

KMUN hopes to boost communications

Translator to move near north-end water tower

By Erick Bengel
Cannon Beach Gazette

Coast Community Radio (KMUN) is seeking to boost its signal strength within Cannon Beach while making it possible for the signal to provide emergency communication services during a disaster.

On May 2, Joanne Rideout, station manager of KMUN, assembled a team of tech-savvy volunteers — Roger Bassett, Ray Merritt and Gordon Spalding — to move an old translator from a private garage on Elk Mountain Road to a spot near the north-end water tower, and then hook it up to an antenna to see if the signal was any better. A translator converts a signal from one channel to another, in this case, from 91.9 to 89.5.

Rideout also enlisted four people who volunteered to listen to KMUN both before the move and after it to let her know if their signal improved.

The feedback told a promising story.

Three of the four listeners said KMUN's signal was significantly better, one of whom told Rideout she was able to listen to the station in her house for the first time rather than only in her car. The fourth listener said the signal remained the same.



ERICK BENDEL PHOTO

From left: Roger Bassett, Gordon Spalding and Ray Merritt make adjustments to an antenna before connecting it to the KMUN translator (not pictured). The translator had been relocated from a private garage on Elk Mountain Road to the north-end to test the signal.

In other words: "We didn't lose anything, and we gained a lot," Rideout said.

The next step, she said, is to find an organization willing to donate a 20-foot-long shipping container to the Tillamook Foundation (which runs

Coast Community Radio) so that it can operate like a small radio station, complete with a chair and microphone for use during emergencies.

Because the translator has been stowed away in such a remote heavily forested area for so many

years, the signal strength has been weak at best in many pockets of the city, Rideout said.

Knowing that the same translator can be more effectively used from the water tower changes everything, including the available communication

options in case of an emergency.

"I think that making that available to Cannon Beach is really important, considering the tsunami risk and the earthquake risk here," she said. "We're providing direct emergency broadcast support for Cannon

Beach in the event that our main signal went down. We'll still be able to support Cannon Beach through this translator because we would then be able to broadcast locally."

Rideout said she hopes to have the north-end site set up within a few months.

A&J's opens for ice cream and snacks

By Mike Williams
EO Media Group

A&J's Ice Cream Plus joins the frozen fray offering 12 flavors, sundaes, milkshakes, banana splits and snacks. Angel Pedraza and Jorge Ornelas opened on March 16 serving Tillamook ice cream, except for the bubble gum flavor. Tillamook doesn't make that flavor, she explains. The hot dogs, soft pretzels, nachos and chips give the shop an edge by offering hungry visitors a little more.

Pedraza has an associate's degree in busi-

ness management from Clatsop Community College and the business is self-financed. The couple have about \$35,000 in the businesses. They had opened a business called Classy Beauty in the same location before opening the ice cream shop. The couple plan to keep things rolling 11 a.m. to 7 p.m. seven days a week. Starting in June the shop will be open 'til 9 p.m.

"It's a good way to start a deal, not to have any days when you're closed," Pedraza said. "Especially when we al-

ternate with our schedules, so we're able to do that."

Pedraza works part time at Mo's Restaurant as a cashier. The location, in the same complex as Pizza a' Fetta and Bella Espresso, works out well, she said. Many people come through from parking on North Spruce and East Second. Plus she gets referrals from other shops in the area.

Cannon Beach has several ice cream shops to choose from. It's something Pedraza has considered.

"I always believe there

are plenty of people to go around for businesses to be able to do well," she said. "We're not really in competition with anyone but ourselves; we just want to be better for us."

She's lived in Cannon Beach for about 17 years, so when she decided to open a business she chose to stay close to home. "I did a lot of traveling in January, and there's just never a place like home for me," she said. "Even though I see a lot of beautiful locations, it's just not the same for me."

Pedraza worked at Escape Lodging for



MIKE WILLIAMS PHOTO

Angel Pedraza recently opened A&J's Ice Cream Plus in Cannon Beach with her partner, Jorge Ornelas.

about seven years. She was looking for something new. She became a new mom six months ago, and wanted more control over scheduling work hours. "I'm not

completely out of hotels," she said. "I hope to be there some day. I would like to be in management. It just depends on how it works out with baby."

Martin Hospitality invests \$1.3 million in Stephanie Inn room refresh

The Stephanie Inn reopened in April after a hotel-wide room refresh and face-lift this winter to the tune of \$1.3 million, coming just months after owners of the boutique inn stripped and remodeled the lobby and hotel dining room. The room refresh was completed in just 36 days. In 2009 the hotel underwent a \$5 million renovation.

"This room refresh brings a new sophistication and elegance to the Stephanie Inn and the accommodations available for luxury travel along the coast," said Ryan Snyder, Martin Hospitality president. "The Stephanie Inn attracts high-end visitors from throughout the world who are seeking the best in luxury travel and hospitality."

In the past 10 years, Martin Hospitality has in-



MARTIN HOSPITALITY PHOTO

A corner window room at Stephanie Inn with a view of Haystack Rock.

vested \$20 million in renovation and design projects to its hotels, restaurants and other coastal properties that draw in U.S. and international tourists. Last June the Stephanie Inn's gourmet dining room underwent a \$100,000 week-long renovation centered on color, lighting, the fireplace, furniture, tableware and linens, and other accent features.

"Martin Hospitality and its properties in Cannon

Beach are major drivers of our tourism industry and have significantly boosted our local economy and provided sustained job creation," said Courtland Carrier, executive director at the Cannon Beach Chamber of Commerce.

A majority of the room updates centered on interior design, accent features, and bringing a more modern feel to each space. Georgia Pope of Hill Devine Design & Supply designed the updated look and feel of the rooms.

Guest rooms follow a ruby-red color scheme while hotel suites welcome guests with gentle tones of

turquoise. Each room features all-original artwork from Portland-based artist Donny Masterson, and accents include silver mercury lamps and maritime treasures to polish the look and feel. O'Brien & Company of Wilsonville led construction efforts and Mike Skidmore of Skidmore Janette APD of Seattle oversaw architecture. The Stephanie Inn is located at 2740 South Pacific St., Cannon Beach. For more information about the Stephanie Inn and other Martin Hospitality hotels, restaurants and coastal properties, visit <http://explorecannonbeach.com>.

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