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Committee proposes 1 percent room tax hike

70 percent would fund info center through chamber

By Erick Bengel
Cannon Beach Gazette

In the end, the Cannon Beach Chamber of Commerce may get more money from the city than it originally asked for to run its Visitor Information Center beginning fiscal year 2015-16.

At the fourth and final city budget committee meeting May 13, the committee voted to recommend a 1-percent increase to the city's transient lodging tax beginning Oct. 1, 2015. The City Council, at its June 2 regu-

lar meeting, plans to vote on the total proposed budget of \$14,659,865, which represents an 8.5 percent increase over the current fiscal year's budget. If the council needs more deliberation, they will hold a special meeting later in the month.

If the City Council adopts the proposed budget, the increase would generate approximately \$260,000 for the next fiscal year; 70 percent, or \$182,000, would go to the chamber to spend on its information center, and 30 percent, or \$78,000, would go into the city's general fund.

If the tax carries over into FY 2016-17 — the tax's first full fiscal year in effect — it would generate at least \$280,000: that is, \$196,000



ERICK BENDEL PHOTO

At a meeting of hoteliers and lodging leaders at Haystack Gardens, Ken Quarles, manager of the Sea Breeze Court, second from left, objected to an increase in the transient lodging tax because he believes small, relatively inexpensive hotels like his don't personally see a benefit from such increases.

(70 percent) for the information center, \$84,000 (30 percent) for the general fund.

City Manager Brant Kucera said he would like to see a portion of the extra tax

revenue to fund the Cannon Beach Library, which, he said, should become a line item in the city budget.

In previous meetings, the budget committee discussed a half-percent tax increase that would have kicked in July 1, 2015, and raised only \$140,000 exclusively to fund the information center.

With the 1-percent tax hike, the chamber will enhance its website, grow its marketing efforts, continue leveraging social networks, make repairs to the chamber building and add spindle racks to the information center, Courtland Carrier, executive director of the chamber, said.

"These are basics. These are nothing fancy," Steven Sinkler, president of the chamber board, said.

Carrier said that the money would be used to draw visitors to Cannon Beach during the offseason and shoulder seasons, not during the already-busy summer season.

Paying peanuts

The chamber also plans to hire a full-time employee for the information center paid at \$17 per hour with benefits and, possibly, a parttime employee paid at \$14 per hour, Carrier said.

Currently, the information center jobs pay \$12 per hour and don't include benefits, Sinkler said.

"There's a saying: 'You pay peanuts, you get monkeys,' and we're paying peanuts," he said, "and it's

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Election results: Fire board status quo maintained

Sharon Clyde keeps her seat

By Erick Bengel
Cannon Beach Gazette



Sharon Clyde



Christopher Wilbur

The May 19 special district election results for Cannon Beach Rural Fire Protection District Board of Directors Position No. 5 were unequivocal: long-time board member Sharon Clyde will retain her seat.

Clyde received 196 votes, or 66 percent of the total votes cast; her challenger, Christopher Wilbur, received 102 votes, or 34 percent, according to the Clatsop County Elections Office's second unofficial election results, which showed one write-in vote for the position.

"Not too bad for my first political contest," Wilbur said, smiling. "Sharon's been working at this a long time. I have nothing but positive thoughts."

He added that he is happy for Clyde and knows she will "continue to serve the community well."

Clyde, a retired banker and travel agent living in Cannon Beach, has been on the board since 1996. Of the three board positions on the ballot — Nos. 1, 2 and 5 — hers was the only contested position.

Bob Cerelli and Linda Beck-Sweeney will remain in Positions No. 2 and 5, respectively. Cerelli received 261 votes against 3 write-in votes, Beck-Sweeney 232 votes against 14 write-in votes.

Wilbur, also a Cannon Beach resident, said will run again on the next go-around. "I'll keep trying

till I get it," he said. Wilbur works as a lieutenant with the Cannon Beach Police Department.

Upon hearing the news, Clyde said, "I'm just happy. I love the fire district, and I really like being on the board."

She said, however, that she likes Wilbur very much and "he would have done a good job."

The five-member fire board manages the tax dollars that come from the protection district's residents and helps set the policies of Cannon Beach Fire and Rescue. Members serve four-year terms that begin on the new fiscal year.

Formed in 1947, the rural fire protection district covers approximately five square miles and runs from the U.S. Highway 101 and U.S. Highway 26 junction south toward Arch Cape and Falcon Cove and includes the northeast tip of Tillamook County.

Currently, the board has a vacancy to fill because its now-former president, Alfred Aya, resigned late last month. Clyde, then vice president, automatically became president; the board subsequently voted member Garry Smith vice president.

Clyde said she hopes Wilbur will apply for the vacancy.



View from Neahkahnie Mountain Highway 101 in Oswald West State Park above the Cape Falcon Marine Reserve. The reserve ends at the northern portion of Neahkahnie Beach. R.J. MARX PHOTO

Cape Falcon Marine Reserve to protect waters, invite eco-tourists

Designation takes effect Jan. 1

By R.J. MARX
Cannon Beach Gazette

Oregon's fifth marine reserve goes into effect at Cape Falcon on Jan. 1, 2016. The reserve limits fishing and adds protections to the area, and will serve as a resource for research and a lure for tourism.

"People who are interested in farmers markets travel to farmers markets," said volunteer chairwoman Nadia Gardner of the Friends of Cape Fulton Marine Reserve at a Cannon Beach City Council work session on Tuesday. "People who are interested in marine conservation, they travel to places with protected marine areas. It's sort of a burgeoning market. We'll see if we will get charter boats or ecotourism. I'd love that."

Gardner shared the significance of the newly designated federal status at Tuesday's work session of the Cannon Beach City Council. According to Gardner, there are four other marine reserves in effect in Oregon — the only state to have them — Cascade Head in Lincoln City, Otter



SUBMITTED PHOTO

Marine reserve and protected area as mapped by Oregon Fish and Wildlife.

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MIKI SOUZA PHOTO

Chris Mogadam, a family and community health program coordinator with the Oregon State University Extension Service, shows off the nascent mobile garden project, where local students learn to grow fresh food in donated shopping carts filled with soil.

On the front lines of fitness

Chris Mogadam teaches physical, nutritional well-being

By Erick Bengel
Cannon Beach Gazette

Imagine what would happen if most people put the same amount of energy into the preventative maintenance of their bodies that they put into their cars.

Chris Mogadam, a family and community health program coordinator with the Oregon State University Extension Service, has seen what happens when people

don't take care of themselves — and when conditions like heart disease, obesity and diabetes come to rule people's lives.

Through the extension office in Astoria, Mogadam, a Cannon Beach resident since February, educates children, teens, adults and seniors relying on the Supplemental Nutrition Assistance Program on how to live healthier by eating well and exercising regularly.

And a lot of his job comes down to dispelling myths and raising awareness.

For example, "there's this fallacy that eating healthier costs more, but it really doesn't," he said. "It does involve a little bit more effort, a little bit



more thinking, a little bit more meal planning."

One technique for shoppers with limited resources: Don't shop the aisles of a grocery store; instead, work the perimeter, especially where the raw produce is kept. Buying fresh kale and spinach in a bunch often stretches one's dollar further than buying them in prepackaged form, he said.

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