

Minutes of the  
TOURISM AND ARTS COMMISSION  
Wednesday, January 30, 2019  
City Hall Council Chambers

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

Excused: None

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 1:07pm

APPROVAL OF PAST MEETING MINUTES

Chair Walker asked for a motion regarding the minutes of the September 13, 2018 TAC meeting.

Motion: Kingwell moved to approve the minutes of September 13, 2018, with corrections regarding the tourist event videos. Riggs will make the changes; Bell seconded the motion.

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

ELECT CHAIR AND VICE CHAIR FOR 2019

Motion: Sinkler moved to appoint Walker as Chair , Bell seconded.

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

Motion: Walker moved to appoint Kingwell as Vice-Chair; Bell seconded.

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

REVIEW CANNON BEACH HISTORY CENTER (CBHC) FINAL EVALUATION OF 2018 COTTAGE & GARDEN TOUR

Elaine Trucke, Executive Director and Rance Babbe, CBHC Board Treasurer presented their report and answered commissioners' questions. TAC agreed it was a great report. The CBHC was selling tickets right up to the last minute. The only complaint was the parking. Kingwell appreciates the problem-solving approach they take with the event and what that they use that to make changes each year. Consistently good reports with lots of details. Trucke said it is all about sustainability. The event this year will be in the Presidential area this year. This year's event will be September 13 – 15, 2019, noon to 5pm. Discussed using 'Square' to pay for tickets. Discussed advertising and marketing and the other grants they use.

## CANNON BEACH ARTS ASSOCIATION (CBAA) REQUEST RE: MUSIC FESTIVAL EVENT

Cara Mico, Executive Director and Lila Wickham, CBAA President spoke to the commission about the music festival. Mico said that The Gallery Group Earth 2 Ocean event is being held 2 weeks prior to their event, and both events are going to have music. The Gallery Group is scheduled Sept. 20 – 22 and will have music at the galleries, and the CBAA music festival is scheduled two weeks later with music at the pubs. She feels that these are both first time events and they are targeting the same demographic. She is worried that it will split the visitors and neither event will do as well as they plan. She said that she wants to do the right thing with the grant money from TAF, and that could mean 1) return the funding and cancel the music festival or 2) use the first allotment of grant money and scale back the event. Discussion followed regarding the demographics, vendors, venue and conflicts with other events. Discussion centered around the parks and the lights and electrical that would need to be upgraded for an event there. Swedenborg questioned why TAF money couldn't be used to improve the parks to cater to events. The possible city safety fair was discussed in relation to timing of events. Perhaps the CBAA could partner with that event?

After much discussion, it was agreed that there is provision in the TAF Grant Award Agreement for the returning of any unused TAF money if an event is cancelled OR if it does not use it all. Mico will contact Martin North to find out if the Haystack Gardens area can be used; they have a very large tent for events. If that is the case, the CBAA could have a small music festival this year with the plan to learn from this and have a larger one next year. All agreed the city really needs a music festival and did not want to omit it from the 2019 calendar.

Mico will get back to the TAC by the end of next month (February) with the result of their decision and the answer from Martin North. Mico wants to run this idea past the CBAA board before making a commitment.

## DISCUSSION OF TOURISM AND ARTS FUND PROGRAM

The commissioners discussed the 'heads in beds' requirement stated in the Cannon Beach ordinance and how it seems to be the main item of consideration when reviewing an event. Morgan gave a brief history stating the City was bullied by the Oregon Restaurant and Lodging Association (ORLA) when determining the makeup of the Tourism and Arts Commission (TAC) and the Tourism & Arts Fund (TAF). He believes there should be less emphasis on heads in beds and more promotion of the arts. Morgan started a discussion about the old elementary school and what could be accomplished if the History Center purchased it. He said he wants TAF funds to go to the promotion of the arts center the History Center is planning for that building. It would be compelling for the arts and provide venues for events. He said the History Center can get grants etc to purchase the building, but the true costs will come in the maintenance and upkeep of the building. This led to a discussion of what the TAF fund can pay for.

Toutain-Dorbec said there is a long history of resentment in the lodging industry about how the money they collect (transient room tax TRT) is used. Morgan said the original increase of 1% (2010) in the TRT was to bring people in to the city for arts events during the off season, which helps the lodging industry. Swedenborg thinks events should be tourism and arts, but not just arts. Toutain-Dorbec and Walker think they have awarded grants equally to both arts and tourist events. Most of the commissioners agreed that the TAC has awarded too much money to the Chamber of Commerce for things that are not 'events'. Morgan noted that 25% of this last TAF award went to the Chamber. Sinker said Morgan can express his views about funding awards with his vote when the funding amounts are decided.

Morgan suggested they reduce all of the TAF funding in order to fund the operation and maintenance costs of the event center (old elementary school) if the History Center purchases it. Morgan said the TAF reserve was initiated to accumulate, so the applicants could receive the money for their events up front, instead of in quarterly payouts.

The Commissioners agreed they would like answers from the Council about the questions:

- 1) Can TAC award funding to 501(C)(3) organizations that are out of our area?;
- 2) How important is sustainability? Some will always need assistance, some can do it on their own;
- 3) What can the TAF grant money actually fund? Lighting, maintenance, other physical things?;
- 4) Can we relax the emphasis on 'heads in beds?;
- 5) How much emphasis should be placed on 'arts events' and what constitutes 'art'.

#### SCHEDULE MEETINGS:

The TAC will meet on the following dates:

Tuesday, March 12, 2019 1pm – to discuss FY 2019-2020 application documents and other items;

Tuesday, April 9, 2019 1pm – to review FY 2018-19 Mid-Term evaluations

Tuesday, May 14, 2019 noon – 4:30pm – FY 2019-2020 TAF Event Applications

Wednesday, May 15, 2019 noon - 4:30pm – FY 2019-2020 TAF Event Applications

#### GOOD OF THE ORDER

#### ADJOURNMENT

Chair adjourned the meeting at 3:04pm.

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Colleen Riggs, ACM/City Recorder