



CITY OF CANNON BEACH

AGENDA

Meeting: Tourism & Arts Commission
Date: Monday July 20, 2020
Time: 1:00 pm
Location: City Hall Council Chambers

CALL TO ORDER

- (1) Approval of Minutes from March 10, 2020
Approval of Minutes from June 16, 2020

DISCUSSION AND INFORMATIONAL ITEMS

- (2) Review Final Evaluations for FY 2019-20 (15-minute intervals)
 - CAA Clatsop Animal Assistance – Savor Cannon Beach
 - CBAA Cannon Beach Arts Association -Artist Programs
Music Festival
 - CBCC Cannon Beach Chamber of Commerce –
 - Cannon Beach Walks
 - Clean Beaches Action Campaign
 - Event Tourism Videos
 - Fatbike Festival
 - North Coast Culinary Festival
 - North Coast Partnership
 - CBGG Cannon Beach Gallery Group – Earth & Ocean Festival
Spring Unveiling etc.
Stormy Weather
 - CBHC Cannon Beach History Center – 2020 Cottage Tour
 - Coaster Theatre – Late 2019 Early 2020 Special Events
 - NCTA North Coast Trail Alliance- Klootch Creek
 - Tolovana Arts Colony - Get Lit at the Beach
- (3) Discussion of budgetary decision regarding FY 2019-20 Grant Payments

ADJOURN

The public is encouraged to listen to this meeting via zoom or live stream via YouTube. Attendance in the Council Chambers is extremely limited due to the social distancing requirements.

Posted: July 15, 2020

Join Zoom Meeting:

Meeting

URL: <https://us02web.zoom.us/j/82412729340?pwd=S0hkN3ovRDl4elMzU3lzUHVERXo5Zz09>

Meeting ID: 824 1272 9340

Password: 933676

One Tap Mobile:

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Minutes of the
TOURISM AND ARTS COMMISSION
March 10, 2020
City Hall Council Chambers

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

Excused: Mike Morgan

Staff: City Manager Bruce St. Denis and Assistant City Manager/City Recorder Colleen Dick

CALL TO ORDER

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

MESSAGE FROM CITY MANAGER

St. Denis spoke about using \$102,000 of the Tourism & Arts Fund to subsidize the purchase the former Cannon Beach Elementary School. This is will be done as a no interest loan from the TAF budget to the account designated to receive TRT from the county. Toutain-Dorbec mentioned the tsunami and bridge issues. St. Denis explained that the state has now changed the laws to allow schools, and other priority buildings in the tsunami zone. When asked when the building will be a usable space, St. Denis said he did not know the process Council will be taking. Once the decision is made, things could happen quickly. He advocates a loan to do it all at once vs. the pay as you go style.

ELECT CHAIR AND VICE CHAIR FOR 2020

Motion: Toutain-Dorbec moved to appoint Jim Kingwell as Chair, Sinkler seconded.

Vote: Kingwell, Sinkler, Swedenborg, Toutain-Dorbec and Walker voted AYE, the vote was 5:0 and the motion passed.

Greg Bell joined the meeting.

Motion: Toutain-Dorbec moved to appoint Julie Walker as Vice-Chair; Kingwell seconded.

Vote: Bell, Kingwell, Sinkler, Swedenborg, Toutain-Dorbec and Walker voted AYE, the vote was 6:0 and the motion passed.

APPROVAL OF MINUTES

Motion Walker moved to approve the minutes of the June 4, 2019, meeting with a correction: Sinkler seconded.

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

REVIEW FY 2018-19 FINAL EVALUATIONS

Cannon Beach Arts Association (CBAA)

Artist Program - Lila Wickham, Exec Director present. Walker said she did not know who stayed over in Cannon Beach. Executive Director Cara Mico has left. Lila Wickham reported that Cara Mico left at the time

of the music festival. The CBAA hired a new interim director Scott Thompson who is great at art but not technical. The board has taken on more responsibilities and the work is distributed. Wickham said they do not sell tickets and it is very hard to verify the number of people attending the gallery. They know they have approximately 10,000 people who come into the gallery in a year. Sinkler suggested they contact the Chamber of Commerce to see how they do it. CBAA will look into the report options of Square.

Music Festival – Manzanita thought they did better with the festival because they did workshops. CBAA cannot get the Chamber or Coaster Theatre in October this year. They will be at the Sea Ranch and that will help. They will not have competing venues/times this next year. The staff turnover at the time of this past event did not help. They worked with a company who does music promotions and CBAA relied on them heavily.

Cannon Beach Chamber of Commerce (CBCC)

TAC member Greg Swedenborg and event promoter Tracy Able were able to answer some questions.

Culinary Festival – surprised by the average stay of this as opposed to the cottage tour; but this was the first year. Lots of communication. Discussed the tally sheets. Reports showed utilization of rooms, not necessarily what they came for. It is a ticketed event. This year they are doing a progressive dinner. Expect things to be better in the next year's event. The CBCC has their own system for ticketing. They will change the timing of the night market/party, with alcohol, music and vendors. \$2,500 of the proceeds were given to the culinary school for a scholarship.

Event Videos – implementation of videos on Chamber website but where is the quantitative data? No other questions.

Fatbike Festival – Registrations were down. Total expenses appeared to be less than their TAC award. TAC questioned if the City should receive money back? CBCC needs to do a more complete budget. TAC members think they may have to give \$3000 back, but could they use it going forward for next year? St. Denis will ask the attorney. Greg Swedenborg will work with the CBCC to on the budget.

Motion: Claudia Toutain-Dorbec moved that staff create a visual (spreadsheet) of the schedule to include dates of the events and other data in order to review the calendar easier: Walker seconded.

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

This led to much discussion about the entire timing and purpose of the program. After a while, Chair Kingwell said this needs far more discussion when they have more time. St. Denis if you are wanting to change the cycle he is fine with it.

North Coast Partnership (NCP) – Kingwell said he has seen TV ads on late night and it has changed his view of the NCP advertising. Swedenborg said it is hard to say if this funding and advertisement directly affects the transient room tax. Walker had no questions but questions if it qualifies for TAF grants. Toutain-Dorbec also does not like using TAF grant money on this. St. Denis, said if it will help, he can have the finance director here to talk about funding etc. The attorney and the Council have all spoken to the question of what type of event qualifies for funding. The information is there. Can do it quarterly if you wish. Kingwell said we are to focus on drawing people to Cannon Beach regardless of visitor trends.

Cannon Beach Gallery Group (CBGG)

Spring Unveiling, Earth & Ocean & Stormy Weather Festivals – Kingwell spoke for CBGG saying this is an example of the problem of timing. The CBGG was in turmoil and the numbers in the report were the best he had at the time. He has better numbers now. If they must return any money to the city, it will effect their next event cycle just like other events. The timing and carryover of funds affects most events and this needs to be addressed. They overspend one year and exceed the TAF grant allocation. Walker said there is still an attendee problem on all three events. Kingwell said that won't change. Walker questioned how

to account for the attendees. Discussed the requirement for Heads in Beds.

Cannon Beach History Center

2019 Cottage Tour – no questions. Kingwell is sold on the image. They self analyze and improve each year.

Coaster Theatre

Late 2018 Early 2019 Events – Same problems: quantifying heads in beds. Swedenborg said the event fits within the rules and the theatre is part of the City.

REVIEW FY 2020-21 APPLICATION MATERIALS, TIMELINE, & SCHEDULE NEXT MEETINGS

At a later date TAC would like a work session to evaluated the packet materials and then make suggestions to the City Council.

Good of the order –

TAC consensus was to meet April 14, 2020 1pm-4pm in the Council Chambers to review the FY 2019-20 mid-term evaluations.

ADJOURNMENT

Chair Kingwell adjourned the meeting at 3:05 pm.

Colleen Dick, Assistant City Manager

Minutes of the
TOURISM AND ARTS COMMISSION
June 16, 2020
City Hall Council Chambers

Members: Chair Jim Kingwell, Vice Chair Julie Walker, Commissioners Steven Sinkler, Greg Bell, Mike Morgan, and Greg Swedenborg and Mike Morgan present

Excused: Claudia Toutain-Dorbec and Mike Morgan is on the phone without any audio.

Staff: City Manager Bruce St. Denis and Assistant City Manager/City Recorder Colleen Dick

CALL TO ORDER

Chair Kingwell called the meeting to order at 1:04 pm.

DISCUSSION OF TOURISM AND ARTS FUND FY 2019-20 RECIPIENTS

Kingwell addressed the issue of the mid-terms and finals for this year. Some applicants had to change things because they had to cancel or reschedule their events. The finals need to be reviewed before we can accept new applications. Sinkler said there is no reason to review the mid-terms if the events were cancelled. St. Denis spoke of the status report request staff had sent to the grant recipients and that the results were cursory as we did not ask for details or tried to verify what they reported back. The status report was just trying to find out how much money may be returned to the city as unused, and how much money the recipients really needed for Quarter 3 (May payment) and Quarter 4 (July payment) referred to as Q3 and Q4.

Kingwell spoke of Q3 and Q4 payments and the cash crunch the fund is in. When the city distributed the funds in the TAF reserve, all of it was used, without accounting for the Q3 and Q4 payments that still had to come out of the reserve. The TAF reserve obligations were not considered when the entire reserve was given out in the business assistance grants. St. Denis said it was a policy decision and staff want to make the current TAF recipients whole; pay what was agreed, but we may not have the funds to do it on time.

Discussion followed about whether there would be enough money to pay Q3 and Q4 obligations by mid July or if it may have to be later. Also discussed was how to assess how much money is really needed by the applicants if they have had to cancel or postpone their events. Any unused funds could go to help next year's funding. Also discussed was the future of the TAF grant program; whether to take a year off, build up the reserve and start the following year. It was agreed that the events need to occur next year and be funded as much as possible, to keep the momentum going. Also, it would show that TAC and the City are behind the program. It may be that the events will have to be modified for COVID safety precautions and some things may be more virtual than actual events. The next season's applications will need to be creative and they may have to be scaled back due to the money situation.

The TAC agreed to ask the recipients to stop spending and prepare a final evaluation so the TAC could meet to review what is really needed and how much funding can come back to the City. They agreed that rather than ask for receipts and proof of spending, they would rely on the integrity of the applicants as they have always done with the evaluations.

TAC agreed to meet with the City Council in a special meeting on June 23rd to discuss these options and find out how the Council wants to approach the events; current and future.

Kingwell asked for a motion:

Motion: Walker moved to ask the FY 2019-20 TAF recipients for final reports to be used as a basis for verifying expenses for reimbursement within the context of the FY 2019-20 fiscal agreement; Sinkler seconded it.

The motion was amended after more discussion.

Motion to Sinkler moved to amend the motion on the floor to add the due date of July 15th; Bell seconded.

Kingwell asked for a vote regarding the amendment.

Vote: Bell, Kingwell, Morgan, Sinkler, Swedenborg and Walker voted AYE; the amendment was approved.

Kingwell asked for a vote regarding the amended motion.

Vote: Bell, Kingwell, Morgan, Sinkler, Swedenborg and Walker voted AYE; the amended motion was approved.

TAC members agreed that the intent is that the recipients will be reimbursed for funds they have spent prior to cancelling the event.

DISCUSSION OF TOURISM AND ARTS FY 2020-21 PROGRAM

TAC members discussed the value of continuing the Tourism and Arts grants and how much the events mean to the city. Discussion of the next year's schedule followed, and it was agreed to propose to the Council that the applications should not be due until October 1, 2020. We should have a better feel for the funding and safety rules at that time. When the program started, the applications were due September 1st then it was moved to July and in 2013 moved to May. Going back to October may not appeal to all the applicants, but the timing of evaluations and events could work out better and be less confusing. It is difficult to have to prepare a mid-term evaluation when you just finished your event, and conversely, some events have not even occurred when the applicants are applying for next season's funding.

TAC also discussed that in the interim, they could review and assess the guidelines and application. This will be done in a TAC work session.

GOOD OF THE ORDER

ADJOURNMENT 2:52pm

Colleen Dick, Assistant City Manager