

Seaside, Hood to Coast hope for brand-new start

After calamitous year, organizers want blue skies

By KATHERINE LACAZE
For EO Media Group

SEASIDE — Hood to Coast organizers and city officials are crossing their fingers this year.

High winds and rains all but stymied last year's Hood to Coast, a treacherous mess when winds of up to 85 mph hit the North Coast. Some tents were completely

knocked over. Organizers were forced to cancel the traditional finish party on the beach.

Runners crossed the finish line, but the storms continued.

The Seaside City Council threatened to sever ties to the 200-mile relay event after complaints of bad behavior and traffic nightmares.

Dozens of local business owners

signed a letter expressing discontent "that the overall impact of hosting this massive event during the busy summer tourist seasons is negative."

Organizers made it clear they could not accommodate a date change, and their only alternative was to alter the route so the race ended in a different city. Not

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EO Media Group/File Photo

The scene on the beach after high winds dismantled the Hood to Coast stage and tents last year.

BLIND PILOT ROARS AT LIBERTY THEATER



Edward Stratton/The Daily Astorian

Blind Pilot played their new album, "And Then Like Lions," during sold-out shows Friday and Saturday in Astoria's Liberty Theater. From left to right are bassist Luke Ydstie, trumpeteer and keyboardist Dave Jorgensen, lead singer Israel Nebeker, drummer Ryan Dobrowski, percussionist Ian Krist and multi-instrumentalist Kati Claborn.

The Daily Astorian

Hometown indie folk band Blind Pilot packed the Liberty Theater Friday and Saturday, playing their third album, "And Then Like Lions," released earlier this month. ¶ The performance kicked off a nationwide tour for the band and was part of the Liberty Theater's Sunset Series, an effort to attract younger audiences with independent folk, pop and rock acts. The series will run once a month, with acts announced on astoriasunsetseries.com

'White Out': Talking about race is still a challenge



Lyra Fontaine/The Daily Astorian

Willamette University associate professor Emily Drew encourages the audience to discuss racial diversity at the Astoria Library event.

Professor prompts lively exchanges

By LYRA FONTAINE
The Daily Astorian

Talking about race can be difficult, but uncomfortable discussions were encouraged at the Astoria Library on Friday.

Emily Drew, a Willamette University associate professor in sociology, led a community conversation "White Out? The Future of Racial Diversity in Oregon," hosted by the Lower Columbia Diversity Project and Astor Family Friends Association and sponsored by Oregon Humanities.

Discussion prompts from Drew — such as what people are willing to do to interrupt systematic rac-

ism — led to lively exchanges about personal experiences or challenges dealing with race.

Both history and recent events informed the conversations. Over the summer, police shootings of African-American men — and attacks on police — have led to unrest.

"If we're going to survive as a country, we have to start looking at institutionalized racism," said Astoria City Councilor Drew Herzig, a leader in the Lower Columbia Diversity Project, which recently prepared a brochure on what to do when stopped by police. "There's no avoiding it ... If you're a person of color and you get pulled over, you could die."

Race after the Civil Rights era

More than 100 years ago, when

lynching was a spectacle, W.E.B. Du Bois wrote the problem of the next century would be "the problem of the color line." The U.S. Supreme Court decision Plessy v. Ferguson made racial segregation lawful under the "separate but equal" doctrine until 1954.

Drew said racism today is illegal, but institutionalized.

"Racism isn't just the egregious racial rhetoric of politicians; it isn't just the poisoning of water in Portland public schools, disproportionately schools that people of color go to," Drew said. "It is actually about a system in place that we all collude in and participate in."

Drew said past approaches to solving racism — 1980s multiculturalism and 1990s "colorblindness"

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From looking backward to making things happen

Marketer makes his home in Cannon Beach

CANNON BEACH — Though he moved to Cannon Beach just last summer, Kevan Ridgway is already a key part of the local business community.

For more than 20 years, Ridgway was president and CEO of a regional destination marketing organization for Vancouver, British Columbia. His job included helping organizations, such as different marketing groups in British Columbia's Sunshine Coast, work together



to achieve goals — like a hotel tax to fund tourism initiatives.

Now, as the Cannon Beach Chamber of Commerce marketing committee chairman, Ridgway hopes to bring some of that cooperation to festivals and events.

"When you look at those doing promotional work, they're all using Cannon Beach in different ways," Ridgway said. "We need a solid brand that we can all get behind."

The committee is also expanding its marketing to social media — including posts by visitors themselves.

The chamber's marketing committee uses a plan that focuses on visitors, not businesses, Ridgway said.

The "visitor economy" is an important part of Cannon Beach, he said, but the marketing plan takes residents into account as well.

"One of the other key principles is we won't do anything for tourism that isn't good for our residents," he said.

Ridgway is also a chamber board member and treasurer for the Cannon Beach Arts Association. He owns a

small business, Minds Aligned, which provides consulting and marketing services to tourism industry clients.

Ridgway was born near Coventry, England.

"I still support Coventry City football," he said of the soccer team. "I can watch three football matches on a Saturday."

He misses pub culture, which did not revolve around drinking when he was growing up.

"It was where all the families congregated," he said. "When you went to the pub with your mum and dad, the kids had a play area. It became a real family outing."



Kevan Ridgway

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