

# Council takes recommendations on arts, tourism

Tourism from Page 1A

The arts association hopes to continue attracting big-name jurors — like Bonnie Laing-Malcolmson, curator of Northwest Art at the Portland Art Museum, who judged the winter 2015 show. Their participation tends to draw more artist submissions, Mary Bess Gloria, president of the association board, said.

The arts association requested \$15,934; the commission recommended \$12,857.

## Chamber of Commerce

The Chamber of Commerce requested separate funding awards for three different projects: \$15,000 for technological enhancement, including website improvements and search engine optimization; \$25,000 to “buy into” the “North Coast Partnership” among the Cannon Beach Chamber of Commerce, the Seaside Visitors Bureau and the Astoria & Warrenton Area Chamber of Commerce; and \$69,725 for event marketing.

Though the chamber’s website is the first search result that pops up when users type “Cannon Beach” into Google, “like any technology-driven activity, it changes constantly, and that’s the challenge,” Courtland Carrier, executive director of the chamber, said.

The commission recommended \$11,857 and \$18,429 for the tech

development and the North Coast Partnership, respectively. A recommended figure for the commission’s event marketing was not available by press time.

## Preschool & Children’s Center

Savor Cannon Beach — a four-day wine, culinary and arts festival whose citywide Wine Walk is a fundraiser for the Cannon Beach Preschool & Children’s Center — needs room to expand, Gary Hayes, the festival director and founder, said.

At next year’s festival, scheduled for March 10-13, the organizers expect to use the Tolovana Inn on top of the Cannon Beach Community Hall, a move that will increase Savor’s facility fees, he said.

In addition, the organizers plan to increase the number of Wine Walk tickets available, creating slightly longer waiting lines for pours and slowing down people’s drinking.

The Children’s Center requested \$45,728; the commission recommended \$37,667.

## Gallery Group

With two fewer galleries — Haystack Gallery and George Vetter FotoArt — currently operating, the Gallery Group is exploring new ways to enliven its two annual events, the Spring Unveiling Arts Festival and the Plein Air & More Arts Festival. The events are scheduled for May 5 through 7 and

June 23 through 25, 2016, respectively.

Plein Air in particular is headed for some major changes.

Bonnie Gilchrist, a marketer for the Gallery Group, said that the organization aims to “get ourselves on track to becoming one of the biggest Plein Air shows in the country.”

They propose to achieve this by featuring artists beyond those represented by the city’s galleries, lining up nationally recognized artists to hold workshops, and perhaps gradually transforming Plein Air into a week-long event.

The Gallery Group requested \$45,500; the commission recommended \$40,143.

## Cannon Beach History Center and Museum

The Cannon Beach History Center and Museum requested funding for its Cottage & Garden Tour, which in recent years has attracted more than 500 attendees and now provides about 20 percent of the organization’s annual income, according to Elaine Murdy-Trucke, executive director. The 2016 tours will take place Sept. 9 through 11.

Attendees take tours of the city’s verdant gardens, cozy cottages, historic gems and architectural wonders, Murdy-Trucke wrote. The goals for the forthcoming tours include scheduling notable keynote speakers and

increasing the amount of time visitors stay in town, allowing them to shop in Cannon Beach stores, eat in the city’s restaurants, etc.

The organization requested \$20,850; the commission recommended \$16,978.

## Coaster Theatre Playhouse

The Coaster Theatre Playhouse doesn’t ask for money to produce its plays and musicals but to hold its special events, such as the organization’s third annual fundraiser scheduled for Sept. 12 featuring Portland band Pink Martini.

The Coaster will also use its grant to attract theater arts patrons in the Portland Metro area, for example, by advertising in Artslandia, a performing arts guide. “Without TAC funding, this vital audience will be missed,” Jenni Tronier, the Coaster’s marketing and operations director, said.

In the last grant funding cycle, the Coaster advertised in prominent playbills, including the Broadway Across America playbill.

The Coaster requested \$67,443.90; the commission recommended \$35,264.

## Friends of Haystack Rock

The Cannon Beach Yoga Festival, an event organized by the Friends of Haystack Rock to be held Feb. 26 through 28, 2016, is a highly popular annual attraction, the commission agreed.

For three days, festival attendees practice yoga with renowned yogis, meditate, make art, dance, listen to music and engage in other soulful activities.

The only problem, a few commission members said, is that a decent percentage of the attendees tend not to spend money elsewhere in town because the festival keeps them so busy.

Christen Allsop, the event coordinator and owner of Cannon Beach Yoga Arts, said the local business owners concerned about the festival’s questionable economic stimulus should ask her how the businesses can make themselves more appealing to the yoga festival participants.

Friends of Haystack Rock requested \$45,000; the commission recommended \$38,407.

## Tolovana Arts Colony

Organizers of the three-day book bash known as Get Lit at the Beach — a Tolovana Arts Colony event slated for April 15 through 17 next year — want to shoot for a wider variety of guest authors. This would be aided, Tracy Abel, an organizer, said, if the arts colony could start offering to pay the authors a stipend.

Get Lit is “not for everybody,” but “even people who aren’t big readers” are “blown away by the event,” she said.

The Tolovana Arts Colony requested \$25,000; the commission recommended \$20,143.

# Council solicits public input to prepare a vision statement

Plan from Page 1A

“The National Citizens Survey is the best means of sampling residents because results can be compared with thousands of other communities across the U.S.,” he said. “These results are then incorporated into the discussion that occurs in the actual strategic planning session.”

The survey would query homeowners, and full-time renters and minorities, who he said typically return less. The survey would also be presented in Spanish.

Kucera said after the survey results are delivered, he expected a weekend or retreat by council members in formulating goals.

The survey and analysis would take about 16 weeks

from survey preparation to final report, according to a National Citizens Survey timeline.

City Council members said they were generally supportive of the strategic plan proposal, but had questions about the styling of the questionnaire, its cost and its usefulness specifically for Cannon Beach.

“My first reaction is this is huge, such a huge undertaking of time and money,” asked councilor George Vetter. “Can we scale this to Cannon Beach?”

“Each of us has lived here for a number of years,” Vetter added. “We have a lot of interaction with residents. Each of us brings a lot of information to the table. I don’t see as much value as this to a communi-

ty like Cannon Beach as you do in a community like Portland, where you have so few people representing so many people. Here we have pretty good with our community, all of us. That’s why I’m a little concerned about all the money we’re spending on this.”

Mayor Sam Steidel said he thought the survey failed to offer questions pertinent to Cannon Beach. “They don’t ask residents of Cannon Beach about their ideas,” he said. “They don’t ask how they feel about very specific things. I’m not saying this is bad, it’s just not going to have meaning. To me, we’ve already got most of that already in our goals, and now we’re going to all this expense.”

Kucera said he anticipated it would take no more time or

personnel in Cannon Beach than in other communities he has prepared strategic plans for as city manager.

## Polling the community

“The goal is to find out what the community thinks,” said councilor Mike Benefield in support of the survey. “This is a well-proven system. I can sit here and say what’s important, but with a survey we may find things we haven’t thought of.”

“I’m looking for ideas,” Benefield said. “We want to know what people like and dislike and are comfortable with in the city. What works and what doesn’t work.”

Councilor Wendy Higgins said she welcomed the feedback that the survey would provide, which would pro-

vide a perspective that could come from new sources in the community. “Some questions you might find applicable to me, but they might be applicable to someone else,” she said.

“We’re the ones who are going to have implement the policy and procedures, and assign the resources,” Benefield said. “You’re trying to pull out of the citizens what needs to be done and make this the kind of community people want to move to for, and live here for. For us, it’s making priorities based on the information. You might be surprised. You might think you know exactly how everybody feels. Some people might say: ‘I don’t want to be like Seaside.’ Others might say, ‘I love it, I like the cam-

val atmosphere.’ That’s what these general surveys will help you do. I’m not looking for ideas, I’m looking for emotion, feel and perception of the town, what we’re doing, not doing.”

“I really see it as an opportunity to make sure that the goals of the community and the goals of council and staff are all lining together and make sure we are using to use our resources effectively to make what we want to see happen,” Kucera said.

Council members agreed to further discussion of the survey, including a review of costs and customization of the survey, at future council meetings.

The next meeting of the City Council will be held Tuesday, July 7.

# MUNICIPAL MEMO

June 2015

Is published monthly by the City of Cannon Beach  
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FOR YOUR INFORMATION  
MAYOR: Sam Steidel  
COUNCILORS: Wendy Higgins, Melissa Cadwallader, Mike Benefield & George Vetter  
CITY MANAGER: Brant Kucera

## MEETINGS JULY 2015

7	City Council Regular Meeting	7:00 p.m.
14	City Council Work Session	5:30 p.m.
16	Design Review Board	6:00 p.m.
23	Planning Commission	6:00 p.m.
30	City Council/TAC Work Session	6:00 p.m.

### CITY COUNCIL EXECUTIVE SESSION, June 2, 2015

City Council met with the City Manager to discuss his six-month performance evaluation. The meeting was held in accordance with ORS 192.660(2)(i).

- Approved Resolution 15-10: For the Purpose of Authorizing Fiscal Year 2014-15 Budget Amendments and Transfers;
- Approved the City Manager 6 - Month Performance Evaluation

### CITY COUNCIL REGULAR MEETING, June 2, 2015

- Council said farewell to Officer Lewis Holbrook who has now retired from the Cannon Beach Police Department;
- Municipal Court Judge Ron Woltjer swore in new Cannon Beach Police Department Officer James Jordan who comes to us from Seaside;
- Police Chief Jason Schermerhorn recognized Cannon Beach resident, Allison Johnson for her assistance in the apprehension of alleged kidnapper, Russell Deviney; she identified the suspect and alerted law enforcement of his location;
- Katie Voelke, Executive Director of the North Coast Land Conservancy gave a presentation to Council summarizing the NCLC’s activities;
- Approved Resolution 15-05: For the Purpose of Establishing Parking Management Fees for Fiscal Year 2015-16 Updating Resolution 14-05;
- Approved Resolution 15-06: For the Purpose of Declaring the City’s Election to Receive State Revenues for Fiscal Year 2015-2016;
- Approved Resolution 15-07: For the Purpose of Adopting a Budget for Fiscal Year 2015-16, Making Appropriations and Levying Taxes;
- Approved Resolution 15-08: For the Purpose of Repealing Resolution 14-08 and Establishing Water, Wastewater and Storm Drain Utility Rates;
- Approved Resolution 15-09: For the Purpose of Adopting a Budget for the Cannon Beach Road District for Fiscal Year 2015-16, Making Appropriations and Levying Taxes;



Relocation of the “Sroufe Memorial Water Fountain” to the Library Property at 131 N Hemlock Street; Approved  
The DRB is scheduled to meet June 18, 2015 at 6:00 p.m.

### CITY COUNCIL WORK SESSION June 9, 2015

- Chief Schermerhorn introduced the Lifeguard and Parking Information summer staff;
- City Manager Kucera introduced new city staff Russell Barrett (Information Technology Director) and Laurie Sawrey (Finance Director);
- Discussed the FY 2015-16 Tourism & Arts Fund grant awards;
- City Manager Kucera presented an overview of the strategic plan process.

**DESIGN REVIEW BOARD** - At their May 21, 2015 meeting the Design Review Board discussed:  
**DRB 15-07**, Haystack Gardens LLC, Application for Modifications to a Previous Approval for the Construction of a New Three-unit Multi-family Building at 184 E Gower Street; Approved  
**DRB 15-06**, Vito Cerelli, Application for the Construction of a New Commercial Building at 3401 S Hemlock Street; Approved  
**DRB 15-01A**, City of Cannon Beach, Application for the

**PLANNING COMMISSION** - At their May 28, 2015 meeting, the Planning Commission discussed:  
**CU 15-02**, Cannon Beach Academy Request for a Conditional Use Permit to Allow a Temporary Location for the Cannon Beach Academy Charter School at 171 Sunset. Approved  
The Planning Commission is scheduled to meet June 25, 2015 at 6:00 p.m.

### Haystack Rock Awareness Program

The Haystack Rock Awareness Program needs your help! Thousands of people visit the tidepools that surround Haystack Rock. The Haystack Rock Awareness Program(HRAP) is a stewardship and environmental education program whose mission is to protect, through education, the intertidal and bird ecology of the Marine Garden and Oregon Islands National Wildlife Refuge. Volunteers are crucial to our mission! Whether it be once a week or once a month, we accept and appreciate any level of involvement. Please call: 503-436-8060 or email: hrapvolunteer@ci.cannon-beach.or.us for more information or to sign up!

### Cannon Beach Farmers Market

The Cannon Beach Farmers Market started Tuesday, June 16th and runs every Tuesday through September 29th. Music and prepared food are from 1pm - 5pm. Vendors are open 2pm - 5pm. The market features produce, Cheese, Meats, Salmon, Eggs, Baked Goods, Honey, Sea Salt, Flowers, Mushrooms, Sweet Treats, Wine and more! This season we will have our childrens’ program during the months of July and August, every Tuesday from 3pm - 4pm. The childrens’ program will be led by Jason Schermerhorn and his two children Jasmine and Jackson. The location of the market is on the corner of E. Gower and Hemlock (midtown/City Hall parking lot). Belinda Underwood will be our opening musical act. For more info call 503-440-0054. See you at the market!

### NOTICE OF VACANCIES CITY COMMISSIONS, BOARDS & COMMITTEES

The City of Cannon Beach is seeking applications for the following vacancies:

**EMERGENCY PREPAREDNESS COMMITTEE: ONE (1)** vacancy to fill a four-year term.

The primary responsibility of the Emergency Preparedness Committee is to plan emergency response on a city-wide basis and make recommendations to the City Council. The Emergency Preparedness Committee holds its regular meetings on the last Friday of each month at 10:00 a.m. and schedules work sessions as needed.

**PUBLIC WORKS COMMITTEE: One (1)** vacancy to fill a four-year term beginning August 1, 2015.

The primary responsibility of the Public Works Committee is to review all public works projects and make recommendations to City Council. The Public Works Committee holds its regular meeting on the third Tuesday of each month at 9:00 a.m.

To be eligible to serve on a City committee, applicants must have resided within the

city or its urban growth boundary during the one year immediately preceding appointment; or at the time of appointment, shall have owned real property located within the city or its urban growth boundary for at least one year immediately preceding appointment.

Applications are available at City Hall, 163 E. Gower Street, Cannon Beach, by email addressed to riggs@ci.cannon-beach.or.us, or on-line at www.ci.cannon-beach.or.us. Applications should be returned to Colleen Riggs, City Recorder, Cannon Beach City Hall, and P.O. Box 368, Cannon Beach, OR 97110. no later than June 26, 2015 for consideration at the July 7, 2015 City Council meeting. For more information, please contact Colleen Riggs by email or phone at (503) 436-8052.

### Community Grants

Presentations for Community Grants Applications were held May 28, 2015 at City Hall. The Parks and Community Services Committee meet Thursday, June 18, 2015 to review the grant applications and prepare recommendations. The City Council will review the grant award recommendations at their work session scheduled for Tuesday, July 14, 2015 and final consideration of the awards is scheduled for the City Council meeting on Tuesday August 4, 2015.

### Tourism & Arts Fund Grants

Interviews for Tourism and Arts Fund (TAF) Grant Applications were held Tuesday May 19 and Wednesday May 20th at Cannon Beach City Hall. The City Council will give final consideration of the award amounts at their meeting on Tuesday, July 7, 2015.

### Community Emergency Response Training (CERT)

The City of Cannon Beach sponsors CERT training for citizens residing in Cannon Beach. CERT trains citizens to be prepared for disasters and respond to emergency situations within their communities. Trained CERT volunteers are able to give critical support to their family, neighborhood, first responders and provide immediate assistance to disaster victims. CERT volunteers also help with non-emergency projects that increase our community’s preparedness and resilience.

CERT courses consist of a series of classes that focus on preparedness, hazards in the area, fire safety, basic disaster medical skills, and light search and rescue activities. Each course concludes with a mock disaster drill that tests the participants’ training. First responders teach the CERT courses.

For information about the classes schedule and to enroll, please contact Colleen Riggs at riggs@ci.cannon-beach.or.us or (503) 436 8052.