jennie Tronier Marketing Director was present to answer questions. She explained the process of how the theatre contracts entertainers to come out to perform. Commissioners still want a completed form vs. a show of hands when it comes to data collection. Morgan suggested that perhaps in the future, they do a real survey/ statistical analysis of the past data.

Tronier said they are looking at new options for getting information. They want to switch ticketing vendors but the cost is too high and they will have to wait 2 years. They will coordinate this purchase at the next scheduled ticket increase. She confirmed that administration costs come out of the theatre's budget, not from TAF funds.

TAC noted that the reports are getting better each year, and the data results (patronage) seems to be getting better each year as well.

### **Tolovana Arts Colony: Cannon Beach Comedy Festival:**

Walker went to both events and was disappointed in how 'cavalierly' the audience data was obtained; just a show of hands with many jokes. She said she thought the numbers in the report were questionable. Swedenborg said they need assistance and he would like them to learn best practices from other groups. Commissioners agreed TAC cannot tell them what to do, but, we can express our expectations.

Morgan: it is a great event for a new event. It is a starter. Would like to see comedians get more money.

Tracy Abel (Tolovana Arts Colony) said the organizer (Andrew Tonry) realized his idea did not really fit the TAF

requirements. The event is more for locals, not for people traveling from 50 miles away. He did not know how to do a budget but he did get additional funding to hold the event.

**Tolovana Arts Colony: Get Lit at the Beach:**

Tracy Abel (Tolovana Arts Colony) answered questions and discussed the event with the commissioners. Abel spoke of new things coming up in the next year's event. She is open to feedback. Marketing, demographics, data collection were discussed.

Kingwell suggested that the Chamber DMO could also promote Get Lit. They could use the Tolovana Arts Colony video and put it on the Chamber face book page and You Tube. Able said she plans to use the Chamber video on her website and for advertising. Able said she is looking at having a 'Lit Crawl' with readers positioned at different venues – library, restaurant, wine shack perhaps. Next years event is April 5-7 at the Surfsand ballroom and her goal to have 150 people attend. More discussion followed regarding collecting data and Able said she will review the questions and see what she can change to get more data.

GOOD OF THE ORDER

Morgan would like to meet with the City Council to review the guidelines. Commissioners agreed to meet toward the end of the year to review the guidelines and other documents. They agreed to meet December 10<sup>th</sup> at 1pm.

ADJOURNMENT

Vice Chair Walker adjourned the meeting at 2:56pm.

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Colleen Riggs, ACM/City Recorder